

## **FMI – CHICAGO, IL. (May 7 – 9, 2006)**

Iowa Department of Economic Development, Business Development Division will host an Iowa pavilion at The Food Marketing Institute Show (FMI), taking place May 7 - 9, 2006, McCormick Place, Chicago, IL. The Iowa pavilion will be in the U.S. Food Export Show Case, which will be located in a prime area near the main show entrance.

The U.S. Food Export Showcase has gained a reputation for featuring innovative, trendsetting products and attracting power buyers from around the world. If your business is interested in exporting to Europe, Asia and South America this is the place to be seen. The 2006 U.S. Food Export Showcase will attract buyers from every major market featuring exciting new products for virtually every category.

The cost of a 100 square foot booth in the Iowa pavilion will be \$2,500. This fee includes your floor space, four exhibitor badges, carpeting, back wall, side walls and a company name sign board, if needed. Electricity, extra tables, chairs, coolers, cold storage and any material handling or drayage will be your cost, paid directly to the to the official show contractor 'Focus One'. Booth space and rental fees will be 50% reimbursable through MIATCO's Branded Program. Companies interested in exhibiting with IDEED should submit their booth needs in writing to Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com) or fax to 515.242.4918.

## **NEW ZEALAND TRADE MISSION (February 27 – March 4, 2006)**

The Iowa Department of Economic Development (IDED), in partnership with the New Zealand Trade and Enterprise, will organize one-on-one prequalified business meetings for your company to help you achieve your goals in developing or expanding your market opportunities in New Zealand and the Australia-Asia region. Your company will also have the opportunity to attend the NZ BIO Conference <http://www.nzbio.org.nz> (February 27 & 28), held in Auckland, which is New Zealand's largest annual biotechnology conference. During the conference your company will have the opportunity to participate in an "Iowa Biotechnology" presentation and panel discussion that will be moderated by the Iowa Department of Economic Development. For more information, contact Martin Mitchell at [martin.mitchell@iowalifechanging.com](mailto:martin.mitchell@iowalifechanging.com), 515.242.4946.

## **INDIA TRADE MISSION (March 10-18, 2006)**

You are invited to participate on a trade mission to India, led by Governor Tom and First Lady Christie Vilsack, March 10-18, 2006. This trade mission, organized by the IDEED will build upon "India Year 2005-2006," sponsored by the Des Moines Area Community College. The IDEED, in partnership with the U.S. Department of Commerce and various Indian organizations will organize one-on-one, pre-qualified business meetings for your company to help you achieve your goals in developing or expanding your market opportunities in India. Your company will also meet with U.S. and Indian officials to help you better understand market entry strategies, tariff and non-tariff barriers and the vast opportunity the Indian market can provide to help your company achieve its global goals.

Based on your company's needs, cities to be visited may include New Delhi, Mumbai, Hyderabad, Bhopal or Bangalore.

"Indian tariffs have been reduced progressively since the early 1990's. Tariffs and poor infrastructure present the biggest obstacles to foreign investment and growth, but India's infrastructure requirements also present trade and investment opportunities for American companies. Key factors to doing business successfully in India include finding good partners who have knowledge of the local market and procedural issues; good planning; aggressive due diligence and follow up; and patience and commitment." (Source: U.S. Commercial Service – India)

A participation fee of \$2,500 will be charged per company. Export Trade Assistance Funding (ETAP) is available to eligible companies on a first-come basis to assist in defraying mission expenses. To learn more about how ETAP can stretch your international marketing dollars, check IDEED's web site at: <http://www.iowalifechanging.com/business/intl/etap.html>. To receive more information, contact Kathy Hill at [kathy.hill@iowalifechanging.com](mailto:kathy.hill@iowalifechanging.com), 515.242.4741.



