

**INTERNATIONAL
TRADE OFFICES**

Idaho supports contractual full-time offices for Taiwan and Southeast Asia, China, and Mexico. As residents of the respective trade office countries, our trade representatives are experts on trade opportunities and regulations and have a wealth of contacts in their respective regions.



Taiwan and Southeast Asia

Mr. Eddie Yen

Director & Official Representative
State of Idaho-Asia Trade Office

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Office opened in 1988

China

Tara Qu

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Office opened in 2000



Mexico

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Office opened in 1994



Common ISDA Industry Sectors:

- Animal Feed and Hay
- Aquaculture
- Dairy Products
- Food Ingredients
- Fresh Fruits and Vegetables
- Grains
- Legumes
- Livestock
- Meat Products
- Nursery Stock
- Oilseed
- Processed Foods
- Vegetable Seed
- Wine and Beer

Common IDC Industry Sectors:

- Advanced Manufacturing
- Aerospace
- Building Materials
- Construction Equipment/Services
- Equipment & Products Applied to Agriculture
- Energy
- Environmental Products/Services
- Health & Beauty – Wellness
- Lumber, Paper, Pulp Products
- Medical Equipment & Technology
- Mining Products/Services
- Outdoor Recreation
- Technology Products/Services

Idaho State Department of Agriculture
Market Development Division
2270 Old Penitentiary Rd.
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International Business Team
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Idaho Export Services





IDAHO EXPORT SERVICES

With 95% of the world's population and 80% of the world's wealth residing outside of the United States, international sales opportunities for Idaho businesses are significant. Export sales help drive economic growth and support jobs across the state. Therefore, the State of Idaho has established an aggressive export development program to help Idaho companies tap into global markets.

The Idaho Department of Commerce (IDC) and Idaho State Department of Agriculture (ISDA) work as a team to connect Idaho companies with foreign buyers and partners through a variety of export programs and initiatives. Our staff are experts in developing reliable global business relationships. We can help you identify customers in international markets, help shape your strategy, walk you through the logistics, find financing to support new aspects of your business, and support your export development efforts through targeted export promotions.

INTERNATIONAL TRADE MANAGERS

The state operates three international trade offices strategically located in key export regions throughout the world. Our trade office managers are here to guide you through the steps of expanding into foreign markets. Trade office managers:

- Cultivate relationships with current and potential customers for Idaho products and services
- Conduct buyer pre-qualification and due diligence
- Disseminate trade leads and requests for Idaho products from foreign customers
- Travel to Idaho each year to conduct one-on-one consultations with Idaho companies
- Arrange key in-country meetings with buyers, business partners, and government officials for Idaho companies visiting the market
- Provide market information and research
- Maintain relationships with government agencies for additional on-the-ground support
- Coordinate Idaho "pavilions" with Idaho exhibitors at targeted industry trade shows
- Provide translation services on product literature and promotional material (nominal fees may apply depending on length of text)
- Serve as interpreters for Idaho companies during business meetings

TRADE MISSIONS

Trade missions are sales trips to foreign countries and provide Idaho companies with an unparalleled opportunity to pursue potential business partnerships, make contacts, and open doors in foreign markets. Trade missions are extremely targeted and each Idaho company receives a customized itinerary with pre-qualified contacts specifically designed to meet their individual business goals. Trade missions are often led by the Governor or Lt. Governor, but may also be led by a Director or other state staff. Governor led missions provide Idaho companies with higher-level meetings in-country than companies often can achieve on their own.

EXPORT COUNSELING

Our offices work one-on-one with Idaho companies to determine export potential, analyze target markets, provide market research, define market entry strategies, answer questions on payment terms, financing, logistics, shipping, and a variety of other export-related topics. We maintain relationships with export resources in countries all over the world, and can refer you to the best contacts for your exporting needs.

INTERNATIONAL BUYING DELEGATIONS

IDC and ISDA pre-qualify delegations of international buyers through an intensive screening process to ensure reputable, capable, and ready-to-buy prospects. Delegations travel throughout Idaho to visit companies who are directly matched to the interests of foreign buyers. Inbound groups help your company begin building relationships with buyers without the expense of international travel, and allow you to collect feedback on the viability of your product or service directly from buyers in your sector or industry.

EXPORT EDUCATION

Our agencies, in collaboration with service providers and private and public entities, provide export education through workshops, webinars, and seminars designed for both new-to-export companies as well as those with years of international experience. Regardless of your export question, we will tap you into our vast network of resources to find the answers you need.

MARKET RESEARCH

IDC and ISDA have access to some of the largest market research databases, such as Euromonitor International and Global Trade Information Statistics, to help develop your company's strategic exporting efforts. Our staff can run customized statistical reports for your products and markets of interest to better understand trade flows, support export market development, opportunity analysis, and guide market entry and expansion strategies.

TRADE POLICY

Our agencies help expand market access for Idaho products by working to remove trade barriers that restrict or prohibit the movement of Idaho products into foreign markets. We collaborate with state and federal officials, foreign governments, and trade organizations on trade issue resolution, work to ensure that issues of particular importance to Idaho are addressed in bilateral and multilateral trade negotiations, and host technical teams when needed to establish export protocols.

FOREIGN DIRECT INVESTMENT

IDC's International and Business Development teams help international companies gather and analyze information on investment opportunities in Idaho. For companies interested in expanding operations in the U.S., we also provide key Idaho site selection data, customize comprehensive incentive packages, and connect you with local, state, and federal stakeholders. Our staff can also coordinate site visits and meetings with business leaders.

GRANT OPPORTUNITIES

IDC and ISDA receive funding from federal agencies to provide competitive grants to Idaho companies for a variety of export related activities. For a list of current opportunities, visit www.commerce.idaho.gov/incentives-and-financing/grants or www.agri.idaho.gov.

PARTNER AGENCIES

IDC and ISDA partner with many federal and regional organizations to help Idaho exporters develop export markets. This expansive network allows our agencies to tap into a wealth of on-the-ground support in nearly every corner of the world.

U.S. Commercial Service

The U.S. Commercial Service (CS) is the trade promotion arm of the U.S. Department of Commerce and staffs trade professionals in over 100 U.S. cities and in more than 75 countries to help U.S. companies expand sales in new and existing global markets. CS offices provide assistance in market intelligence, business matchmaking, trade counseling, and background/due diligence reports. The U.S. Commercial Service's Idaho office is co-located with the IDC in Boise and is directed by Amy Benson: amy.benson@trade.gov, (208) 364-7791.

Foreign Agricultural Service

The Foreign Agricultural Service (FAS) links U.S. food and agriculture to the world to enhance export opportunities for U.S. agriculture. In addition to its Washington, D.C. staff, FAS has a global network of more than 90 offices covering nearly 170 countries. ISDA staff maintain relationships with offices throughout the world to advance opportunities for Idaho agricultural companies.

WUSATA

The Western U.S. Agricultural Trade Association is a non-profit trade organization made up of 13 western states, including Idaho, which administers programs to help agribusinesses increase exports. Export programs include overseas trade missions, inbound buying delegations, international trade shows, export seminars, market research and retail promotions. A 50% reimbursement program is also available directly to small to medium sized companies for eligible international marketing efforts.

Other Agency Partners

IDC and ISDA also partner with organizations such as the Small Business Development Center, Small Business Administration, Idaho District Export Council, and others in a variety of export programs and events throughout the year.