



STATE OF IDAHO



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Exporting Seminar to Help Agricultural Companies Grow International Sales

Over the past decade, U.S. exports have accounted for about a quarter of the country's overall growth. With approximately 95 percent of the world's consumers living outside of the United States, foreign trade is increasingly important in the expansion of the U.S. economy. Due to the superior quality of Idaho products, proximity to major seaports, and weak U.S. dollar, Idaho companies are well-positioned to take advantage of foreign consumers' demand for U.S. products. Companies will have the opportunity to learn more about export opportunities at an agricultural export seminar in Boise on February 15, 2012.

Matt Tripodi, Government and Trade Relations manager of Euromonitor International in Chicago, will keynote the event, discussing why agricultural exports will be a bright spot for 2012 and beyond and highlighting global trends for food and agricultural products. Idaho Trade Office managers from China, Taiwan and Mexico will present market overviews, opportunities, trends, cultural considerations, potential pitfalls, and tips for connecting with the right buyers and distributors in their respective markets. Companies also will learn more about financial and logistical services to help build their business internationally. Local export experts, industry, and government representatives will be on hand to share their experiences and participate in an interactive question and answer forum.

"Consumers worldwide are increasingly demanding high-quality agricultural products from the United States," says Kim Peterson, trade specialist at the Idaho State Department of Agriculture. "This is a great opportunity for new-to-export companies, as well as export veterans, who are looking to build international business relationships and expand export sales."

If your company is interested in learning more about exporting, you should plan to attend this valuable seminar. The event is a cooperative effort between the Idaho State Department of Agriculture and the Western U.S. Agricultural Trade Association (WUSATA) and will be held at ISDA's offices in Boise. Pre-registration is required by February 6. The fee to attend is \$20 per person and includes lunch and materials. If you have questions or would like to participate, please contact Kim Peterson at kim.peterson@agri.idaho.gov or 208-332-8532.

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