## **INTERNATIONAL FOOD TECHNOLOGISTS EXPO (IFT) – ORLANDO, FL (June 25-27, 2006)**

The International Food Technologists Expo is where food ingredients, laboratory, packaging, and R&D services suppliers present their latest products and developments. As the premier global food ingredient show, the IFT Food Expo attracts companies from every facet of the food science and technology community. This is a good show to attend and have an Iowa presence because it is the largest food and beverage ingredient show in the world with:

- Over 925 exhibitors
- 235 first time exhibitors in 2005
- 32 Iowa companies exhibited
- Over 18,000 attendees
- 80% of attendees have buying influence
- Over 50% of attendees attend no other Expo

Companies participating in IFT may qualify for MIATCO's Branded Program funds which can reimburse up to 50 percent of a company's eligible expenses. MIATCO is also organizing a Buyers' Mission in conjunction with the show. If you are interested in learning more about how you can utilize Branded Program funds or participate in the Buyers' Mission, contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com), 515.242.4883.

## **REPCAN – TORONTO (June 2006)**

Canada is Iowa's largest export destination accounting for nearly 36 percent of our exports in 2004, a 22 percent increase over 2003. RepCan is Commercial Service Canada's largest multi-sector (open to all industry sectors including value added food products) trade event held annually in Toronto. It provides export-ready firms a cost effective means to introduce their products and services to the Canadian market or to increase current sales to Canada. U.S. companies can begin to meet their marketing goals and business objectives in Canada and become part of the one billion a day U.S.-Canada trade relationship. RepCan consists of focused one-on-one matchmaking appointments based on the U.S. participant's goals and objectives. RepCan also offers participants an optional matchmaking program in Montreal, Quebec – Canada's second largest market. If interested in participating in this event, contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com), 515.242.4745.

## **SOY FOODS PROMOTION AND FOCUSED TRADE MISSION (July 10-14, 2006)**

IDED is working with the Mid American International Agri-Trade Council (MIATCO), Iowa Soy Foods Council and the American Soy Association to organize a Soy Foods Promotion and Focused Trade Mission to take place in Mexico City. Midwestern Value Added Soy Food and Ingredient producers are invited to join us in Mexico to meet one on one with interested buyers, importers and distributors and attend retail and food service facility tours. MIATCO will host an evening reception highlighting the participating U.S. suppliers and their products with table top displays. MIATCO will also host an educational seminar and cooking presentation familiarizing the Mexican Buyers with the attributes and benefits of soy products as well as specific applications and usage ideas. Travel expenses for this trip may be 50 percent reimbursable through MIATCO's Branded Program. Companies interested in participating should contact Dick Vegors at [dick.vegors@iowalifechanging.com](mailto:dick.vegors@iowalifechanging.com), 515.242.4796 or Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com), 515.242.4883.

## **EDUCATIONAL EVENTS**

### **FIVE KEYS TO KEYS TO EXPORT SUCCESS (January 24, 2006)**

The U.S. Department of Commerce is organizing a half-day seminar for companies interested in obtaining resources on exporting. Speakers will discuss export basics and provide avenues for more information and support on export topics. A panel discussion will include an Iowa company sharing their experiences in beginning to export and developing their international program. There is no cost for the program. For more information, contact Randy Uhl at [wcdi@alpinecom.net](mailto:wcdi@alpinecom.net), 563.382.5515.

## EDUCATIONAL EVENTS (Continued)

### TAKING IOWA BUSINESS GLOBAL (February 27, 2006)

The international law firm of Faegre & Benson, LLP will be conducting its Third Annual International Legal Seminar - "Taking Iowa Business Global" in Des Moines, Iowa, Monday, February 27, 2006. The firm will bring attorneys from its offices in Frankfurt, London and Shanghai to conduct a seminar on topics of interest to Iowa companies doing international business. For more information contact attorney: Andrew Anderson at Faegre & Benson, LLP (Des Moines) at [aanderson@faegre.com](mailto:aanderson@faegre.com), 515.248.9000.

