

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 of 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 the center of the meat processing industry in Mexico. Mission details and application details are available at <http://www.iowalifechanging.com/intlevents/carnes.html>.

For more information contact Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com or Mark Fischer at 515.242.4760 or mark.fischer@iowalifechanging.com

MEAT TRADE MISSION TO JAPAN AND KOREA (DECEMBER 6-13, 2008)

Japan and Korea are the two largest export markets for Iowa meat products, particularly pork. Japan 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 four month period. With the refinement of the cold chain in Korea and the introduction of chilled U.S. 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 an Iowa Reception for the Japanese trade representatives.

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

IOWA TRADE MISSION TO SAUDI ARABIA AND QATAR (FEBRUARY 6-13, 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. 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 is King Abdullah Economic City, noted as the highest value development project in the Gulf Region.

Meanwhile, Qatar's GDP growth is strong at an overall 19.9 percent each year between 2001- 2005. In 2006, the GDP increased a record 24 percent and then 14 percent in 2007. In 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, 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. This trade mission is open to all industries.

For more information, visit www.iowalifechanging.com/intlevents/qatarsaudi.html or contact Micah Kiel at micah.kiel@iowalifechanging.com or 515.242.4801.



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 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. Visit www.iowalifechanging.com/intlevents/carnes.html for more details.

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

MARK YOUR CALENDARS!

2008 IOWA DISASTER RECOVERY CONFERENCE (DECEMBER 9-10, 2008)

Coralville Marriott Hotel and Conference Center, Coralville, IA

Iowa communities were devastated this year by massive flooding or dangerous tornadoes. In response to these natural disasters, several State of Iowa agencies are offering the Iowa Disaster Recovery Conference: Learning from the Past/ Planning for the Future. This two-day conference will discuss a variety of issues in response to these natural disasters including basic health and safety issues, regulatory requirements and sustainable design and planning reconstruction considerations.

Additional details, agenda and registration are available at www.iowalifechanging.com/register.

TRADE MISSION TO MALAYSIA AND INDONESIA (FEBRUARY 26 – MARCH 7, 2009)

Indonesia is the world's fourth largest country, with a population of over 230 million; GDP is expected to reach 6.8 percent this year; has by far the largest economy in Southeast Asia; the world's third largest democracy, with a thriving open economy. (Source: U.S. Department of Commerce)

Malaysia has a population of more than 25 million; it is estimated that in 2008 the Gross Domestic Product growth is expected to average six percent; has a trade surplus of about US\$37.3bn. (Source: The Economist)

All companies are welcomed to join the IDED mission to Kuala Lumpur and Jakarta. Individual business meetings will be scheduled in Indonesia and Malaysia to assist you in achieving your global marketing goals. Export Trade Assistance Program (ETAP) funds will be available to eligible companies on a first come basis. Please contact Kathy Hill at 515.242.4741 or kathy.hill@iowalifechanging.com to learn more or visit http://www.iowalifechanging.com/intlevents/malaysia_indonesia.html to get detailed participant information.

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, and better tax collection and growth are increasing revenues, with 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 will enter into force once Peru has taken the necessary steps to ensure implementation of its obligations 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 515.242.4745 or peggy.kerr@iowalifechanging.com for further information.

ADDRESS/CONTACT UPDATE:

For corrections or updates for receiving this newsletter, please contact Lisa Mason at 515.242.4883 or lisa.mason@iowalifechanging.com

The following updated publications are excellent additions to exporters/importers libraries:

ICC GUIDE TO EXPORT-IMPORT BASICS, THIRD EDITION

International trade, a key engine of economic growth, is valued at trillions of dollars each year. However, the techniques of how to export and import are often a mystery to business persons and enterprises. Guide to Export-Import Basics, now in its third revised edition, examines the trade resources developed by the International Chamber of Commerce (ICC) to help you make the most of international markets.

From the basics of how to develop a sale contract to the use of the Internet as a channel for sales, this Guide details the trading process:

- The legal foundation
- Resolving international disputes
- International contracts of sale
- Agency, distribution and franchising
- Incoterms and Documentary Credits
- Factoring and forfeiting
- Transport and e-commerce

This all-new edition of the Guide contains updated information on developments since the 2003 edition and practical tools to enhance the text:

- Details of the revised rules on documentary credits (UCP 600)
- New developments in forfeiting
- Samples of key documents
- New model contracts developed by ICC
- Easy to understand graphics
- A glossary of major export-import terms

Visit <http://www.iccbooksusa.com> to purchase online.

