



IDAHO TRADE MISSION TO CHINA APRIL 14—21, 2012

WHY CHINA?

China is Idaho's 5th largest export market.

China's GDP is estimated to grow over 9% in 2012.

Trade and investment potential in China remains strong, and much of the market remains untapped.

The Idaho Trade Office in Shanghai is able to support businesses with post-mission follow up.

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Kim Peterson
Idaho State Dept. of Agriculture
(208) 332-8532
kim.peterson@agri.idaho.gov

Jake Klossner
Idaho Department of Commerce
(208) 334-2650 ext. 2113
jake.klossner@commerce.idaho.gov

SPACE IS LIMITED!
FIRST COME, FIRST SERVED

REGISTRATION DEADLINE:
MARCH 2, 2012

STATE OF
IDAHO
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AN INVITATION TO PARTICIPATE



TRADE MISSION ITINERARY:

April 14-17 — Shanghai
Includes Market Briefing & Idaho Business Reception

April 17-19 — Chengdu
Includes Market Briefing & Idaho Business Reception

April 19-21 — Beijing

BENEFITS OF IDAHO TRADE MISSIONS:

- Open doors to international markets
- Gain high-level access to potential customers and key government officials in China
- Recognize your key existing customers through the exclusive **Idaho Valued Partner Award**
- Gain a deeper understanding of the China market

PARTICIPATING COMPANIES RECEIVE:

- Pre-qualified appointments with potential customers and key government officials within your industry sector
- Receptions with important industry and government representatives, including your customers
- Comprehensive logistical arrangements including air travel, hotels, transportation, and daily itinerary
- Detailed mission information including market, cultural, political, economic, and travel information

WHO SHOULD PARTICIPATE:

- Idaho firms looking to expand sales and build international business relationships
- Organizations building or expanding their international programs
- Companies wanting to strengthen existing customer relationships that have been cultivated over years of investment in the market



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ESTIMATED COSTS FOR ALL CITIES (SHANGHAI, CHENGDU, & BEIJING):

Airfare	\$2,300
Hotel	\$1,635
Participation Fee*	\$4,200
TOTAL	\$8,135

*Participation fee covers customized itinerary, receptions, ground transportation to/from airport, and materials for up to two people per company or organization for all three mission stops.

Airfare and hotel prices are subject to change due to space availability and fluctuating exchange rates.

Additional/optional costs include interpreters, overweight baggage charges, etc.

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MARCH 2, 2012



REGISTRATION FORM

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Web Address: _____ Fax: _____

Name of **First Participant**: _____

Title: _____ E-mail: _____

Office Phone: _____ Cell: _____

Name of **Second Participant**: _____

Title: _____ E-mail: _____

Office Phone: _____ Cell: _____

If more than two participants, see additional fee below and attach separate page for additional registrations.

_____ **I am interested in participating in all three trade mission stops**
Participation fee of \$4,200 includes up to two (2) company representatives.

_____ **There will be more than 2 participants from our company**
\$750 for each additional participant (over 2). Fee covers all three stops.

_____ **I am ONLY interested in participating in the following trade mission stops:**

- _____ Shanghai (participation fee \$1,700)
- _____ Chengdu (participation fee \$1,700)
- _____ Beijing (participation fee \$1,700)

PLEASE E-MAIL OR FAX COMPLETED FORM BY **MARCH 2, 2012** TO:

Agriculture Companies:
kim.peterson@agri.idaho.gov
(208) 334-2879

Commerce Companies:
jake.klossner@commerce.idaho.gov
(208) 334-2631

ONCE THIS FORM IS RECEIVED, YOU WILL BE CONTACTED TO COMPLETE THE REGISTRATION PROCESS.



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CITY OVERVIEWS

SHANGHAI:

- Shanghai, located on the Yangtze River Delta in eastern China, is one of the four municipalities under the direct control of the central government in China. It is China's largest city with a population of over 23 million.
- Shanghai is the commercial and financial center of mainland China. Shanghai also has a strong base in manufacturing and technology.
- Shanghai is the world's busiest port for container traffic, overtaking Singapore and Hong Kong for the top spot in 2011.
- Since 1992, Shanghai has recorded double-digit growth almost every year except during the global recession of 2008 and 2009. In 2010, Shanghai's total GDP grew to US\$267.8 billion, with GDP per capita of US\$14,414.
- Steel, telecommunications, automobiles, power production equipment, petrochemicals and electric appliances are six key industries in Shanghai, contributing nearly 50% to its GDP.
- High incomes and a cosmopolitan culture make Shanghai an excellent market for imported foods. Shanghainese are quick to notice and adopt foreign fashions, and are highly sensitive to quality and packaging. It is an ideal place to test new-to-market products.
- Retail and HRI development is outstanding, with most major foreign retailers represented and over 30,000 registered restaurants. At present, top prospects in this market include: frozen processed foods, consumer-oriented foods, meats, fresh fruit, and wine.
- Shanghai has more than 60 higher education colleges and universities, graduating more than 110,000 students per year.

CHENGDU:

- Chengdu is the capital and cultural center of Sichuan Province in southwest China and has a population of 12 million.
- Chengdu is experiencing impressive growth in almost all sectors. In the first half of 2010, foreign trade increased by 52% and the city's GDP grew by 17.5%.
- The rapidly expanding market offers exporters a market with double-digit growth rates, increasing demand for exports, and less market saturation than major coastal city markets.
- As one of the fastest growing cities in China, Chengdu serves as a driving urban engine of southwest China. Chengdu's banking, tourism, information technology, and resource industries are booming and attracting more key players in these sectors every year.
- The region is full of abundant mineral resources and is extremely fertile. Chengdu is also an important manufacturing center for the electronics, machinery, pharmaceutical, chemicals, building materials and food processing industries in China.
- Food processing in Sichuan is well developed, especially in food ingredient, snack food, potato starch and vegetable industries.
- With the economy strengthening in Sichuan and the surrounding region, the Chengdu hospitality industry had a very positive year in 2010. As a result, from 2011 to 2014, there are plans to build over thirty-five new five star hotels in Chengdu, providing strong opportunity for imported high-quality U.S. food products.

BEIJING:

- Beijing is the capital of China. It is situated in the North China Plain and has a population of 19.5 million.
- The economy of Beijing has undergone rapid and consistent growth of around 8-9% annually since the introduction of economic reforms in the 1980s.
- Because many Chinese companies have an office in Beijing, Beijing offers the opportunity for quality meetings in the retail, foodservice and manufacturing sectors.
- Beijing is home to some of China's most sophisticated food culture. The palates of Beijingers continue to expand along with their pocketbooks. Beijing has the highest growth rate of new hotels in Asia.
- As manpower, land costs and environmental pressure have been relatively higher than other Chinese cities, Beijing has placed its focus on higher value-added manufacturing. Electronics manufacturing, including mobile phones and computers, is the biggest industry in Beijing.