

INDIVIDUALIZED ASSISTANCE AVAILABLE IN MEXICO

Contact Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com

IDED has the ability, through its representative in Mexico, to provide Iowa exporters with customized assistance. These services, some involving a nominal fee, include:

- Research Assistance for specific issues
- Industry-Market Analysis (IMA): IDED can research and analyze the target market for a product or service to determine market potential, competitors, competitive products/services, marketing channels, market characteristics and distribution, advertising and promotions, requirements to conduct business
- Sales Associate Search (SAS): We can identify and pre-screen potential customers, agents, distributors or other sales associates based upon industry-market parameters and criteria provided
- Customized Business Appointments (CBA): IDED can provide an itinerary of appointments, arrange for interpreters and drivers, customized orientation briefing, consult on relevant market or business issues, introductory meetings with local professional service providers for legal, financial, logistics or other business consulting services
- Trade Show Support (TSS): pre-show promotions and/or post-show follow-up support

CHINA AND KOREA MEAT TRADE MISSION

JULY 27 – AUGUST 9, 2007

Contact Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760

Korea, the 2nd largest export market for Iowa pork, is reopening to Iowa beef. With the refinement of the cold chain in Korea and the introduction of chilled U.S. pork, Iowa's exports to Korea have doubled in the last year. China is a huge consumer of protein and they will continue to import to meet this growing demand.

This Iowa meat mission will involve several Iowa meat sectors – pork, beef, turkey and chicken. Individual appointments will be arranged for Iowa suppliers to meet importers, processors and retailers in Korea, plus an Iowa reception will be held in Korea for additional networking opportunities. IDED will work with the U.S. Meat Export Federation (USMEF) and Foreign Agricultural Services (FAS) to arrange a group schedule to learn more about this growing market in China.

GOVERNOR CULVER LEADS HIS FIRST IDED TRADE MISSION TO JAPAN, CHINA AND TAIWAN

SEPTEMBER 7 – 20, 2007

Contact Kathy Hill at kathy.hill@iowalifechanging.com or 515.242.4741

In 2006, Iowa's combined exports to Japan, China and Taiwan exceeded \$965 million. These are excellent markets for a variety of Iowa's products and services such as electrical machinery and equipment, agricultural products and services, medical devices and instruments.

Your company can participate in all three countries with planned visits to Tokyo, Beijing and Taipei. Individual business appointments can be arranged if you join in all or selected cities. In Tokyo, you can participate in the Midwest U.S. Japan Conference, September 9 – 11. The conference theme will be "Innovations and Sustainable Growth." To learn more about the Tokyo trade mission, visit <http://www.midwest-japan.org/about.htm>.

The delegation will then move on to Beijing and Taipei where Governor Culver will promote Iowa's products and services.

A mission participation fee, that will not exceed \$2,500, will be charged based on your level of participation. Export Trade Assistance Program (ETAP) funding will be available to eligible companies.



SOUTH AFRICA TRADE MISSION

OCTOBER 13 – 20, 2007

Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745

South Africa is not a traditional trading location for most U.S. companies, although it is one of the best intermediate-sized markets for firms to investigate. It is the 18th-largest single country market for Iowa's exports. South Africa's market size, infrastructure, and pro-business environment make it the logical choice for companies seeking a stepping-stone to conduct business on the African continent. It is the most advanced, broad-based and productive economy in Africa.

The South African economy is characterized by standards similar to those found in developed countries. Its service sector is well-established and growing, and the economy is increasingly well managed with slow but steady industrial productivity gains. It has a well-developed physical infrastructure and boasts a sophisticated financial sector with well-developed financial institutions and a stock exchange that ranks among the top exchanges in the world. Thanks to the commodity-driven export boom and surging retail demand, a medium-term growth rate of six percent is attainable and its investment risk rating places it squarely among the pre-eminent second-tier emerging markets. The United States is the 3rd-largest source of South African imports.

One-on-one pre-qualified appointments will be arranged for participating companies primarily in Johannesburg, Durban and Capetown.

CENTRAL MEXICO TRADE MISSION

NOVEMBER 26 – DECEMBER 1, 2007

Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745

Mexico is the 2nd-largest single country market for Iowa exports, capturing over 15 percent of the exports in 2006. Exports have increased 25 percent each of the last two years!

