

ADDITIONAL RESOURCES

MEXICO TRADE PROMOTION PROGRAM:

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

- Research/Resolution: assist in researching or resolving specific issues
- Industry-Market Analysis (IMA): 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, or requirements to conduct business
- Sales Associate Search (SAS): identify and pre-screen potential customers, agents, distributors or other sales associates based upon industry-market parameters and criteria provided
- Customized Business Appointments (CBA): 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

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

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MEXICAN MEAT BUYERS COMING TO IOWA (AUGUST 10-14, 2008)

The Iowa Department of Economic Development (IDED) is coordinating a Mexican buyers mission with COMECARNE (Mexican Meat Council) to bring a team of Mexican meat buyers to Iowa. The team will tour meat processing plants in northwest and central Iowa and have the opportunity to meet one-on-one with Iowa suppliers while in Sioux City and Des Moines.

IDED organizes the Mexican buyers' mission every other year. Iowa suppliers have reported new and expanded business generated from the last two tours. Contact Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760 for more information.

FARM PROGRESS SHOW – BOONE, IOWA (AUGUST 26-28, 2008)

The Farm Progress Show is the largest agricultural exhibition of its type in the United States and in 2008 makes its debut at the new Central Iowa Expo grounds near Boone, Iowa. The exhibition showcases the most extensive state-of-the-art information and technology vital to today's agricultural producers with the latest agricultural equipment, products and services. A number of international visitors attend the show each year, providing a prime opportunity for international exposure of Iowa companies in their own backyard.

IDED, along with the Iowa Agribusiness Export Partnership, will sponsor an International Visitor Center located on Lot 825. The center will offer international visitors a comfortable location to relax and have a snack, network, hold meetings and access the internet. Spanish, Portuguese and possibly other language assistance will be available. Information regarding the State of Iowa's agriculture, manufacturing, tourism industries and business expansion services will also be available. Contact Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com for more information.

MEAT TRADE MISSION TO JAPAN AND KOREA (SEPTEMBER 20-27, 2008)

Japan and Korea are the largest two export markets for Iowa meat products, particularly pork. Japanese buyers have purchased \$117 million in Iowa pork during the first four months of 2008, which is a record pace. Japan presents niche opportunities for highly marbled, antibiotic free and storybook pork.

Korean buyers have purchased \$37 million in Iowa pork during the same period. With the refinement of the cold chain in Korea and the introduction of chilled US pork, Iowa's exports to Korea are increasing.

This mission is open to all Iowa meat sectors – pork, beef, and turkey. Individual appointments will be arranged for Iowa suppliers to meet importers, processors and retailers. IDED is planning to host an Iowa reception for the Japanese trade buyers.

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



ADDITIONAL RESOURCES

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INTERESTED IN THE ARGENTINE, BRAZILIAN, CHILEAN OR SOUTH AFRICAN MARKETS?

IDED is not planning trade promotion events in these countries this fiscal year, however we can connect you to professional business development service providers who can provide individual assistance in these markets.

Argentina has the third 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.

Brazil is the largest and most populous country in Latin America, with the largest GDP in the region. In 2007 it was the ninth largest single country destination for Iowa's exports with an increase of 127 percent over 2006.

Chile remains one of the strongest economies in South America, not necessarily because of its size, but its energy, professionalism, regulatory transparency, stability and access to other markets in the region. Iowa exports have more than doubled since the implementation of the U.S.-Chile Free Trade Agreement in 2004.

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 has a stable democracy, well managed economy, an educated workforce and a highly developed infrastructure. U.S. products are very well received in these markets and are now more price-competitive given current exchange rates.

Individual assistance includes market research studies, distributor searches and in-country appointment packages. These are all fee based services. Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745 to discuss.

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PANAMA & COSTA RICA TRADE MISSION (OCTOBER/NOVEMBER 2008)

With U.S. Free Trade Agreements pending in both countries, this is an excellent time to explore the markets and establish your network. Costa Rica boasts the largest per capita income for any country in the CAFTA-DR region, along with the longest period of political stability. Last year, the country's growth rate rose by 6.8 percent. The economy is diversified with the following industries taking prominent roles: tourism/hospitality services, information technology, and medical equipment/instrumentation.

