



# IDAHO GOVERNOR'S TRADE MISSION TO TAIWAN AND SINGAPORE DECEMBER 2-10, 2022

## HOW WILL THE TRADE MISSION BENEFIT MY COMPANY?

"The trip to Taiwan with the governor and staff was a great marketing experience for our small business. The staff were so helpful in setting up meaningful meetings with the key personnel from potential customers. We are preparing a bid right now for one of our most promising contacts of the trip. Governor Little was very adept in obtaining the respect and attention of companies that we would like to do business with. In agriculture, farmers are always interested in trying new things. The key to success is to repeat the good things and not the failures. This trade mission is something I will be doing again." - *Jeremiah Clark, American Mills*

## FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Michelle Silva

Idaho State Dept. of Agriculture  
Direct: (208) 332-8564  
[Michelle.Silva@isda.idaho.gov](mailto:Michelle.Silva@isda.idaho.gov)

Sharon Canaday

Idaho Department of Commerce  
Direct: (208) 287-3157  
[Sharon.Canaday@commerce.idaho.gov](mailto:Sharon.Canaday@commerce.idaho.gov)

### SPACE IS LIMITED!

FIRST COME,  
FIRST SERVED

**REGISTRATION DEADLINE:  
MONDAY, AUGUST 29TH,**



## TRADE MISSION ITINERARY

December 5th-6th, 2022  
TAIPEI, TAIWAN

December 8th-9th, 2022  
SINGAPORE

## WHY ATTEND THE GOVERNOR'S TRADE MISSION?

### BENEFITS:

- 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 market in Taiwan and Singapore.

### PARTICIPATING COMPANIES RECEIVE:

- Pre-qualified appointments with potential customers and key government officials within your industry sector.
- Reception in Taiwan with important industry and government representatives, plus an opportunity to recognize current customers with a Valued Partner Award. Awards may also be presented in Singapore at prospective industry meetings with the Governor.
- Comprehensive meeting itinerary; and logistical arrangements including 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 Singapore.



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"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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## WHY TAIWAN?

- Taiwan is Idaho's second largest export trading partner, following Canada. Idaho exported more than \$479.1 million in products in 2021.
- Products frequently exported to Taiwan from Idaho include semiconductors and semiconductors related equipment, vitamins, skincare products, food and agricultural products (including wheat, beef, legumes, fruit, wine, dairy and potatoes).
- 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.
- Taiwan is a market with extensive existing business relationships providing participants the opportunity to present Valued Partner Awards (VPAs) to key partners.

### **About Taiwan:**

- GDP: US \$759.1 billion (2021)
- Population: 23.4 million (2021)

## WHY SINGAPORE?

- Singapore is Idaho's fourth largest export country buying more than \$217 million in goods in 2021.
- Singapore 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) organic chemicals, skin-care preparations, precious and semiprecious stones, machines and machine parts, and safety and security.
- Singapore, a highly import dependent economy, continues to seek U.S. products for their renowned quality, value, and reputation.
- Singapore's residents contain high disposable incomes driving demand for high end premium products

### **About Singapore:**

- GDP: US \$340 billion (2020)
- Population: 5.45 million (2021)



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## HOW WILL THE TRADE MISSION BENEFIT MY COMPANY?

"Governor Little was a tireless promoter of Idaho beef products in two amazingly strong markets for Agri Beef. He may be the best salesman that we ever had, and we greatly appreciate his efforts on this mission!"

-Jay Theiler, Agri Beef

### ESTIMATED COSTS

Airfare	\$1,900
Hotel	\$1,500
Participation Fee*	\$2,400
<b>TOTAL</b>	<b>\$5,800</b>

\*Participation fee covers coordination, customized itinerary of business appointments, reception, 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 is subject to change .

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

**REGISTRATION DEADLINE:  
MONDAY, AUGUST 29TH,  
2022**

## REGISTRATION FORM

PLEASE E-MAIL COMPLETED FORM NO LATER THAN  
**AUGUST 29TH, 2022 TO:**

Agriculture Companies:  
Michelle.Silva@isda.idaho.gov

Commerce Companies:  
Sharon.Canaday@commerce.idaho.gov

BY SUBMITTING THIS FORM, YOU ARE COMMITTING TO ATTEND THE 2022 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 \$2,400 includes up to two (2) company representatives.

\_\_\_\_\_ **I will ONLY participate in the following trade mission stops:**  
\$1,400 Taipei, Taiwan  
\$1,400 Singapore

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