A BASIC GUIDE TO EXPORTING

For more than 30 years, *A Basic Guide to Exporting*, an official publication from the U.S. Department of Commerce's International Trade Administration, has been the standard resource used by businesses to find answers to their questions about how to establish and grow overseas markets for their products and services. Whether a firm is new to exporting, or in need of a refresher on the latest ideas and techniques, this comprehensive guide — now completely revised and updated — provides the nuts-and-bolts information needed to meet the challenges of the world economy:

- How to identify markets for your company's products
- How to finance your export transactions
- The best methods of handling orders and shipments
- Sources of free or low-cost expert counseling.

Businesses also will find numerous real-life examples that illustrate the principles of exporting, samples of forms needed to export, and — in two valuable appendices — detailed information on how to obtain guidance and counseling offered by the Federal Government through its domestic network of 108 Export Assistance Centers, and through commercial counselors located in U.S. embassies abroad.

Order form available at http://www.export.gov/static/order_form.pdf or visit <http://bookstore.gpo.gov/> to order online.

COUNTRY SPOTLIGHT

OPPORTUNITY FOR IOWA COMPANIES AS CHINA FOCUSES ON DOMESTIC DEMAND

Submitted by John E. Clarke, President, Phoenix Consulting – Iowa China office

The recent world financial market turmoil and the collapse of credit markets have caused major international banks such as UBS to predict that China's GDP growth will decrease significantly in the remainder of 2008 and into 2009. This fact is not lost on the Chinese government, who must maintain high levels of GDP growth in order to absorb the masses of people moving from the rural areas to the country's cities in search of a better lifestyle. Failure to do so would lead to social unrest.

With exports and the China real estate market slowing significantly, the China government is now working to stimulate domestic demand to partially offset these impacts to their economy. As one of the economies in the world with large cash reserves, China is uniquely situated to successfully "prime the pump" of domestic demand through incentives and cash infusions. Watch for the Chinese government to announce more economic stimulus items in the near future — and particularly targeting growth in the agricultural sector. This ability to stimulate their market, as well as the continued emergence of Asia and China as new future economic powerhouses in the world, along with a focus on the agricultural sector, should be factors considered as Iowa companies look at expanding or opening up international sales as part of their growth strategy and mitigating business downturns in the U.S. and Europe.

For more information on researching China market opportunities, please contact Kathy Hill at 515.242.4741 or kathy.hill@iowalifechanging.com

OTHER INFORMATION

IOWA DEPARTMENT OF ECONOMIC DEVELOPMENT FOREIGN OFFICES

The IDED has five international trade offices. Based in Des Moines, Iowa, the International Trade Office works with four foreign offices and/or representatives in offering various assistance programs that have been developed to provide services to Iowa companies seeking to establish or expand a presence in the global marketplace.

Basic services, some of which are fee-based, vary by location.

Examples include:

- General Market Information
- Market Research
- Pre-Screening Potential Customers and Partners
- Appointment Scheduling
- Trade Show Support

Contact the Iowa International Office at 515.242.4743 or international@iowalifechanging.com for more information.

SBA OFFERS NEW ONLINE TRAINING FOR EXPORTERS

A new online course will help small businesses explore exporting opportunities in international markets. *Global Enterprise: A Primer on Exporting* is a free, self-paced, course that provides practical guidance on exploring international markets. The new course is available from the Small Business Administration (SBA) training Web site at www.sba.gov/training. To access the course, click on "Free Online Courses" and then select the first course listed under International Trade.

Course participants completing the 30-minute online training programs can earn a certificate of completion from the SBA, with their name, date and course title. The Export Primer course is one of nearly 30 online tutorials offered by the SBA on its virtual campus, the Small Business Training Network www.sba.gov/training.

PROMOTE YOUR COMPANY IN MARKETS AROUND THE WORLD

The U.S. Commercial Service's Commercial News U.S.A. is the official U.S. Department of Commerce showcase for American-made products and services. This catalog is distributed in hard copy and electronically to overseas buyers, representatives, distributors, government sourcing and purchasing agencies, government officials and potential joint venture partners. Each issue reaches an estimated 400,000 readers worldwide in 176 countries. If you are interested in advertising your product or service please visit www.thinkglobal.us/about.php.



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Moving? Or, want to list a new or additional contact? Please contact International@iowalifechanging.com or 515.242.4883 with your updates.



INTELLECTUAL PROPERTY

To learn how your company can protect its trademarks, patents and copyrights overseas, or to file an intellectual property-related trade complaint, visit Commerce's one-stop-shop for information on registering and enforcing intellectual property rights. Visit www.stopfakes.gov or Call 1.866.999.HALT.

REPORT A TRADE BARRIER

Is your company experiencing a trade barrier such as tariff and customs barriers, rules of origin, excessive government requirements, etc.? The U.S. Department of Commerce's Trade Compliance Center (TCC) helps American exporters and investors overcome foreign trade barriers and works to ensure that foreign countries comply with their trade agreement obligations to the United States. Visit tcc.export.gov/Report_a_Barrier/index.asp for information or to report a trade barrier.