

SOY FOODS PROMOTION AND FOCUSED TRADE MISSION – MEXICO CITY, MEXICO (July 10-14, 2006)

IDED is partnering 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 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, and facilitate an educational seminar and cooking presentation familiarizing 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 or 515.242.4796, or Lisa Mason at lisa.mason@iowalifechanging.com, 515.242.4883.

FOOD MARKETING INSTITUTE (FMI) – CHICAGO, ILLINOIS (May 7 – 9, 2006)

The Iowa Department of Economic Development (IDED) business development division will host an Iowa pavilion at The Food Marketing Institute Show at the McCormick Place, Chicago, Illinois. The Iowa pavilion will be in the U.S. Food Export Show Case, located in a prime area near the main show entrance.

The 2006 U.S. Food Export Showcase has gained a reputation for featuring innovative, trend-setting products from every category and attracting power buyers from every major market around the world. This is the place to be seen if your business is interested in exporting to Europe, Asia and South America!

For more information, contact Lisa Mason at: lisa.mason@iowalifechanging.com or by phone at 515.242.4883.

INTERNATIONAL FOOD TECHNOLOGISTS EXPO (IFT) – ORLANDO, FLORIDA (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.

The event this year is being held at the Orange County Convention Center, Orlando, Florida. This expo is the largest food and beverage ingredient show in the world hosting over 925 exhibitors which includes 32 Iowa companies. IFT reported 235 first time exhibitors from the expo in 2005.

With over 18,000 attendees, 80 percent of which have buying influence for their companies. And, over 50 percent of the attendees attend no other Expo, this is a good show to attend and have an Iowa presence.

IDED is sponsoring the Iowa pavilion, and as of March 1, there is one 10 x10 booth space still available. IDED is also sponsoring the Iowa Reception Sunday, June 25, from 5:30 p.m. to 7:30 p.m. at the Rosen Centre Hotel.

If you are interested in learning more about the Iowa Reception or exhibiting with IDED, contact Gail Kotval at gail.kotval@iowalifechanging.com or by calling 515.242.4731.

Companies participating in IFT may qualify for Mid-America International Agri-Trade Council's (MIATCO) 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 or by calling 515.242.4883.



MEXICO TRADE MISSION – VERACRUZ AND GUADALAJARA, MEXICO (October 15 - 21, 2006)

Mexico is the second largest single country market for Iowa exports, capturing 14 percent of the exports in 2005. This was an increase of 25 percent over 2004 and follows a 22 percent increase from the previous year!

Mexico is a natural market because of the tremendous receptivity it extends to U.S. suppliers. However, it can be difficult to capitalize upon its full potential due to issues such as its size and diversity, legal and banking systems, regulations and standards, and language and culture.

Guadalajara is Mexico's second largest city and third largest manufacturing base. It has been dubbed the "Silicon Valley of Mexico" and is an agribusiness region with manufacturing industries such as footwear, apparel, processed food, furniture, chemicals, pharmaceuticals and metal-working.

The State of Veracruz, along the Gulf Coast, is the third largest Mexican state in population and the fifth largest in manufacturing production. It is also a large agricultural producer and oil extractor. Veracruz agricultural products include corn, beans, sugarcane, coffee, rice, fruit, tobacco, livestock and fishing. Three of the most important seaports in Mexico are located in Veracruz. Specific needs have been identified in the areas of grain handling, storage and transportation, and equipment and inputs for the livestock industry; among others.

One-on-one pre-qualified appointments will be arranged in one or both locations for participating companies whether they are seeking to develop or expand direct export sales, locate distributors or agents, conduct market research or have other goals. All manufacturing industry sectors are invited to participate in this mission, although opportunities in Veracruz are limited to certain sectors.

If you are unfamiliar with the Mexican market, need updated market information or just want to see what type of contacts are available prior to making a decision, we encourage you to apply for an Industry-Market Analysis (IMA).

The deadline for IMA applications is May 15, 2006.

The May deadline will ensure the research can be completed and results reported in time for your review and a final decision regarding mission participation.

The deadline for trade mission application is August 15, 2006. For additional information contact Dick Vegors, International Marketing Manager, Grains and Grain Co-Products at dick.vegors@iowalifechanging.com or 515.242.4796, or Peggy Kerr, International Marketing Manager, Manufactured Goods at peggy.kerr@iowalifechanging.com or 515.242.4745.

