



International Newsletter

2ND QUARTER

MAY 2011

Upcoming Events

BUYERS MISSIONS

June 4-7, 2011

[International Dairy Deli Bakery Association Buyers Mission](#)
Anaheim, CA

June 6-9, 2011

[Feed Ingredients Buyers Mission at World Pork Expo](#)
Madison, WI and
Des Moines, IA

June 11-15, 2011

[Food Ingredients Buyers Mission at Institute of Food Technologies Show](#)
New Orleans, LA

June 15-17, 2011

[Caribbean and Central American Buyers Mission](#)
Miami, FL

July 9-12, 2011

[Summer Fancy Food Buyers Mission](#)
Washington DC



Nordic Region Export Opportunity

The North Dakota Department of Agriculture is partnering with the North Dakota Trade Office and the Fargo office of the U.S. Commercial Service for a trade mission to the Nordic Region. This region includes Norway, Sweden, Denmark, Finland, and Iceland. The trade mission is planned for October 10-15, 2011.

The starting point is Oslo, Norway. From there, exporters will have a variety of opportunities to travel throughout the region promoting their products. There will be two different tracks available – food and agriculture or all other non-food products (machinery, technology, etc.).

Amidst the economic downturn, the Scandinavian countries became centers of the technological industry because of their high exports in this field. The manufacturing of these goods kept these countries afloat, and in 2008 over 17% of Finland's population was employed in the research and development industries. The economic prosperity in these countries gives their consumers considerable purchasing power.

Norway, Sweden, and Denmark do not rely on agricultural production within their own

countries. Their geography and climate limit agricultural production, with short growing seasons and mountainous regions.

If you are interested in participating in this trade mission, please contact Stephanie Sinner at 701.239.7211 or Heather Ranck at 701.239.5080

If you're interested in these markets, please contact our office for a consultation and to learn more about the trade mission. We are conducting pre-trip research for interested participants right now. So please, contact us today.

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Food Export Marketing Forum



If you have ever considered exporting or would like to learn more as a first-time exporter, do not miss the

2011 Food Export Marketing Forum, Sept. 27-28, in Boston, MA, hosted by the Food Export Associations of the Midwest and Northeast

You will have the opportunity to learn how to start exporting or begin to expand within

markets where you already export.

Additionally, companies will be able to make connections within the exporting industry, receive updates on the export process, meet with trade experts and showcase products to international buyers.

The early registration deadline is July 22 with a fee of \$350 per person. The final registration deadline is Aug. 19 with a fee of \$450 per person.

To learn more and to register, visit foodexport.org.

Trade Mission Headed to the Caribbean

Food Export Midwest and Food Export Northeast are offering a [Focused Trade Mission to the Caribbean-Trinidad and Tobago](#), Sept. 12-15.

This Focused Trade Mission is ideal for exporters of food service and retail products because these islands rely heavily on exports for their food service needs. This need has created an incredibly open and easily accessible market for U.S. exporters. Participants will be able to meet one-on-one with buyers, tour food service providers and participate in a product showcase. Before the mission, companies will receive an in-market briefing and market analysis of their individual products.

This is a low-cost opportunity and registration is open [now](#). Early registration is only \$400 before May 27th, so register today! Additionally, companies who qualify under the Branded Program may be eligible for assistance with travel costs.

If you have further questions feel free to call Stephanie Sinner at 701.239.7211.



Feature Market: The Caribbean—Trinidad & Tobago

Caribbean buyers look for reliable service and communication from exporters as well as an exclusive relationship with these companies. The demand for high-quality, U.S. products is high. Initially, orders that importers place are small, but frequent with potential to grow.

In the 1990s, Trinidad and Tobago implemented vast economic reforms, opening their markets and eliminating almost all barriers to foreign investment. This liberalization led to substantial economic growth in the last ten years. Many of America's largest corporations have commercial links with Trinidad and Tobago.

After these reforms, the US sought to increase trade with the Caribbean as a whole, with a focus on Trinidad & Tobago, thus creating the U.S. Caribbean Basin Initiative. This initiative assisted the U.S.-Latin American trade relationship in becoming the

U.S.'s fastest growing trade market. Between 1998 and 2009 merchandise trade grew by 82%.

The economic downturn barely affected these countries. Trinidad and Tobago had significant GDP growth for 16 years through 2008. Domestic agriculture produces an estimated 30 percent of the food supply in Trinidad and Tobago, making them highly export reliant.

Most Caribbean countries recognize and accept the U.S. standards for food and agricultural products. Labels must be in English and display the country of origin. Labeling, testing and certification standards do not usually hinder U.S. exports.



Caribbean Etiquette:

The Caribbean is most often thought of as a tourist destination, but this region also offers a multitude of business opportunities. Here are some tips on [etiquette](#) that you should be aware of:

- When greeting individuals, use formal titles (Mr., Mrs., Ms.) until told otherwise. Greeting individuals with a good morning or afternoon is seen as a sign of warmth and will generally be returned.
- As is the case everywhere, tipping is always appreciated in Trinidad & Tobago. In restaurants, a 10 percent service charge is often added to the bill in addition to the expectation of a small tip.

- Meeting etiquette in Trinidad & Tobago is very similar to that of the U.S. Business dress is the same. Handshakes are common, but are softer than in the U.S. even in business settings.

- In meetings, Trinidadians tend to be very direct with little tolerance for negotiating and long decision-making processes. It is not considered rude, however, to request further negotiations.