English is the dominant second language, and over one million tourists visit this country annually. Panama is not only a maritime shipping and air transport hub, but also an international trading, banking and services center. The industry, manufacturing and agriculture sectors have been expanding as well.

The Panama Canal expansion is one of the largest and most ambitious projects in the region. This \$5.25 billion project will entail tremendous commercial opportunities for U.S. firms, including maritime equipment; construction equipment; heavy machinery; dredging equipment and services; and engineering and architectural services. Iowa exports to Costa Rica increased 31 percent in 2007, while those to Panama grew by nearly 40 percent.

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. This trade mission is open to all industries. Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745 for more information.

VIV CHINA (OCTOBER 20-22, 2008)

In its role as China's platform on animal production and meat processing, VIV China showcases the industry's developments by the "Feed to Meat" concept. Feed to Meat brings together supply and demand within the complete animal protein chain. The driver behind the chain concept is that animal feed and animal health are vital for meat quality and safety. VIV China represents every step in the meat production process.

VIV China 2008 will be held at the New China International Exhibition Center (New CIEC). Join IDED's International Office in exhibiting at VIV China.

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



MEDIPHAR TAIPEI 2008 (NOVEMBER 6-9, 2008); www.mediphar.com.tw

MEDIPHAR TAIPEI is Asia's major venue for innovative medical products. The 2008 show builds upon last year's 60,000-visitor turnout with top buyers from across Taiwan and 50 nations including Japan, Korea, USA, China, Singapore, Germany and Great Britain.

MEDIPHAR TAIPEI '08 features a full range of medical equipment, healthcare, biotech, rehabilitative products, medical services and elderly products. It is a must attend for medical professionals across Taiwan and around the world. Let IDED's International Office assist you in exhibiting at the 20th Taipei International Medical & Healthcare Exhibition MEDIPHAR TAIPEI '08. Contact Kathy Hill at kathy.hill@iowalifechanging.com or 515.242.4741 for more information.

EUROTIER 2008 – HANOVER, GERMANY (NOVEMBER 11-14, 2008)

EuroTier is the key European Trade Show for animal husbandry and is held every two years. In 2006, EuroTier attracted over 118,000 visitors and 1,500 exhibitors from 39 countries. This show is a must for suppliers to the livestock industry looking for customers in Western Europe, Eastern Europe and Russia. IDDED will have a booth at this year's show. Contact Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760 for more information.

BIG 5 PMV – DUBAI, UNITED ARAB EMIRATES (NOVEMBER 23-27, 2008)

The Big 5 PMV is the newest exhibition of the Big 5 and the largest construction industry trade show in the Arabian Gulf. The Big 5 PMV is the largest gathering of construction equipment industry in Dubai. The quality of visitors for this show is high. In fact, this show is the most comprehensive event of the year for owners, managing directors, general managers, engineers and buyers in the region.

In the Arabian Gulf, more than 2,100 projects are reported as planned or underway at a value of US \$2.8 trillion. Of these, there are 1,248 projects worth US \$931 billion underway in the UAE. The UAE is home to more than 35 percent of the heavy equipment available worldwide and 25 percent (30,000) of the world's cranes currently in operation in Dubai. In the next four years, the construction machinery sector is expected to grow 20 percent. Contact Micah Kiel at micah.kiel@iowalifechanging.com or 515.242.4801 for more information.

IOWA TRADE MISSION TO SAUDI ARABIA AND QATAR (FEBRUARY 2009)

New waves of major private sector and infrastructure development in Saudi Arabia and Qatar present significant opportunity for Iowa companies. The Saudi government is encouraging private sector growth - especially in power generation, telecommunications, natural gas exploration, and petrochemicals - to lessen the kingdom's dependence on oil exports. In addition, the government has announced plans to establish six "economic cities" in different regions of the country to promote development and diversification, the largest of these for the Gulf region is King Abdullah Economic City.

