



IDAHO GOVERNOR'S TRADE MISSION TO TAIWAN AND HONG KONG OCTOBER 18-26, 2019

WHY ATTEND THE GOVERNOR'S TRADE MISSION?

"The trade mission to China was a huge success for our company! The state staff set up great meetings with new potential customers, helped us arrange to meet with our current customers, and even helped with the logistics. To top it all off, we got to have the Governor sit in on a meeting with one of our customers. His friendly, likable demeanor and tremendous experience really sealed the deal."
~Jos Zamzow, Chief Operating Officer for Catalyst, a division of Dynamite

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Paris Dickerson
Idaho State Dept. of Agriculture
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Sarah Massie
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FIRST COME,
FIRST SERVED



TRADE MISSION ITINERARY

October 20-23
TAIPEI, TAIWAN

October 23-26
HONG KONG

BENEFITS OF IDAHO TRADE MISSIONS:

- Open doors to prime international markets.
- Gain high-level access to new potential customers and key government officials.
- Recognize your key existing customers through the exclusive **Idaho Valued Partner Award** presented by Governor Little.
- Strengthen existing international relationships and gain a deeper understanding of the trade markets in Taiwan and Hong Kong.

PARTICIPATING COMPANIES RECEIVE:

- Pre-qualified appointments with potential customers and key government officials within your industry sector.
- Receptions in Taiwan and Hong Kong with important industry and government representatives, plus an opportunity to recognize current customers with a Valued Partner Award.
- Comprehensive 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 Taiwan or Hong Kong.



**REGISTRATION DEADLINE:
JULY 19, 2019**



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HOW WILL THE TRADE MISSION BENEFIT MY COMPANY?

"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

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STATE OF
IDAHO
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WHY TAIWAN?

- Taiwan remains the 2nd largest overall export destination for Idaho, and exports in 2018 were up 17.7% over 2017.
- Taiwan is an important market for a wide range of sectors including food and agriculture (beef, pork, dairy and protein products, potato products, fresh and processed fruit and vegetables, legumes, healthy, natural, and organic products, wine, ingredients for food processing), semiconductor/ telecommunications (IoT), materials and chemicals, wellness products, and technology.
- Taiwan is an advanced and business-friendly market, making it a great option for new to export companies. Consumers in Taiwan continue to seek U.S. products for their renowned quality, safety, and innovation.
- It is also a market with extensive existing business relationships providing participants the opportunity to present Valued Partner Awards (VPAs) to key partners.
- Taiwan enjoys high purchasing power and a growing tourism sector.

About Taiwan:

- GDP: US\$572.6 billion (2017)
- Population: 23.55 million (2018)
- GDP Per Capita: US\$50,500 (2017)

WHY HONG KONG?

- Hong Kong is the 9th largest export market destination for Idaho.
- Hong Kong is growing at a healthy pace and is expected to have a GDP growth of 2.7% in 2019.
- Hong Kong is an important market for a wide range of sectors including food and agriculture (beef and beef products, pork, potatoes, dairy products, fresh and processed fruit and vegetables, wine, and foodservice products) organic chemicals, skin-care preparations, precious and semiprecious stones, machines and machine parts, and safety and security.
- The median age in Hong Kong is 44.3 years and is steadily rising. The labor force is expected to peak in the next few years.
- Hong Kong consumers continue to seek U.S. products for their renowned quality, value, and reputation.
- Hong Kong also enjoys a large and growing tourism sector.

About Hong Kong:

- GDP: US\$341.3 billion (2017)
- Population: 7.2 million (2018)
- GDP Per Capita: US\$61,500 (2017)

Possible Day Trip to Macau (During Hong Kong Stop)

About Macau:

- GDP per capita: US\$82,844 (2017)
- Population: 667,400 (2018)
- Number of Tourists: 35.8 million
- Important Markets: tourism, restaurant/hotel, gambling (3x gambling revenue of Nevada), clothing, textiles, electronics, footwear, toys
- Major re-export destination for products imported into Hong Kong



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"Governor Otter was able to open doors for us we would not have been able to open on our own. The state helped arrange and participate in high level government meetings in Beijing and Shanghai that will open doors for current and future success in the China market."

~Kirk Hansen, Founder and Chairman of the Board, Kyäni

ESTIMATED COSTS

Airfare	\$1,300
Hotel	\$1,836
Participation Fee*	\$2,700
TOTAL	\$5,836

*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 both 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, ground transportation, etc.

**REGISTRATION
DEADLINE:
JULY 19, 2019**



REGISTRATION FORM

PLEASE E-MAIL OR FAX COMPLETED FORM NO LATER THAN JULY, 19 TO:

Agriculture Companies:
Paris.Dickerson@isda.idaho.gov
Fax: (208) 334-2879

Commerce Companies:
Sarah.Massie@commerce.idaho.gov
Fax: (208) 334-2631

**BY SUBMITTING THIS FORM, YOU ARE COMMITTING TO ATTEND THE 2019 GOVERNOR'S TRADE MISSION.
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 both trade mission stops**
Participation fee of \$2,700 includes up to two (2) company representatives.

_____ **I will ONLY participate in the following trade mission stops:**
\$1,800 Taipei, Taiwan
\$1,800 Hong Kong

_____ **There will be more than 2 participants from our company**
\$500 for each additional participant (over 2). Fee covers all stops.