



IDAHO GOVERNOR'S TRADE MISSION TO TAIWAN AND JAPAN NOVEMBER 4-8, 2024

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:

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SPACE IS LIMITED!

FIRST COME,
FIRST SERVED

**REGISTRATION DEADLINE:
FRIDAY, JULY 19TH, 2024**



TRADE MISSION ITINERARY

November 4th - 5th, 2024
TAIPEI, TAIWAN

November 7th - 8th, 2024
TOKYO, JAPAN

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 Japan.

PARTICIPATING COMPANIES RECEIVE:

- Pre-qualified appointments with potential customers and key government officials within your industry sector.
- Reception and 40th Anniversary Celebration in Taiwan with important industry and government representatives, plus an opportunity to recognize current customers with a Valued Partner Award in both Taiwan and Japan.
- 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 Japan.



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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 market, with Idaho exporting \$504 million in products in 2023.
- Products frequently exported to Taiwan from Idaho include manufacturing equipment, personal care products, fertilizers, beef, wheat, processed potatoes, dairy products, hay, pulses (dried peas, chickpeas and beans), animal feed and apples.
- Idaho and Taiwan signed a cooperative agreement in 1984 and will celebrate the 40th anniversary during this trade mission.
- 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 \$752 billion (2023)
- Population: 23.3 million (2023)

WHY JAPAN?

- Japan is Idaho's fifth largest trade partner, with Idaho exporting \$237 million in products in 2023.
- Japan is an important market for a wide range of sectors including food and agriculture (milling and dairy products, vegetables, sugar confectionary, and oil seeds) electric machinery, wood, paper, and pulp, pharmaceutical products, and electric machines and machine parts.
- The Japanese market is highly competitive with consumers seeking quality, value, and convenience in their products.
- While the Japanese market is mature, opportunities emerge with changing trends and demands in the consumer marketplace and there is an openness to new products from the U.S. that meet the quality and regulatory requirements of the Japanese market

About Japan:

- GDP: US \$4.3 trillion (2023)
- Population: 124 million (2023)



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"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	\$1,525
Participation Fee*	\$2,900
TOTAL	\$6,325

*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. Participation fee to be lower if only participating in one stop.

Airfare and hotel are subject to current exchange rate and can change.

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

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REGISTRATION FORM

PLEASE COMPLETE REGISTRATION NO LATER THAN
JULY 19TH, 2024

FOR QUESTIONS PLEASE REACH OUT TO:

Agriculture Companies: Chelsea.Conlon@isda.idaho.gov Commerce Companies: Sharon.Canaday@commerce.idaho.gov

Scan the QR code or follow the link below to review and complete registration for the 2024 Governor's Trade Mission.

Space is limited and allocated on a first come first serve basis until filled. All registrations are subject to a waitlist until approved.

Idaho small businesses (per SBA guidelines) may apply for STEP Grant funding upon being accepted as a mission participant. Each company will receive a reimbursement for eligible travel expenses up to \$1,500 - \$3,000 after the mission.

Participation fee for up to 2 company representatives:

- Option 1: \$2,900 Taipei, Taiwan and Tokyo, Japan
- Option 2: \$1,800 Taipei, Taiwan only
- Option 3: \$2,200 Tokyo, Japan only

A **\$750** fee will apply for each additional participant (over two) from each company. Fee covers both stops.

***By submitting registration, you are committing to attend the 2024 Governor's trade mission.**

<https://liingo.app.link/HnHLHX95MJb>

