

## **INTERNATIONAL UPDATE SEPTEMBER/OCTOBER 2003**

### **SOYBEAN MISSION TO JAPAN (NOVEMBER 15-22, 2003)**

The seventh annual Food Soybean Mission to Japan is designed to be multi-purposed. One-on-one meetings of Iowa food soybean exporters with the Japanese importers, distributors and end-users. In addition, there will be a meeting with the Japanese Ministry of Agriculture, Forestry & Fisheries (MAFF) to learn about the latest Japanese rules and regulations in the food industry, a luncheon meeting with leaders of the oil crushing industry and a food soybean educational seminar for those using soybeans in the food industry. The keynote speaker at the seminar will be Dr. Walter Fehr, Soybean Agronomist, Iowa State University. Iowa food soybean exporters and those thinking about exporting to the Japanese food markets are invited to participate. Companies interested should contact [Dick Vegors](#) at 515.242.4796.

### **AMERICAS FOOD AND BEVERAGE SHOW - MIAMI FLORIDA (DECEMBER 3-4, 2003)**

The sixth edition of the Americas Show will be held at the Miami Convention Center December 3-4, 2003. This year marks three firsts. It will be the first year that will include a Wine and Beer Pavilion, it is the first year that the National Grocers Association is endorsing the show to its 2000 members, and finally it will be the first time that a buyers mission will be held with the Cruise Ship Industry. Buyers from the following Cruise Lines will be available for one on one meetings on December 3, 2003, Carnival Cruise Line, Norwegian Cruise Lines, Caribbean Cruise Lines, Radisson Seven Seas, Princess Cruise Lines, and Celebrity Cruises. Companies interested in exhibiting and participating in the buyers mission need to contact [Dennis Leland](#) at 515.242.4763.

### **EXPO AGRO SINALOA - CULIACAN, MEXICO (JANUARY 29-FEBRUARY 1, 2004)**

The U.S. pavilion at this show, one of the largest and most important agricultural shows in Mexico, continues to grow. Attendees are primarily affluent Mexican commercial farmers from the northern states who produce commodity crops or fruits and vegetables for export. Their farms are among the most mechanized in the country, making the show a good venue for medium and large scale field equipment and technologies. The show is appropriate for Iowa companies with products applicable for farming in semi-arid regions, production of produce, field machinery for large tracts of land, irrigation and greenhouse farming, etc. Registration deadline is Sept. 15. Contact [Peggy Kerr](#) at 515.242.4745 for show information or visit [www.buyusa.gov/norcal/expoagrosinaloa.html](http://www.buyusa.gov/norcal/expoagrosinaloa.html).

### **MEXICO MEAT MISSION (FEBRUARY 2004)**

Mexico is one of the fastest growing meat export markets and a strong market for US turkey. With full implementation of NAFTA lowering tariffs for US meats and an expanding Mexican economy creating a demand for more meat, Iowa companies can see their meat export sales grow. Individual appointments will be arranged for Iowa companies to meet with Mexican buyers. Participating companies may qualify for ETAP funding. Contact [Mark Fischer](#) at 515.242.4760.

### **FOOD AND HOTEL KOREA TRADE SHOW (MARCH 3-5, 2004)**

Iowa food companies are invited to leverage their marketing and travel dollars by exhibiting at this targeted food show in Seoul, Korea before attending Foodex Japan. Korea is a fast growing market for US meat and food products. Food and Hotel Korea attracts a pre-qualified audience of importers, distributors and food buyers. This is a good show to introduce your food products or check out the potential for your food products. Iowa companies may qualify for ETAP funding. Contact [Mark Fischer](#) at 515.242.4760.

### **FOODEX JAPAN 2004 TRADE SHOW (MARCH 9-12, 2004)**

Asia's largest food and beverage trade show will attract more than 90,000 professional visitors from 75 countries to Tokyo, Japan. There is also a growing organic section to the show. Iowa food companies are invited to exhibit in the Iowa section of the USA pavilion. Sales and procurement managers, owners, and chefs from supermarket chains, foodservice, wholesalers, trading firms and importers attend this premier food show. Japan purchased \$43 billion in food imports in 2001. Iowa companies may qualify for ETAP funding. Contact [Mark Fischer](#) at 515.242.4760.

### **PROCESSED PORK MISSION TO KOREA (SPRING 2004)**

IDED will work with the Iowa Pork Producers Association and a processed meat specialist to conduct a processed meat seminar in Seoul, Korea. Iowa companies producing processed pork products are invited to participate by displaying their products and discussing trade opportunities. Individual appointments will be arranged for Iowa companies to meet with Korean buyers. Contact [Mark Fischer](#) at 515.242.4760.

### **FOOD ASIA 2004 – SINGAPORE (APRIL 20-23, 2004)**

Plans are under way to fill an Iowa pavilion at the upcoming Food Asia show in Singapore, April 20-23, 2004. Singapore is located in the heart of Asia which has a combined market of over 500 million people. Food Asia 2002 attracted 33,141 International trade buyers from 92 countries. Qualified companies will receive funding from the Iowa ETAP program as well as from Miatco. At the 2004 Food Asia show, Miatco will sponsor its Food Show Plus service to interested companies. This service provides companies with interpreters and translation of company materials, competitive product analysis for the top three products, introduction to potential importers and distributors, in market tours of local retail stores and general market research. In addition, a trade mission is being considered to Thailand or Vietnam on the return trip. More details will be made available at a later date. If interested, please contact [Dennis Leland](#) at 515.242.4763.

