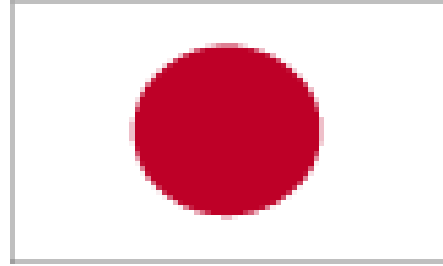


Partners in Agriculture

Tokyo and Kofu, Japan

Tokyo, April 3 – 8, 2010
Kofu, April 8 – 11, 2010



Trade Mission Details Application Information Market, Briefing and Background Information

The International Trade office of the IDED, in partnership with the Iowa Pork Producers Assn, the Iowa Soybean Assn, the Iowa Corn Promotion Board, the Iowa Beef Industry Council and the Iowa Sister States will join with the U.S. Foreign Agricultural Service in Japan to commemorate the “hog lift,” and the 50th anniversary of the Iowa-Yamanashi sister state relationship. This historic event helped to open markets for U.S. goods and services and launched the agricultural cooperator programs between the United States and Japan.

Yamanashi symbolizes the success of the United State’s worldwide cooperator program and our special agricultural relationship with Japan. Within this global relationship, Japan stands out as the most successful



country for the market development of U.S. food and agricultural products in history. The defining moment in the Japan success story as a market was the “hog lift” in 1959, when Iowa farmers and the Foreign Agricultural Service assisted Yamanashi in rebuilding its hog industry after two typhoons hit the prefecture.

Iowa farmers sent swine breeding animals and corn to feed them. This event helped to create the U.S. Grains Council, the U.S. Meat Export Federation, and the Iowa-Yamanashi sister state relationship, the oldest such relationship in Japan. Today, Japan is our largest export market for feed grains and pork.

During the first week of April, various events will be scheduled in Japan including a seminar/trade show/reception for the meat industry, an Iowa reception featuring Iowa’s products and a two day celebration in Yamanashi to commemorate the 50th Anniversary.

All industry sectors exporting to Japan and interested groups/organizations should consider participating in this historic event.

For more information contact:

Kathy Hill 515-725-3141 Kathy.hill@iowalifechanging.com
Mark Fischer 515-725-3140 Mark.fischer@iowalifechanging.com

SPONSORING ORGANIZATIONS



TRADE MISSION DETAILS

Travel

General Mission Itinerary

The following is the preliminary general mission itinerary and it will continue to develop as the mission dates approach. Please check this site regularly for itinerary/calendar updates.

General Itinerary [Word: 38K] [PDF: 87]

Flight Arrangements

Shorts Travel is the state travel agency for the trade mission (Diana, 800-274-6787 x 0849), although you may use the travel agent of your choice. We will provide suggested flights and will have group ground transportation coordinated to meet these specific flights. If you fly on an itinerary other than the mission itinerary, we may not be able to arrange your airport transportation.

You will be responsible for the booking and payment of your airline reservations. Please contact Kathy Hill or Mark Fischer before you make your final reservations.

Flight Itinerary [Word: 370K] [PDF: 47K]



Hotel Accommodations

IDED will make your hotel reservations in Tokyo and Kofu. Hotel room costs are based on standard rooms, single occupancy. Rates have been negotiated on the behalf of the group. We request all mission participants be housed at the same location. If you choose not to stay at the “mission hotel,” you will be responsible for your own transportation to and from group transportation points. A credit card number will be necessary to guarantee your reservation. You will settle your account directly with the hotel at the time of checkout in each city.

Hotel Details [Word: 16K] [PDF: 37K]

Passport Requirements

A valid passport is required for U.S. citizens traveling to Japan. The attached link will provide the information you will need for entry into and exit from Japan.

http://travel.state.gov/travel/cis_pa_tw/cis/cis_1148.html#entry_requirements

If you need to use a service to update your passport, please contact your travel agent or review the links below. Other entry requirements may apply for citizens of countries other than the United States.

Passport/Visa Service Companies

Perry International <http://www.perryvisa.com/>

American Passport <http://www.americanpassport.com/>

Passport and visas.com <http://www.passportsandvisas.com/>

Travel Insurance and Travel Health Insurance

If you are interested in purchasing international travel & health insurance for this trip, there are a variety of companies offering this service. The following is a sample of links that may help you in picking an insurance company to fit your needs.

