

Outreach 2004 Trade Show - Rebuilding of Iraq (Amman, Jordan) – January 11-13, 2004

Recently the Congress passed \$87 billion in aid for reconstruction of Iraq. The time is now to secure contracts, business relationships and learn how to get a piece of the pie! This first-ever trade show is being organized by experienced trade show organizers - The Kallman Group. They have secured a prime location for the US Pavilion for American companies trying to get into the market. What to expect in addition to the trade show:

- The "Iraq Assistance Center" in Amman has committed to being part of the Exhibitor Workshops - telling US companies exactly what is necessary to compete for contracts.
- The Iraqi-American Chamber of Commerce has committed to bringing decision makers from up to 300(!) member companies to OUTREACH 2004.
- The U.S. Embassy in Baghdad and the Baghdad Business Center has committed to contacting the 2000+(!) Iraqi businesses that have registered with them to encourage their participation. They too will participate in the Exhibitor Workshops insuring Outreach 2004 exhibitors get first hand knowledge of what it takes to get contracts in Iraq.
- The Head of Procurement for the Coalition Provisional Authority (CPA) in Baghdad has committed their support and involvement - they are THE governing body and the final decision makers for all contracts involved with reconstruction in Iraq.
- Presentation on "Legal Guide to Doing Business in Iraq"
- Targeted industries include: construction, agriculture and food, IT and computers, healthcare, environmental systems, airports and port equipment, education and schools, oil and gas recovery, power generation and life style products. This show will be eligible to receive Export Trade Assistance Program (ETAP) funding for your participation.

Please feel free to contact the organizers directly: Kallman Group, Giles Hazel, Gilesh@kallman.com or Kelly Halsted 515.242.4713 or kelly.halsted@ided.state.ia.us of our staff for more information!

MEXICO TRADE MISSION – FEBRUARY 15-21, 2004

Mexico offers enormous market opportunities and is now the second most important U.S. trading partner after Canada, and the third largest destination for Iowa's exports. Mexico is a natural market because of the tremendous receptivity it extends to U.S. suppliers. This mission will be a combined IDED effort focusing on Iowa manufacturers and grain and meat producers. Participants will have an opportunity to visit two distinct areas of the country with the entire group visiting the Mexico City area and then proceeding to either Guadalajara, Jalisco or the State of Veracruz depending upon market opportunities or interests. (Grain merchandisers will focus on Veracruz with the meat producers concentrating on 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. All manufacturing industry sectors are invited to participate in this mission.

Mexico City and surrounding states are the political and financial center of Mexico, and constitute over 45 percent of Mexico's total industrial base. The state of Jalisco has the fourth largest economy in Mexico. Originally agricultural and trade-focused, it has diversified with the industrial sector currently ranking fourth at the national level. New

relationships are being developed between the states of Iowa and Veracruz. Veracruz produces a variety of agricultural products, ranks fifth in Mexico for manufacturing industry production and is also a major oil extractor and the largest producer of electric power.

Specific needs have been identified in the areas of grain, grain handling, storage and transportation and equipment and inputs for the livestock industry among others. Also, Veracruz would like to establish a working relationship with seed companies for winter seed production.

Grain merchandisers contact Dick Vegors at 515.242.4796 or r.vegors@ided.state.ia.us
Meat producers contact Mark Fischer at 515.242.4760 or mark.fischer@ided.state.ia.us
Manufacturers contact Peggy Kerr at 515.242.4745 or p.kerr@ided.state.ia.us

UPPER MIDWESTERN RESTAURANT, HOSPITALITY AND LODGING SHOW (MINNEAPOLIS, MN) – FEBRUARY 23-25, 2004

The Iowa Department of Economic Development and A Taste of Iowa® are recruiting for the Iowa pavilion. The Upper Midwestern Restaurant, Hospitality and Lodging Show (UP Show) is scheduled for February 23-25, 2004 at the Minneapolis Convention Center. This show attracts professionals from around the United States. Companies choose to return to Minneapolis year after year to network with colleagues and to meet and learn from top industry executives. The UP Show is a great opportunity for growth into the Minneapolis and surrounding markets and a chance to reach new customers, provide information, and cross promote your products. A Taste of Iowa is sponsoring the Iowa pavilion on the main show floor. As an Iowa company sharing in the Iowa pavilion this will increase your exposure and visibility at the show while providing your company a better location at a lower cost than if you exhibited on your own. Booths are now being reserved on a first-come, first-served basis. For more information please contact Jennifer Porter at 515.242.4871 or jennifer.porter@ided.state.ia.us.