## **OTHER INFORMATION**

### **Export Trade Assistance Program (ETAP)**

The State of Iowa offers financial assistance to Iowa companies who wish to take advantage of international trade shows and trade missions to enter new markets. Through the Export Trade Assistance Program (ETAP), a qualified company may be reimbursed up to 75% of the eligible expenses, up to \$4,000 per pre-approved event. If your company employs fewer than 500 individuals; at least 75% of your total number of employees are located within Iowa; and you are exhibiting products/services/samples of Iowa manufactured, processed or value added products or agricultural commodities in conjunction with a trade show or trade mission (outside the U.S.) this funding could be for you. Applications are currently being accepted for events occurring before June 30, 2004. Please contact [Kanan Kappelman](#) at 515.242.4892 for more information.

### **World Food Prize International Symposium – October 16 & 17, 2003**

On United Nations World Food Day and Norman Borlaug-World Food Prize Day in the State of Iowa, The World Food Prize Foundation will assemble a gathering of some of the world's leading thinkers and decision makers on the problem of global food insecurity and the role of the United Nations in achieving the Millennium Development Goals. Entitled "Building Alliances to Defeat Hunger and Famine," The World Food Prize International Symposium, held October 16-17 in the Downtown Marriott in Des Moines, will feature presentations by Governor Thomas Vilsack, Ugandan Minister of Agriculture Wilberforce Kisamba Mugerwa, USAID Administrator Andrew Natsios and the 2003 World Food Prize Laureate, Catherine Bertini. The Symposium also includes a scheduled Democratic Presidential Candidates Forum on Domestic and International Hunger. Participation in the Symposium is free and open to the public. To register, visit <http://www.worldfoodprize.org/Symposium> for more information.

## WEB SITES TO CHECK OUT

### EXPORT RESOURCES

U.S. Government Export Portal	<a href="http://www.export.gov/">www.export.gov/</a>
Trade Information Center, U.S. Department of Commerce	<a href="http://www.ita.doc.gov/tdtic/">www.ita.doc.gov/tdtic/</a>
Global Trade & Technology Network	<a href="http://www.usgtn.net">www.usgtn.net</a>
U.S. Census Bureau, Foreign Statistics Division	<a href="http://www.census.gov/foreign-trade/www/index.html">www.census.gov/foreign-trade/www/index.html</a>

### GRAIN

USDA, Reference Library (corn and soybean grading standards)	<a href="http://www.usda.gov/gipsa">www.usda.gov/gipsa</a>
USDA Grain Transportation Report	<a href="http://www.ams.usda.gov/tmd/grain.htm">www.ams.usda.gov/tmd/grain.htm</a>

### MEAT

USDA Food Safety and Inspection Service (Export Library)	<a href="http://www.fsis.usda.gov/OFO/export/explib.htm">www.fsis.usda.gov/OFO/export/explib.htm</a>
Foreign Agricultural Service	<a href="http://www.fas.usda.gov/">www.fas.usda.gov/</a>
Agricultural Transportation Handbook	<a href="http://www.ams.usda.gov/tmd/export/index.htm">www.ams.usda.gov/tmd/export/index.htm</a>
Animal and Plant Health and Inspection	<a href="http://www.aphis.usda.gov/">www.aphis.usda.gov/</a>
USDA Beef Export Verification (BEV) Program	<a href="http://www.ams.usda.gov/lsg/arc/bev.htm">www.ams.usda.gov/lsg/arc/bev.htm</a>

### EXPORT FINANCE RESOURCES

U.S. Small Business Administration (SBA)	<a href="http://www.sba.gov">www.sba.gov</a>
Export-Import Bank of the U.S.	<a href="http://www.exim.gov">www.exim.gov</a>
Overseas Private Investment Corp (OPIC)	<a href="http://www.opic.gov">www.opic.gov</a>
Private Export Funding Corp (PEFCO)	<a href="http://www.pefco.com">www.pefco.com</a>
U.S. Trade and Development Agency	<a href="http://www.tda.gov">www.tda.gov</a>
Overseas Program Fund	<a href="http://www.nasda.com">www.nasda.com</a>
US-AEP's Environmental Technology Fund	<a href="http://www.nasda.com">www.nasda.com</a>
Mid-America International Agri-Trade Council	<a href="http://www.miatco.org">www.miatco.org</a>
Export Trade Assistance Program	<a href="http://www.iowaexports.com/etap.htm">www.iowaexports.com/etap.htm</a>
U.S. Department of Commerce	
Export Finance Matchmaker/ITA	<a href="http://www.trade.gov/efm">www.trade.gov/efm</a>
Untied Air Initiative	<a href="http://web.ita.doc.gov/sif/untied.nsf">web.ita.doc.gov/sif/untied.nsf</a>
Multilateral Development Bank	<a href="http://www.ita.doc.gov/mdbo/">www.ita.doc.gov/mdbo/</a>
Global Technology Network (GTN)	<a href="http://www.usgtn.net/resources/financing">www.usgtn.net/resources/financing</a>
GMAC Trade Finance	<a href="http://www.gmactradefinance.com">www.gmactradefinance.com</a>