This mission will concentrate on the central region of the country, providing opportunities to explore Mexico City, the largest market in Mexico, and the secondary and tertiary markets in the surrounding states including the State of Mexico, Hidalgo and Puebla. This area is the political and financial center of Mexico and constitutes over 45 percent of Mexico's total industrial base. Mexico City will serve as our hub with one-on-one pre-qualified business meetings in the city and day trips to the surrounding markets most appropriate for your industry and products. All industry sectors are invited to participate in this mission.

ASIA MEAT TRADE MISSION

FEBRUARY 1 – 14, 2008

Contact Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760

This Iowa trade mission will stop in Japan, Iowa's largest meat export market and several regionally-important markets. Japan is the largest export market for Iowa pork, beef (pre-BSE), and is creating a growing niche opportunity for all Iowa meats. Singapore has potential for high-end products and is a regional distribution center for Southeast Asia. Taiwan is an import trading partner.

This Iowa meat mission is open to all Iowa meat sectors. Individual appointments to meet importers, processors and retailers will be arranged for Iowa suppliers. An Iowa reception will be held in Japan.

IOWA TRADE MISSION TO NORTHERN MEXICO

MARCH 9 – 15, 2008

Meat and livestock companies contact

Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760

Manufacturing companies contact

Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745

Mexico offers enormous market opportunities and is the 2nd largest destination for Iowa's exports. This mission will focus on secondary markets in Northern and Western Mexico. It is open to meat, livestock and manufacturing companies and will travel to Sonora, Chihuahua and Guadalajara. One-on-one pre-qualified appointments will be arranged in each location 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. Guadalajara is Mexico's 2nd-largest city and a regional distribution center for western Mexico.

BRAZIL TRADE MISSION

2008 EARLY SPRING

Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745

Brazil ranks 12th for the largest economy in the world and 12th as the largest single country destination for Iowa's exports. It represents about half of the South American territory and economy. The country is rich in agricultural, mineral and industrial resources and offers substantial market opportunities for U.S. exporters in a diverse array of sectors that support Brazil's drive to industrialize further, court energy and transportation investment, and cultivate export-led growth. The U.S. continues to be Brazil's single largest trading partner. Brazil has diversified industrial and agricultural sectors with many opportunities for both large and small U.S. businesses. Despite partial liberalization in recent years, the complexities of Brazil's business environment can still create substantial obstacles, making trade mission participation very practical.

This trade mission will include stops in Sao Paulo and Porto Alegre. Please contact Peggy Kerr for additional information or to provide input on final date selection.

SEOUL FOOD & HOTEL SHOW

MAY 14 – 17, 2008

Contact Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760

Korea is a fast growing market for imported foods. The Korea – USA Free Trade Agreement will give Iowa suppliers an advantage in growing market share. In 2007, the Seoul Food & Hotel Show drew a record number of attendees and opened sales opportunities for Iowa exhibitors. The Seoul Food & Hotel Show will have two distinct sections. The first will be for domestic exhibitors and open to both business and consumers. The second will be for international companies and will be open to a trade only audience. This section is best suited for new-to-country companies looking for a distributor. Iowa food and meat companies can join IDED at this important regional show.

CENTRAL EUROPE TRADE MISSION

MAY/JUNE 2008

Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745

Planning for a Central European trade mission is underway. Countries under consideration are the Czech Republic, Hungary, Poland and Slovakia. Trade with these strategically located countries has been increasing since their accession to the European Union in 2004. Many infrastructure projects are underway. Contact Peggy Kerr to discuss your areas of interest for Central Europe.



INTERESTED IN THE ARGENTINE OR CHILEAN MARKETS?

Contact Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com

While IDED is not planning trade promotion events in Argentina or Chile this fiscal year, our professional business development service providers are able to offer your company individual assistance in the markets. Chile remains the strongest economy in South America. Iowa exports have nearly doubled since the implementation of the US-Chile Free Trade Agreement in 2004. Argentina has the 3rd largest GDP in Latin America, after Mexico and Brazil, with an average annual growth rate of 8.5 percent since the economic crisis. Iowa exports have returned to pre-crisis levels. US products are very well received in both countries and are now more price competitive given the current exchange rates. Individual assistance includes market research studies, distributor searches and in-country appointment packages. These are all fee based services.

