

JULY/AUGUST 2009

## EDUCATIONAL OPPORTUNITIES

SAVE THE DATE FOR THE ANNUAL

# Global Iowa Conference



**(SEPTEMBER 15, 2009)**

This year's Global Iowa Conference "Export Opportunities in a Global Recession – Chasing Global Growth" will be held at the Marriott in Coralville, Iowa, on September 15, 2009. Registration is scheduled to open mid-late July at [www.iowalifechanging.com/register](http://www.iowalifechanging.com/register). Contact Lisa Mason at 515.725.3139 for more information.

## IDED IS NOW ACCEPTING NOMINATIONS FOR THE GLOBAL IOWA EXPORT AWARD

All Iowa companies are eligible for nomination (unless received the award last year). If you would like to nominate a company for their outstanding innovation, development, growth or achievements in the export arena, please contact Lisa Mason at 515.725.3139 or [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com) to obtain a nomination form.

## CHINA PORK MISSION (SEPTEMBER 2009)

This mission will be coordinated with the World Pork Congress to be held in Qingdao in September. China was a huge buyer of U.S. pork in 2008 and is the largest pork market in the world. The mission will introduce Iowa companies to the China market and will stop in Beijing and Guangzhou in addition to Qingdao. Contact Mark Fischer at 515.725.3140 or [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com) for more information.

## RepCAN – TORONTO (9/29/09), MONTREAL (10/1/09) AND/OR VANCOUVER (10/6/09), CANADA

RepCAN 2009 provides small-to-medium sized, export-ready companies (SMEs) in all industry sectors, an efficient, cost-effective opportunity to enter the Canadian market and establish profitable commercial relations with prospective agents, distributors, end-users and joint venture partners. Canada represents the number one export market in the world for large and small U.S. firms in virtually every state of the union. Iowa's 2008 exports to Canada of \$3.9 billion represented 32 percent of our total exports. Canada's geographic proximity, open market economy, stable business climate and familiar business practices make this the first market that U.S. small and medium sized firms should consider when developing the know-how required to succeed in the global market place. Export ready firms will find RepCAN 2009 a cost-effective and efficient way to explore and develop business prospects. Companies may participate in one, two or all three portions of RepCAN 2009 and will have an opportunity to gain practical international business experience in an environment that offers the potential for high returns with minimal risk. The U.S. Commercial Service Specialists will schedule a day of one-on-one appointments in each city, based on participant's goals and objectives. They will also host briefings on "Doing Business in Canada" and provide U.S. participants with networking opportunities, assistance with logistics and customs, special hotel rates and much more.

RepCAN is a multi-sector matchmaker event open to all industry sectors. Products/Services must be 51 percent U.S. content by value to be eligible. Space is limited. **Registration deadline July 31, 2009.** For additional information see [www.buyusa.gov/canada/en/repcan2009.html](http://www.buyusa.gov/canada/en/repcan2009.html) or contact either Peggy Kerr at 515.725.3143 or [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or the U.S. Commercial Service Project Manager, Madellon Lopes at [madellon.lopes@mail.doc.gov](mailto:madellon.lopes@mail.doc.gov) or 416.595.5412, ext. 227.

## FALL 2009 – CHINA - SECOND TIER CITY - TRADE MISSION & VIV CHINA TRADE SHOW (OCTOBER 19 – 21, 2009)

The International Office will organize a trade mission to China in the fall of 2009, combined with VIV China. All industries are welcomed to participate on the trade mission with the focus to be some of the "second tier cities" in China. "China's second tier cities account for 54 percent of the country's imports and are growing at an average rate of 11 percent.

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## FALL 2009 – CHINA - SECOND TIER CITY - TRADE MISSION & VIV CHINA TRADE SHOW OCTOBER 19 – 21, 2009

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With the middle class exploding and economic growth leading the world, China's demand for consumer products and services spans all industries and reaches into more than 260 cities with over one million people." Source: U.S. Dept. of Commerce

Business meetings will be coordinated by IDED's representative office in Beijing, working with the VIV China 2009 trade show organizers, the China Council for the Promotion of International Trade (CCPIT) and the regional Foreign Commercial Service offices of the U.S.D.O.C., to give your company the best business meeting opportunity and potential and giving you the time to focus your efforts on promoting your products and/or services.

The first five registered companies will be given 40 hours of follow-up assistance from our office team in Beijing at no additional cost!! For more information about marketing to China, participating in the trade mission or trade show, and ETAP availability for this event, contact: Kathy Hill at [kathy.hill@iowalifechanging.com](mailto:kathy.hill@iowalifechanging.com) or 515.725.3141.