Locals will put in extra effort to be on-time to meetings, but lateness is not looked down upon. As the individual setting up the meeting, punctuality is preferred, especially in a business situation.

Let ExporTech Help You Expand

There are a few spots available for the [2011 ExporTech program](#) in Fargo.

Expotech is a crash course with a team of exporting resources and experts. The three-day program is designed to help companies expand into global markets by developing a customized international growth plan. The course is limited to eight companies.

1st Session: June 14: Rationale & Strategy for International Growth: marketing, market research, market selection; plan template, strategy.

2nd Session: July 12: Mechanics of Exporting: customized agenda based on company needs, e.g. financing, export licensing, IP risk, logistics. Learn how to identify and remove obstacles.

3rd Session: Aug. 9: Exporting Plan Presentation: present your international

growth plan to a panel of experienced exporters with feedback and coaching from North Dakota District Export Council members.

Session details are available on the event's [official flyer](#). Sponsors include the U.S. Commercial Service, Dakota MEP, North Dakota Trade Office, North Dakota District Export Council.

The cost is \$995 for up to two participants from the same company. Additional company participants pay \$395. To apply or for more information, contact Heather Ranck at heather.ranck@trade.gov or 701-239-5080.

Don't miss enrollment for the 2012 Branded Program which opens August 1st! Approval is on a first-come, first-serve basis. For more information about the Branded Program visit our [website](#).

New Cuba Guidelines Released



Havana Port—November 2010

New guidelines for license applications for Cuba travel-related transactions are now available at:

www.treasury.gov/resource-center/sanctions/Programs/Documents/cuba_tr_app.pdf

Certification Made Easier by New USDA Resources

The USDA has created two new services to help exporters move their products as smoothly as possible: the Food Export Certificate Project and the Trade Facilitation Desk.

The [Food Export Certificate Project](#) will help exporters locate information about export certificates for foreign importers. The information provided through this project by the Foreign Agricultural Service works to identify foreign country requirements for export certificates and link them to the proper issuing agencies. Before you can export agricultural products to another country, you must complete foreign country certificate requirements.

If you need assistance in shuffling through these requirements, this project provides a map to help you with this step of the export process.

For more information, please contact: [Lori Tortora](#), International Trade Specialist with FAS or [Fernando Jose Gonzalez](#), International Policy Analyst with the FDA.

The FAS Trade Facilitation Desk provides exporters with more information on foreign import

requirements such as: certification, documentation, and registration. This desk is a point of key contact for exporters looking for assistance with requirements. It is also an outlet for issues exporters may encounter when going through different documentation processes.

The FAS Trade Facilitation Desk provides exporters with more information on foreign import requirements such as certification, documentation and registration. It is also an outlet for issues exporters may encounter when going through different documentation processes.

This resource does not have a website but can be contacted at: agexport@fas.usda.gov or call: 202.720.2378.



2010 ND Exporter of the Year

The North Dakota Trade Office named Healthy Oilseeds the [2010 North Dakota Exporter of the Year](#). Governor Dalrymple presented founder and president Roger Gussiass with the award. Healthy Oilseeds is a second generation farm based in Carrington, ND. The Gussiaas' have grown flax and borage for over 50 years and began exporting in 2002.

Currently, the company is exporting to Canada, Kazakhstan, Poland, South Africa, South Korea, Spain, and Taiwan, while continuing to expand its global market.



ND Dept. of Agriculture Welcomes New Intern

Britt Aasmundstad is a new face at the ND Department of Agriculture's Fargo office. Britt is working as the summer intern through Food Export - Midwest. Aasmundstad is originally from Devils Lake, ND and now studies at Concordia College in Moorhead, MN, pursuing degrees in Political Science and Communication Studies.

Britt will be working with North Dakota exporters on Food Export – Midwest programs and activities. She can be reached at 701-220-4260 or agtrade@nd.gov.



Doug Goehring
Agriculture
Commissioner

Upcoming Events, Continued from page 1

BUYERS MISSIONS

July 26-29, 2011

[Midwest Buyers Mission](#)

Minneapolis, MN; Columbus, OH; Chicago, IL

September 21-24, 2011

[Natural Products Expo East Buyers Mission](#)

Baltimore, MD

September 27-28, 2011

[Food Export Marketing Forum](#) Boston, MA

FOOD SHOW PLUS!™

August 24-27, 2011

[Food Show PLUS! At Natural Products Expo Asia](#) Hong Kong, China

September 6-8, 2011

[Food Show Plus! At the Asian Seafood Exposition](#) Hong Kong, China

September 28-30, 2011

[Food Show PLUS! At Food and Hotel Vietnam](#) Ho Chi Minh City, Vietnam

FOCUSED TRADE MISSIONS

August 28-September 2, 2011

[Focused Trade Mission to Brazil and Argentina](#)

Buenos Aires, Argentina and Sao Paulo, Brazil

August 29– September 1, 2011

[Focused Trade Mission to South Korea for Specialty Foods](#)

Seoul, South Korea

August 30-September 1, 2011

[Focused Trade Mission to Thailand for Food Service](#)

Bangkok, Thailand

September 2-5, 2011

[Focused Trade Mission to China for Food Service](#)

Hangzhou and Shanghai, China

For more information on any of these activities visit http://www.foodexport.org/us_food/ and click on the Events Calendar.

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