### FREE TRADE AGREEMENTS FOR AMERICANS – June 13, 2006

#### INCOTERMS® - June 14, 2006

Mark your calendars now for these seminars! This is the first time either of these programs will be presented by Frank Reynolds in Iowa. Reynolds is a veteran seminar leader and author on international trade topics including NAFTA, the Harmonized System, International Payments, Export Documentation, Basic Importing, Export Control Compliance and Incoterms®. His instruction incorporates real life "hands-on" experience gained through his 28 year old E award-winning trading company, International Projects, Inc. He has authored Incoterms for Americans, the U.S. text on Incoterms® 2000, A to Z of International Trade, Managing Exports and numerous trade related columns for the Journal of Commerce Online, Managing Exports & Imports and Documentary Credit Insight. Reynolds holds a U.S. Customs broker license and is a thirteen-term appointee to the U.S. Commerce Department's District Export Council. He served as the U.S. delegate to the Incoterms® 2000 revision and has conducted nearly 100 Incoterms® seminars under International Chamber of Commerce auspices.

- **Free Trade Agreements for Americans**

The United States is entering a growing number of free trade agreements, providing real benefit to U.S. exports and importers alike. However, each contains different eligibility rules and tariff phase-out schedules that must be strictly observed in order to qualify. The fact that these seem to be coming one after another makes informed compliance challenging to even the most experienced foreign trader. Attendees will receive Reynolds book *Free Trade Agreements for Americans*.

- **Incoterms® 2000 and Incoterms® for Domestic Use**

Incoterms® 2000 define the responsibilities of the buyer and seller for delivery of goods under sales contracts and how costs and risks are allocated to each party. Devised and published by the International Chamber of Commerce (ICC), they are accepted by governments, legal authorities and practitioners worldwide and are at the heart of all international transactions. This seminar will also cover the domestic use of Incoterms® as a logical replacement for the now-deleted official Uniform Commercial Code shipment and delivery terms. Revenue recognition under Sarbanes-Oxley of both domestic and international transactions using Incoterms® will also be addressed. Attendees will receive the official ICC Incoterms® 2000 publication.

Watch for additional details to be available soon. Don't miss this opportunity to attend these programs in Des Moines as opposed to a distant location! For more information, contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com), 515.242.4745, with questions.

## OTHER INFORMATION

### *Buyers from down under looking for Iowa pork*

In the summer of 2004, the first US-hosted pork buyer team from Australia made Iowa the centerpiece of their U.S. visit. Ten buyers representing nine different Australian companies toured Iowa pork plants and met with U.S. traders to discuss product specifications, availability and business opportunities. Aided by a favorable court ruling in Australia, which breaks down some of the trade restrictions, Iowa companies are seeing their sales grow. In the first nine months of 2005, Iowa plants shipped \$4 million in pork products to Australia, ranking it as the eighth largest export market for Iowa pork.

In August 2005, the first New Zealand pork buying team to visit the U.S. focused on Iowa. The 10-member team represented nine different New Zealand companies looking to source Iowa pork products for export to New Zealand and Southeast Asia. The team met with Iowa processors, toured retail stores and experienced the Iowa State Fair. The buyers were quite impressed with the quality and willingness of Iowa processors to meet the customer's needs.

Both teams were sponsored by the US Meat Export Federation. IDED is a long time member of USMEF and uses this partnership to bring buyers to Iowa companies. IDED is considering a trade mission to Australia and New Zealand to allow Iowa processors to meet with interested buyers. Contact Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com), 515.242.4760, for more information.

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## FINANCIAL ASSISTANCE

### 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 ETAP, the Iowa Department of Economic Development will reimburse a qualified company, up to 75% of their eligible expenses, up to \$2,500 per pre-approved event. ETAP assistance can be utilized up to three times during the state fiscal year (July 1- June 30). For more information, contact Lisa Mason at [etap@iowalifechanging.com](mailto:etap@iowalifechanging.com), 515.242.4883.

## UPCOMING EVENTS

### INTERNATIONAL TRADERS OF IOWA – “The Euro and the European Union: A Current State of Affairs”

**Date:** January 17, 2006

**Time:** 11:30 a.m. lunch, Presentation following

**Location:** Embassy Club 40th floor, Attaché Room, 801 Grand, Des Moines

For more information or to register, please visit [www.iowatraders.com](http://www.iowatraders.com) by noon, Thursday Jan 12, 2006.