Meanwhile, Qatar's GDP growth is holding strong at an average of 19 percent since 2001. Over the next ten years, Qatar plans to invest over \$120 billion dollars in the development of the energy and industrial sectors and \$50 billion in roads, infrastructure development, housing and real estate, health/medical and sanitation projects. Qatar has the fourth highest construction project value in the Gulf region (268 projects worth \$205 billion). Per capita income in Qatar is high, reported at \$49,655 in 2005, and there is no personal income tax in Qatar. Qatar imports over 90 percent of its food. In 2003, Qatar's food and agricultural imports totaled \$489 million.

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. This trade mission is open to all industries. Contact Micah Kiel at micah.kiel@iowalifechanging.com or 515.242.4801 for more information.

AES BECOMES MANDATORY – NO MORE PAPER SEDS!!

The much anticipated publication of the final rule requiring mandatory filing of export information via the Automated Export System (AES) has taken place. The Census Bureau's Foreign Trade Division announced the publication of the Foreign Trade Regulations (FTR), Title 15, Part 30, on June 2, 2008. The FTR becomes effective 30-days from the date of publication and is providing the trade industry an additional 90-days from the effective date to implement the new regulations.

Therefore, effective September 30, 2008, export information must be filed electronically through the AES. Exporters submitting paper Shipper's Export Declarations (SEDs) will be in violation and subject to penalties.

Options for transmitting data through the AES include:

- AESDirect.gov and its variations
- Use of an authorized agent

Develop your own AES program using the Trade Interface Requirements (AESTIR). Visit www.cbp.gov/xp/cgov/trade/automated/aes/tech_docs/aestir/ for more information.



IOWA TRADE MISSION TO MEXICO CITY AND MONTERREY, MEXICO (FEBRUARY 22-28, 2009)

Mexico is the second largest single country market for Iowa exports, capturing over 16 percent of the exports in 2007. Exports have increased nearly 25 percent each over the last two years!

This mission will concentrate on the top two market areas of the country: Mexico City and Monterrey and is open to all industries. 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.

Mexico City and surrounding states are the political and financial center of Mexico and constitute over 45 percent of Mexico's total industrial base. Monterrey is the third largest city and ranks second overall in industrial output. Located on the principal industrial corridor connecting the U.S. with Mexico's interior, it is home to the largest conglomerates and heavy industry, and is also the center of the meat processing industry in Mexico.

Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745, or Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760 for more information.



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EXPO CARNES 2009 – MONTERREY, MEXICO (FEBRUARY 25-27, 2009)

Expo Carnes, the largest Meat Industry International Exhibition and Convention in Mexico, meets every two years to bring meat suppliers, distributors and meat packers from different segments of the meat and poultry industry together. The exhibition has had a continuous growth rate of 25 percent in recent years. It is appropriate for all suppliers to the meat industry including new products, equipment, ingredients, and technology. Exhibitors may also participate in the Mexico Trade Mission taking place around the exhibition dates.

Contact Mark Fischer at 515.242.4760 or mark.fischer@iowalifechanging.com, or Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com for more information on the Expo Carnes 2009 and how to make the best use of your time while there.

COLOMBIA – PERU TRADE MISSION (SPRING 2009)

Colombia and Peru's economies have each experienced positive growth over the past five years. The Colombian economy continues to improve in part because of austere government budgets, focused efforts to reduce public debt levels, an export-oriented growth strategy, improved domestic security and high commodity prices.

Colombia ranks solidly with the group of progressive, industrializing countries worldwide that have well-diversified agriculture, resources and productive capacities. Since the election of President Alvaro Uribe in May 2002, and re-election in 2006, Colombia has become one of the most stable economies in the region. Colombia's bilateral trade agreement with the U.S. is pending in the U.S. Congress.

Peru represents a rapidly expanding market for American goods and services. Peru's economy is well managed with better tax collection and growth increasing revenues and expenditures keeping pace. Recent economic expansion has been driven by construction, mining, export growth, investment and domestic demand. This trend should be reinforced as a result of U.S. Congressional approval in December 2007 of the U.S. Peru Trade Promotion Agreement. The agreement is expected to enter into force during the later half of 2008 and will level the playing field for U.S. companies by providing greater access to the Peruvian market and improving the overall commercial climate.

Iowa's exports to Colombia and Peru increased 32 percent and 59 percent respectively in 2007. 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. This trade mission is open to all industries. Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745 for more information.