CHILE AND BRAZIL TRADE MISSION – SPRING 2004

Plans are underway for a mission to Santiago, Chile and Sao Paulo, Brazil. Chile continues to be one of South America's most dynamic, stable and promising markets. The newly approved U.S.-Chile FTA will be the first comprehensive free trade agreement between the U.S. and a South American country. Under the agreement, more than 87 percent of two-way trade in goods will become tariff-free immediately, with most remaining tariffs and quotas eliminated in four years and all tariffs and quotas eliminated in 12 years. Brazil has the ninth largest economy in the world and represents about half of South America in population, territory, and economy. With over 170 million people, it is rich in agricultural, mineral and industrial resources and represents a substantial market opportunity for U.S. exporters. Contact Peggy Kerr at 515.242.4745 or p.kerr@ided.state.ia.us for more information and to explore the opportunities.

SPRING NASFT FANCY FOOD SHOW (CHICAGO, IL) – MAY 2-4, 2004

The Iowa Department of Economic Development and A Taste of Iowa are now recruiting for the Iowa pavilion at the Spring National Association of Specialty Traders (NASFT) Fancy Food Show. The Fancy Food Show is taking place May 2-4, 2004 at the McCormick Convention Center in Chicago, IL. This show is one of five specialty food shows put on by the NASFT each year. This trade event offers more than 70,000 specialty food products and usually includes approximately 1,200 U.S. company exhibits. The NASFT food shows are considered the leading trade events for food

suppliers from around the world. A Taste of Iowa is sponsoring the Iowa pavilion of the main show floor. If you are interested in this industry and would like to be a part of the Iowa pavilion, please contact Jennifer Porter at 515.242.4871 or jennifer.porter@ided.state.ia.us.

PROCESSED PORK MISSION TO KOREA – SPRING 2004

The Iowa Department of Economic Development will work with a processed meat specialist to conduct a processed meat seminar in Seoul, Korea. Iowa companies producing processed meat products and deli meats 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 or mark.fischer@ided.state.ia.us.

EVENTS/EDUCATIONAL OPPORTUNITIES

November 13, 2003

“Export Documentation & Procedures” – workshop (morning)

“IncoTerms” – workshop (afternoon)

Location: 1st National Bank Tower, Omaha

Contact Laura Pedersen at 402.323.5258 or lpedersen@fnni.com for more information.

November 14, 2003

“International Payment Terms” Emphasis on Letters of Credit

Location: 1st National Bank Tower, Omaha

Contact Laura Pedersen at 402.323.5258 or lpedersen@fnni.com for more information.

November 18, 2003

The International Traders of Iowa (ITI) will hold their monthly dinner meeting. The topic for this month’s meeting and location will be available in the near future by visiting www.iowatraders.com.

December 2, 2003

The International Traders of Iowa Holiday Party. Visit www.iowatraders.com for upcoming information.

January 20, 2003

The International Traders of Iowa will hold their annual Introduction to Exporting Seminar. Visit www.iowatraders.com for more information.

Dates to be announced

The U.S. Department of Commerce’s Rural Outreach Export Programs are geared to assist rural companies in learning the basics of exporting. Each program will feature comments from a freight forwarder, banker, trade specialist, and state export representative. Topics would include an overview of an export transaction, location resources for assistance, international marketing and partnering, trade finance, and shipping and logistics. For more information about these programs and when they will be held, visit www.export.gov.

OTHER INFORMATION

IDED would like to thank Mr. Jimmy Chu, Wayfone International, for his many years of service to the State of Iowa. Jimmy assisted many Iowa companies with their market development and expansion in the Asia/Pacific Region. Due to budgetary constraints, the yearly contract with Wayfone International was not renewed. Iowa companies wishing to retain his services can contact Jimmy (below is his contact information) to wish him well or discuss utilizing his services directly.

Mr. Jimmy Chu
Wayfone International
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Hong Kong
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Your Company Listing

The Iowa Department of Economic Development maintains a database of Iowa's manufacturers, producers, processors and service companies involved directly or indirectly in international trade. This database is used to publish a variety of online directories that contain company name, address, contact information, and product description/category. The Iowa Directory of Exporters, Agribusiness Exporters Directory, Iowa Food Products Directory, Iowa Grain Product Directory and International Services Directory can be viewed by product group or through specific searches. Please take a look at your company listing(s) and contact us if any information needs updating or if there is additional information to your listing, such as email or web site. Contact Lisa Mason at 515.242.4883 or international@ided.state.ia.us to update your record.

Frequently Asked Question

Question: What are INCOTERMS?

Answer: The International Chamber of Commerce (ICC) created a set of 13 terms to create international agreement on the rights and responsibilities of buyers and sellers related to the movement of goods. When a seller and buyer agree to use one of the terms they determine which party will be responsible for arranging and paying for different aspects of the shipping process. The ICC periodically updates the Incoterms to reflect changes in shipping technology. The current set of terms is referred to as Incoterms 2000. Because these terms are specifically designed to cover international transactions, the meanings may be different from similar three-letter codes used to describe domestic shipments. Among the best known Incoterms are EXW (Ex works), FOB (Free on Board), CIF (Cost, Insurance and Freight), DDU (Delivered Duty Unpaid), and CPT (Carriage Paid To). Visit the ICC website at www.iccwbo.org for more information or contact IDED at 515.242.4745 for specific information about Incoterms.