FIGAP 2006 – GUADALAJARA, MEXICO (October 19-21, 2006)

Plans are underway for a state of Iowa pavilion at FIGAP 2006, the only show of its type in Mexico focused on the latest technological improvements in machinery, equipment and processes related to the animal feed industry and agribusiness.

Industry categories represented at this exhibition include: bioscience, genetics design and engineering of grain facilities, manufacture of balanced feeds, macro and micro ingredients, pharmaceutical products, animal health, associations, analytical services and equipment, services and products for the transportation, slaughterhouse, packing, ag-processing and material management industries.

Commitments must be made soon to hold a space for your company representatives, please take immediate action to contact Dick Vegors at dick.vegors@iowalifechanging.com or 515.242.4796, or Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745.

EDUCATIONAL EVENTS

CHANGING FACES/FACING CHANGES

THE FUTURE OF ADVANCED MANUFACTURING IN IOWA

The 2006 Advanced Manufacturing Conference educates Iowa manufacturers and the Iowa academic community on the latest advances in manufacturing technologies, emerging career opportunities and changing workforce needs in the state's manufacturing industry sector. IDEED is one of the sponsors for this two-day conference. Three conference tracks offer in-depth programs that enable attendees to innovate, profit and succeed in the highly competitive global manufacturing market:

- Technology Tools and Design for Manufacturing – New Ideas, Designs, Methods, New Technologies
- What's Driving the Global Manufacturing Economy – How Does Iowa Compete?
- Human Capital: Growing the Workforce – What's Needed? Skills, Interest, Recruitment, Diversity

EDUCATIONAL EVENTS (Continued)

Who should plan to attend this conference:

- Manufacturing companies (large and small)
- CEOs, Plant Managers, Engineers
- Educational institutions
- Economic development organizations
- K-12 communities
- Educators, Counselors and Students

Date: May 16-17, 2006

Location: Kirkwood Community College Main Campus, Cedar Rapids, IA

Tuition: \$145 Early Bird Registration, if received by April 14, 2006
\$195 if received after April 14, 2006

To register visit www.foryourlifetime.com or call , call 319.398.1022 or 1.800.332.8833.

For more information, contact Kim Johnson with Kirkwood Continuing Education at kim.johnson@kirkwood.edu or by calling 319.398.5525.

FREE TRADE AGREEMENTS FOR AMERICANS & INCOTERMS

IN IOWA FOR THE FIRST TIME! The Iowa Department of Economic Development, U.S. Department of Commerce and International Traders of Iowa are pleased to present two great seminars by Frank Reynolds.

Free Trade Agreements for Americans

A practical seminar on how the U.S. Free Trade Agreements work
Tuesday, June 13, 2006 - Sheraton, West Des Moines

The United States is entering a growing number of free trade agreements, providing real benefit to U.S. exporters 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

Wednesday, June 14, 2006 - Sheraton, West Des Moines

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 discuss 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.

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* and *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.

Further details are available at: www.iowalifechanging.com/business/downloads/fta06.pdf

OTHER UPCOMING INTERNATIONAL EDUCATION EVENTS INCLUDE:

International Traders of Iowa

www.iowatraders.com

Understanding the Use and Benefits of
Trade Credit Insurance
Des Moines, Iowa, March 28, 2006

Midwest International Trade Association

Monday, April 20, 2006 -
Free Trade Zone Workshop
Friday, May 24, 2006 -
World Trade Conference

www.buyusa.gov/iowa/secretsflier.html

West Des Moines, Iowa
Thursday, May 4, 2006
The Secrets of Successful Trade
Financing

The U.S. Department of Commerce

www.buyusa.gov/iowa/secretsflier.html
Cedar Rapids, Iowa
Friday, May 5, 2006
The Secrets of Successful Trade
Financing

U.S. Census Bureau - AES Compliance Conferences

www.census.gov/mso/www/ftd/index.htm
Tuesday, September 12, 2006 -
Seminar
Wednesday, September 13, 2006 -
Workshop

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OTHER INFORMATION

Jose Jimenez, IDEED's Mexico representative, is visiting Iowa on June 12, 2006. If you are interested in meeting with Jose Jimenez during his visit, contact Peggy Kerr at peggy.kerr@iowalifechanging.com or by calling 515.242.4745.