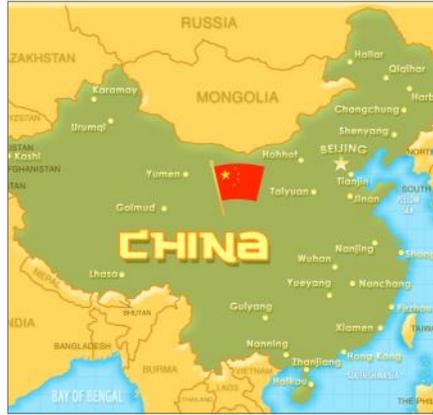




IDAHO GOVERNOR'S TRADE MISSION TO CHINA OCTOBER 28 – NOVEMBER 5, 2016



TRADE MISSION ITINERARY

October 28–November 1
BEIJING

November 1-3
SHANGHAI

November 3-5
GUANGZHOU

WHY ATTEND THE GOVERNOR'S TRADE MISSION?

"One of the highlights of the trip was the Valued Partner Award (VPA), this was an unprecedented event for our recipients in Mexico and Peru and the fact that it was awarded by the Governor and U.S. Ambassador of Mexico and Peru, respectively, solidify our bonds with our customers. At the same time, the presence of the Governor was vital in bridging Idaho companies to some household name companies in Mexico and Peru"

~Hector Dimas, Boise Cascade

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Pamela Graviet

Idaho State Dept. of Agriculture
Direct: (208) 332-8678

Pamela.Graviet@ISDA.idaho.gov

Tina Salisbury

Idaho Department of Commerce
Direct: (208) 287-3164

Tina.Salisbury@Commerce.idaho.gov

SPACE IS LIMITED!

FIRST COME,
FIRST SERVED

BENEFITS OF IDAHO TRADE MISSIONS:

- Open doors to prime international markets
- Gain high-level access to potential customers and key government officials
- Recognize your key existing customers through the exclusive **Idaho Valued Partner Award** presented by Governor Otter
- Become more prepared to enter into international relationships by gaining a deeper understanding of the trade markets in mainland China

PARTICIPATING COMPANIES RECEIVE:

- Pre-qualified appointments with potential customers and key government officials within your industry sector
- Reception in Shanghai and Guangzhou with important industry and government representatives, plus an opportunity to recognize current customers with a Valued Partner Award
- Comprehensive daily meeting itinerary; and logistical arrangements including air travel, hotels, and ground transportation
- Mission details including market, cultural, political, and economic information

WHO SHOULD PARTICIPATE:

- Idaho firms and organizations looking to expand sales and build international business relationships in a new market
- Companies wanting to strengthen and transform existing customer relationships that have already been established in China

**REGISTRATION DEADLINE:
FRIDAY,
JUNE 24, 2016**



IDAHO GOVERNOR'S TRADE MISSION TO CHINA

OCTOBER 28 – NOVEMBER 5, 2016



HOW WILL THE TRADE MISSION BENEFIT MY COMPANY?

"Dynamite Marketing was able to strengthen relationships with existing customers, develop new contacts, and forge new friendships as a result of the Governor's Trade Mission."

~Jos Zamzow,
Dynamite Marketing

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Pamela Graviet
Idaho State Dept. of Agriculture
Direct: (208) 332-8678
Pamela.Graviet@ISDA.Idaho.gov

Tina Salisbury
Idaho Department of Commerce
Direct: (208) 287-3164
Tina.Salisbury@Commerce.Idaho.gov

SPACE IS LIMITED!

FIRST COME,
FIRST SERVED

REGISTRATION DEADLINE
FRIDAY
JUNE 24, 2016



WHY CHINA?