EXPORT TRADE ASSISTANCE PROGRAM (ETAP) CAN ADD UP TO \$12,000 TO YOUR MARKETING BUDGET!

Contact Lisa Mason at 515.242.4883 or lisa.mason@iowalifechanging.com

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.

The Iowa Department of Economic Development Export Trade Assistance program provides financial assistance to eligible Iowa firms wishing to enter new markets outside the United States. Reimbursement of up to 75 percent of an Iowa company's eligible and direct expenses in attending a trade show/mission taking place outside of the United States, up to \$4,000 for trade shows and \$3,000 for trade missions per pre-approved event is available up to three times per fiscal year. Funds are still available but are granted on a first-come, first-serve basis. If your company is planning to participate in a trade show or trade mission in the upcoming months, please contact Lisa Mason.

EDUCATIONAL OPPORTUNITY

MEXICO/CENTRAL AMERICA MARKET UPDATE BRIEFINGS

WEEK OF JUNE 18, 2007

Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745

IDED will host three briefings on Mexico and Central America in northwest, central and eastern Iowa. Our guest speaker and market expert is Jose Jimenez, Partner, Business Development Partners (BDP) S.A. de C.V. (BDP), Mexico City. BDP and its predecessor, TMS, have represented the State of Iowa in these markets since 1994. Jose will discuss current issues, trends and opportunities in these market areas.

IOWA FOOD COMPANIES: DO YOU WANT TO MAKE MARKETING ABROAD MORE AFFORDABLE?

Contact Lisa Mason at lisa.mason@iowalifechanging.com or 515.242.4883

Tired of trying to figure out how to afford international marketing, all the while knowing that you really can't afford not to? To become a successful long-term exporter, you must have the resources to promote your food products in these markets. The Food Export Association of the Midwest (formerly MIATCO) has funding available to qualified companies that can offset costs of many marketing endeavors including:

- Advertising and public relations
- Product demonstrations and in-store promotions
- Eligible trade show expenses
- Product literature and point-of-sale materials
- Package and label modifications (if necessary to meet foreign importing requirements)

If you are interested in participating in a U.S. pavilion at any of the below listed shows, you may want to take advantage of Food Export Association's Food Show Plus program. The program provides exhibitors at the show with the information and in-market support they need to be well prepared. Services may include pre-show feedback on the competition, translation of company profile, on-site interpreters, pre-arranged meetings with potential buyers, site visits to local retailers, in-market seminars and follow-up assistance.

EUROPE

ANUGA

October 13-17, 2007
Cologne, Germany

ASIA

Food Taipei

June 21-24, 2007
Taipei, Taiwan

Natural Products Expo Asia

June 27-29, 2007
Hong Kong, China

Food and Hotel China

November 14-16, 2007
Shanghai, China

NORTH AMERICA

ExpoHotel

June 13-15, 2007
Cancun, Mexico

Abastur

October 3-5, 2007
Mexico City, Mexico

CENTRAL & SOUTH AMERICA, CARIBBEAN

SIAL Mercosur

August 28-31, 2007
Buenos Aires, Argentina

FISA

September 11-13, 2007
Sao Paulo, Brazil

Visit www.foodexport.org for more information about Food Export Association of the Midwest.



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ELECTRONICS AND RELATED INDUSTRY – JAPAN

Japan Electronics Importers Association (JEPIA) and the IDIED Tokyo office are partnering to assist Iowa companies to expand their markets in Japan.

JEPIA started in 1976 as an association of electronic products importers in Japan. With the remarkable growth of the Japanese economy, the range of services provided by JEPIA has been expanding beyond the electronic products industry to a vast portfolio of manufacturing and related service industries.

If your company products are within the following categories, please contact Kathy Hill at kathy.hill@iowalifechanging.com or 515.242.4741 for more information.

- Electric Control Equipments, Parts
- Electric Measuring Instruments
- Electronic Applied Apparatuses
- Electronic Devices
- Electronic Parts, Electronic Materials
- Environmental Maintenance Instruments
- Industrial Instruments
- Industrial Robots
- Measuring Instruments & Apparatuses
- Mechanical Components, Parts, Tools
- Radio Applied Equipments
- Semiconductor Manufacturing Machines
- Telecommunications Equipments