

Please forward this information on to others in the food and agricultural industries that may be interested in this opportunity.

GETTING STARTED IN EXPORTING WORKSHOP

Iowa Farm Bureau, West Des Moines

July 15, 2009

8:30 a.m. – 3:00 p.m. (Registration is at 8:00 a.m.)

This workshop is focused on food and agricultural companies to learn the step-by-step the process of how to expand your business by entering the export market. Join the Food Export Association of the Midwest and the Iowa Department of Economic Development at the Iowa Farm Bureau office in West Des Moines, and discover:

Keys to exporting success:

- Determine your firm's level of "export readiness" and what you need to do to go to the next step.
- Build a network of public and private export assistance and make profitable use of export promotional activities.
- How to take advantage of free trade agreements.
- Understand terms-of-sale and payment, and prepare competitive quotes to trade leads.
- Select the best method of distribution for your products, understand basic export documentation and procedures, and develop an overall export policy that best suits your company.
- Integrate all the elements of the export transaction in a step-by-step method.

All pre-registered attendees will receive:

- Product/Market evaluation for our products (available for participants who register before the deadline)
- Global Food Marketer, Food Export's newsletter

Registration Deadline is JULY 2, 2009!

Fee: \$50 per company

Space is limited.

For questions or registration information please contact IDED's Mark Fischer at 515.725.3140 mark.fischer@iowalifechanging.com or Lisa Mason at 515.725.3139 lisa.mason@iowalifechanging.com