



Explore Exporting: The World is Waiting

February 15, 2012

8:30 - 8:45am	Check-in and Networking
8:45 - 9:00am	WUSATA Welcome and Overview
9:00 - 10:30am	Matt Tripodi, Government & Trade Relations Manager, Euromonitor International Opportunity Analysis: Global markets and consumption trends for agricultural products
10:30 - 10:45am	Break
10:45 - 11:00am	Exporting Essentials: Basics to Being “Export Ready” Kim Peterson, Idaho State Department of Agriculture
11:00am - 12:00pm	Idaho Trade Office Managers’ Update Xu Fang - Shanghai, China Eddie Yen - Taiwan Armando Orellana - Mexico Each office manager will cover market overviews, opportunities, trends, cultural issues, potential pitfalls, and tips for connecting with the right buyers and distributors
12:00 - 1:00pm	Networking Lunch Tables hosted by the three trade office managers for networking and additional questions
1:00 - 1:30pm	Making Logistics Easy: Tips for Your International Shipments Keith Pettyjohn, District Sales Executive, Expeditors International Hear from an industry expert on how to get your product to the customer as economically and efficiently as possible
1:30 - 2:00pm	Financing Your International Transactions: Making Sure You Get Paid Gary DeGrange, Vice President of International Banking, Zions Bank Learn to offer competitive financing options with minimal risk to your company
2:00 - 3:00pm	Local “Success Stories” and Panel Discussion Jay Theiler, Agri Beef • Kent Ernest, formerly of Simplot • Alejandra Taylor, Eagle Eye Produce Local companies share their export experience in a candid, interactive Q & A forum
3:00 - 3:30pm	Overview of State and Federal Resources Kim Peterson, Trade Specialist, Idaho State Department of Agriculture Discover state and federal resources you can use to prepare your company for export success
3:30pm	Adjourn



Explore Exporting- The World is Waiting Seminar

Customized for food and agriculture businesses, this seminar will give your company inside access to industry experts that explore the core details of why to export.

February 15, 2012 | Boise, Idaho
Idaho State Department of Agriculture Building | 2270 Old Penitentiary Road
Registration & Payment Deadline: February 6, 2012
Cost: \$20.00 per person (includes lunch)

Seminar Agenda Topics Include:

- Opportunity analysis of food consumption trends around the world
- Why U.S. food exports are in high demand
- Candid local company export experience
- Access to local trade experts, resources and more!

Activity Registration- please complete and submit via fax or by email

Primary Contact: _____ # of Participants: _____

Company: _____ Products: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone Number: _____ Fax: _____

Email: _____ Website: _____

Is your company currently Exporting? Check all that apply:

No, I am not exporting I am new to export Yes, I am currently exporting

How did you hear about us? _____

Payment Method: Check Credit Card Each participant has a fee of \$20.00 (includes lunch). Please make checks payable to WUSATA and mail to: 4601 NE 77th Avenue, Suite 240, Vancouver WA 98662. For credit card payments (Visa, Mastercard or Discover), please contact WUSATA staff directly at 360-693-3373.

Registration is required for this event. All registrations and payments must be completed and submitted to WUSATA by February 6, 2012 .

Please submit your registration via fax (360) 693-3464 or by email to events@wusata.org.

For more information, please contact:

Idaho Department of Agriculture
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and the State Regional Trade Groups



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