## ELE TRADE 2010 (JANUARY 20 – 22, 2010)

International Electronic Components trade show, **ELE TRADE 2010** is an exhibition featuring electronic components and devices. This show is an established opportunity for professionals of Design, R&D and Electronic Manufacturers to showcase the latest technology trends. The show has established itself within the industry as a place to have a business discussion with serious professionals and decision makers. **ELE TRADE 2010** will be expanding again to accommodate the increased exhibitors and industry visitors along with running concurrently with: INTERNEPCON JAPAN, ELECTROTEST, JAPAN IC PACKAGING TECHNOLOGY EXPO and PRINTED WIRING BOARDS EXPO.

Companies within the following industries should consider joining us at **ELE TRADE 2010**: electronic components (condensers, resistors, fuses, relays, switches, etc.), semiconductors/ICS, crystal related components, connectors, EMC-noise reduction related components, sensors, various devices (displays, communication, boards, etc.) batteries, other electronic components for electronics industry. **ELE TRADE 2010** will be held at Tokyo Big Site, January 20 – 22, 2010.

The IDED's Tokyo office team has offered the first five participating Iowa companies, up to 40 hours of post show follow-up assistance at no charge to you! To learn more about participation at the **ELE TRADE 2010** or any of the concurrent running shows, the assistance IDED's Tokyo office staff can offer and ETAP, please contact Kathy Hill at 515.725.3141 or [kathy.hill@iowalifechanging.com](mailto:kathy.hill@iowalifechanging.com) for more information.

## IOWA MEAT MISSION TO JAPAN AND KOREA (FEBRUARY 2010)

Japan and Korea are two of the largest export markets for Iowa meats products, particularly pork. Japan buyers have purchased \$177 million in Iowa pork during the first four months of 2009, which is a record pace. Japan presents niche opportunities for highly marbled, antibiotic free and storybook pork. Korea is an important market which will grow with the refinement of the cold chain and the introduction of chilled U.S. pork. A special pork seminar is planned for buyers and the trade in Japan.

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. For more information contact Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com) or 515.725.3140.

## EXPO AGRO SINALOA – CULIACAN, SINALOA, MEXICO (FEBRUARY 3-6, 2010)

Expo Agro is the premiere agricultural trade show in Mexico. It is organized by Fundación CAADES, A.C., an association committed to promote and develop agricultural exhibitions, and to introduce new technologies to producers. Expo Agro Sinaloa allows exhibitors to demonstrate their products, equipment, machinery and technology inside the biggest market for agricultural supplies within the country, which comprises nearly 30 percent of national market demand. Abundant water and fertile soil make the state of Sinaloa one of Mexico's top agricultural producers. The main crops are grains and vegetables, which are used in local processing plants. The planted area of grains surpasses 350,000 hectares during the fall/winter season. Sinaloa holds first place at the national level in tons per hectare of production.

More than 500 exhibitors participate in Expo-Agro with approx. 40,000 visitors expected from 27 countries. Contact Peggy Kerr at 515.725.3143 or [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) for further details.

### ADDRESS/CONTACT UPDATE:

For corrections or updates for receiving this newsletter, please contact Lisa Mason at 515.725.3139 or [international@iowalifechanging.com](mailto:international@iowalifechanging.com)

## **TRADE MISSION TO GUADALAJARA, JALISCO, MEXICO (FEBRUARY 7-11, 2010)**

Mexico is the second largest single country market for Iowa exports, with nearly \$2 billion in manufactured and value added goods exports alone in 2008. Iowa exports have increased at least 20 percent in each of the last five years! 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.

The Mexican state of Jalisco has established itself as a main hub in the national economy and as the business centre of the western portion of the country. The state ranks number three in terms of nominal GDP. Jalisco, like many other industrial states in the country, has evolved from a mere assembler of cheap, low-quality goods into a reliable exporter of sophisticated products, from auto brake systems to laptop computers. Eighty-six percent of the population is urban, beyond the national average of 76 percent. Although its economic force is mainly concentrated in the capital, Guadalajara, the rest of the state enjoys a growing prosperity in diverse economic areas.

Guadalajara is one of the 10 largest economic cities in Latin America in terms of GDP, third in Mexico just after Mexico DF and Monterrey. The geographical location of the city and its communications infrastructure makes it very favorable for commerce and trade with the rest of the country, and the city attracts investors and commerce worldwide. 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 metalworking.

One-on-one pre-qualified appointments will be arranged 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.

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 participation decision we encourage you to apply for an Industry-Market Analysis (IMA) and Sales Associate Search (SAS) package. An IMA is a customized market-industry overview covering market potential, competitors, competitive products/services, marketing channels, market characteristics and distribution, advertising and promotions, and requirements to conduct business in the market. The SAS identifies and pre-screens potential customers, agents, distributors or other sales associates based upon the industry-market parameters and criteria you provide. The research and screening process includes gathering current information from industry sources followed by interviewing potential candidates for a match with the criteria provided and compatibility with your market objectives.