- China remains a top country of interest to Idaho, as the 2nd largest export destination for Idaho in 2015. The market continues to provide additional growth opportunities.
- In 2015, for the first time in history, China became the world's largest economy producing \$19.5 trillion in economic output, followed by the European Union (EU) and the United States.
- The Chinese middle class has topped 300 million, nearly the size of the entire U.S. population at 322 million, and is expected to reach 600 million by 2022—that's three-quarters of urban Chinese households and 45 percent of the entire population.
- For much of the population, living standards have improved dramatically and the room for personal choice has expanded opening up new opportunities for U.S. companies.
- Some of the leading opportunities in China include safety & security, aviation, automotive, clean coal technology, environmental technology, construction and green building, education, agricultural equipment, marine industries, tourism, medical devices, IT, oil and gas, nuclear, rail, food and agricultural products.

CITY OVERVIEWS

BEIJING

Beijing is the capital of the People's Republic of China and one of the most populous cities in the world, with a total permanent population of 21.7 million at the end of 2015. It is also the nation's political and cultural hub. Electronics manufacturing, such as that of mobile phones and computers, is the largest industry. Many industries, controlled by the central government, such as telecommunications, media, satellite and medical have headquarters in Beijing. Other industries include service sector employers in research & development, art & design, IT and new innovations, plus manufacturing of automobiles, machinery for special purposes, food and beverage, and electro-mechanical products.

SHANGHAI

With double the manufacturing output of Beijing, Shanghai is the commercial and financial center of mainland China with close to 60% of GDP coming from the service sector and the remaining 40% from relatively high-end manufacturing. Many corporate headquarters are located in Shanghai and industries include automobiles, electronics, petrochemicals, iron & steel, equipment manufacturing, food & beverage, research and development, art & design, and information technologies. Shanghai has the highest average wage and disposable income and is the world's largest city proper with an estimated 23.7 million people.

GUANGZHOU

Guangzhou, with a population of over 14 million, is the capital and largest city of Guangdong province in South China. Located on the Pearl River, about 75 mi (120km) north-northwest of Hong Kong. Guangzhou serves as an important national transportation hub and trading port and is abundant with products' resources. There are more than 500 kinds of fruits and 340 kinds of vegetables in addition to a variety of grain crops. As an industrial city, Guangzhou has an integrated steel complex, paper mills, a long-established textile industry, and factories producing a variety of foodstuffs, tractors, machinery, machine tools, newsprint, refined sugar, small appliances, tires, bicycles, sports equipment, porcelain, cement, and chemicals to name a few.



IDAHO GOVERNOR'S TRADE MISSION TO CHINA OCTOBER 28 – NOVEMBER 5, 2016



"The Governor understands the language of business and the importance of trade in creating win-win partnerships. We are grateful to the Governor for his efforts to understand our business issues and his willingness to roll-up his sleeves and help us get it done."

~Jay Theiler, AgriBeef

ESTIMATED COSTS

Airfare	\$1,600
Hotel	\$1,700
Participation Fee*	\$3,750
TOTAL	\$7,050

*Participation fee covers coordination, customized itinerary of business appointments, receptions, ground transportation to/from airport if traveling with the Governor, 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, China VISA, overweight baggage charges, etc.

**REGISTRATION DEADLINE
FRIDAY
JUNE 24, 2016**



REGISTRATION FORM

PLEASE E-MAIL OR FAX COMPLETED FORM NO LATER THAN JUNE 24, 2016 TO:

Agriculture Companies:
pamela.graviet@isda.idaho.gov
Fax: (208) 334-2879

Commerce Companies:
tina.salisbury@commerce.idaho.gov
Fax: (208) 334-2631

BY SUBMITTING THIS FORM, YOU ARE CONFIRMING YOUR COMMITMENT TO ATTENDING THE TRADE MISSION AND RESERVING A SPACE AS PART OF THE DELEGATION. YOU WILL BE CONTACTED FOR MORE DETAILS AFTER YOUR FORM IS RECEIVED.

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 from the same company, see additional fee below and attach separate page for additional registrations.

_____ **I will participate in all three trade mission stops**
Participation fee of \$3,750 includes up to two (2) company representatives.

_____ **I will ONLY participate in the following trade mission stops:**

Beijing (participation fee \$1,600)

Shanghai (participation fee \$1,600)

Guangzhou (participation fee \$1,600)

_____ **There will be more than 2 participants from our company**
\$600 for each additional participant (over 2). Fee covers all stops.