The subsidized fee for an IMA/SAS is \$750. Those companies who then decide to participate in the trade mission will be able to deduct the IMA fee from their mission participation fee. The IMA is prepared by our long-standing representative in Mexico who will be coordinating the trade mission.

Contact Peggy Kerr at 515.725.3143 or [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) for additional information.

## **VIV EUROPE SHOW AND EASTERN EUROPE TRADE MISSION (APRIL 2010)**

VIV Europe targets the meat and livestock industry and attracts some 22,000 visitors from 126 countries. This show is held in Utrecht, Netherlands and is a good tool to reach the growing livestock industry in eastern Europe, Russia and western Europe. Iowa companies that market livestock equipment, feed ingredients and animal genetics should consider exhibiting. A trade mission to eastern European countries - Hungary, Romania and Turkey will be adjacent to the show. Qualifying Iowa companies can use ETAP assistance for this event. Contact Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com) or 515.725.3140 for more information.

## **AFRICA TRADE MISSION (WINTER/SPRING 2010)**

Planning is underway for a trade mission to South Africa, Egypt and perhaps Morocco. South Africa is a logical and attractive choice for companies to enter the African continent and the Indian Ocean rim countries with its macroeconomic stability and a pro-business environment. It is the most advanced, broad-based, and productive economy in Africa. Iowa exports to South Africa increased 43 percent in 2008 making it our 14<sup>th</sup> largest export destination.

Egypt is the fourth largest export market for U.S. products and services in the Middle East and a significant importer of American agricultural commodities, machinery and equipment. Iowa exports to Egypt increased 71 percent in 2008. Morocco is one of the U.S. newer free trade partners. While Iowa exports to Morocco are small, they did increase over 100 percent in 2008. One-on-one pre-qualified appointments will be arranged 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. Contact Peggy Kerr for discussion and input at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or 515.725.3143.

## EDUCATIONAL EVENTS

The International Office is beginning to work on educational opportunities for next fiscal year. Please let us know if you have suggestions of topics that would be helpful to your company. Contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com) or 515.725.3139.

### ADDITIONAL ASSISTANCE & INFORMATION

**Export Trade Assistance Program (ETAP) could add up to \$9,000 to your international marketing budget! Funds are limited!**

The State of Iowa offers financial assistance to qualifying Iowa companies who wish to take advantage of international trade shows and trade missions. Up to 75 percent of a company's eligible expenses, up to the maximum allowable per grant of \$3,000, may be reimbursed. If you employ less than 500 employees, of which at least 75 percent are employed within Iowa, are exhibiting in a trade show taking place outside the United States or are participating in a trade mission through the IDED, U.S. Department of Commerce or the U.S. Department of Agriculture, and will have at least one full-time employee or agent participating, you may qualify! The application process is simple, but must be done well in advance of the event. For more information visit [www.iowalifechanging.com/business/intltrade/export\\_assistance.html](http://www.iowalifechanging.com/business/intltrade/export_assistance.html) or contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com) or 515.725.3139.



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### FIGAP/VIV AMERICA LATINA 2010 – GUADALAJARA, MEXICO (OCTOBER 21-23, 2010)

A State of Iowa pavilion has been reserved at the next edition of FIGAP, which for the first time is a joint-venture between FIGAP, the leading animal husbandry trade show organizer in Mexico, and VNU Exhibitions Europe. This new combination offers international and national companies a strong livestock business platform in Latin America's emerging market and encompasses animal production and processing from feed to meat. IDED believes this partnership will bring greater exposure to this event.

FIGAP 2010 receives major exhibitors and manufacturers of machinery for the balanced food industry, agricultural equipment, animal health, genetics, nutrition, livestock software, grain and seed handling and storage equipment, feed ingredients & additives, pet foods, aquaculture companies, distributors of ingredients and additives, as well as transport companies, slaughtering and meat processing equipment and technology, among others.

Latin America's animal protein industry has a lot on offer for international suppliers in the Feed-to-Meat chain. Poultry production shows an annual increase of five percent, pig produc-

tion four percent and dairy two percent. As a result, feed production is growing at an annual rate of five percent. Therefore, local livestock producers are facing many challenges. New technologies and production methods are vital to comply with the increasing consumer demand for safe and healthy food.

Floor plan and reservation forms are available for those interested in committing at this early stage. Industry sectors that participate in FIGAP include: Machinery for the feed industry, agricultural equipment, animal health, genetics, nutrition, livestock, software, grain and ingredient storage and handling equipment, grain and seed buyers/traders, feed and forage manufacturers, pet food manufacturers, aquaculture companies, ingredients and additives distributors, equipment for slaughter houses, railroad companies as well as freight companies and customs agents. Exhibitors from Argentina, Canada, China, Denmark, France, U.S., Holland, Italy and Mexico; and visitors from all over Mexico, U.S., Central and South America participated in FIGAP 2008 - plan to be part of FIGAP 2010.

Contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or 515.725.3143 for additional information.