<http://www.hthtravelinsurance.com/>

<http://www.travelinsured.com/>

<http://www.worldwidemedical.com/>

<http://www.insuremytrip.com/index-1000-0-13049-0.html>

Trade Mission Fees and Estimated Expenses

Estimated Mission Expenses

The estimated costs of participating in Partners in Agriculture are outlined below. Fees are charged per individual participation to non-sponsoring participants.

Basic mission fee \$1,000.00 (per individual)

The basic mission fee includes IDED organized group ground transportation and meal functions, pre and post mission assistance, on-site support while in Japan during the mission dates, business briefing (as needed), promotional support and complete mission planning. *Personal transportation costs and interpreters are not included in this price.*

Each company will develop their own business itinerary. We encourage companies to set up their business schedule around mission group events.

Export Trade Assistance (ETAP) funding will NOT be available for this mission.

Estimated expenses for Iowa participants [Word: 1.07M] [PDF: 42K]

APPLICATION INFORMATION

The sign-up deadline for trade mission is **March 1, 2010**.

1. Mission participant form - [Word: 107M] [PDF: 40.6K]
 - EACH participant must fill out this document
 - Participation Fee of \$1000 per non-sponsor participant
 - *Checks payable to IDED Foundation*. Invoice available upon request.
 - *Companies will be responsible for setting up their own business appointment schedule.*
3. Brief (2 – 3 paragraph) company/product description and your logo for promotional purposes. This will be used for the mission brochure.

Submit application materials via e-mail and/or mail to:

Kathy Hill
Tel: 515-725-3141
Fax: 515-725-3010
e-mail: Kathy.Hill@iowalifechanging.com

Mark Fischer
Tel: 515-725-3140
Fax: 515-725-3010
e-mail: Mark.Fischer@iowalifechanging.com

Iowa Department of Economic Development
International Trade Office
200 East Grand Avenue
Des Moines, Iowa USA 50309

MARKET, BRIEFING & BACKGROUND INFORMATION

Partners in Agriculture Background Links

<http://www.fas.usda.gov/itp/Japan/JA8521GrainHistory110508.pdf>

Customs & Etiquette

http://en.wikipedia.org/wiki/Etiquette_in_Japan
CultureGram – Japan [PDF: 583K]

Traveler Tips & Customs Clearance

<http://www.cbp.gov/xp/cgov/travel/vacation/kbyg/>
http://www.cbp.gov/xp/cgov/travel/clearing/traveler_entry_form/
<http://www.customs.go.jp/english/summary/passenger.htm>
<http://www.frommers.com/destinations/japan/0229020032.html>

U.S. Department of State – Japan

<http://www.state.gov/r/pa/ei/bgn/4142.htm>
http://travel.state.gov/travel/cis_pa_tw/cis/cis_1148.html#top

U.S. Foreign Agricultural Service – Japan

<http://www.fas.usda.gov/country/Japan/Japan.asp>

U.S. Department of Commerce

<http://www.buyusa.gov/japan/en/>
Country Commercial Guide <http://www.buyusa.gov/japan/en/ccg.html>
Culture <http://www.buyusa.gov/japan/en/customs.html>

Market Research Library

http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no

World Fact Book – Japan

<https://www.cia.gov/library/publications/the-world-factbook/geos/ja.html>

Iowa Department of Economic Development/International Office

http://www.iowalifechanging.com/business/intltrade/export_assistance.aspx

Export statistics - Iowa's Exports to Japan

CY 2008 [PDF: 147K]

Jan- Oct 2009 [PDF: 151K]

Iowa Agriculture Quick Facts 2009

[Word: 22K] [PDF: 19K]

Weather

<http://www.weather.com/> (type in the Kofu, Japan or Tokyo, Japan)
<http://weather.msn.com/region.aspx?wealocations=Japan>
<http://www.japantimes.co.jp/weather.html>

Currency/Exchange Rate – Japanese Yen

<http://www.x-rates.com/calculator.html#>



Renting A Mobile Phone –

Mobile phones from countries outside of Japan (including GSM phones) may not work in Japan due to the different technologies. If you are interested in renting a mobile phone you can check these web sites or request assistance from your travel agent.

http://www.gomobile.co.jp/rates_in.html

<http://www.rentafonejapan.com/?qclid=CKP2gNjD3p4CFQoeDQodXD2lNw>

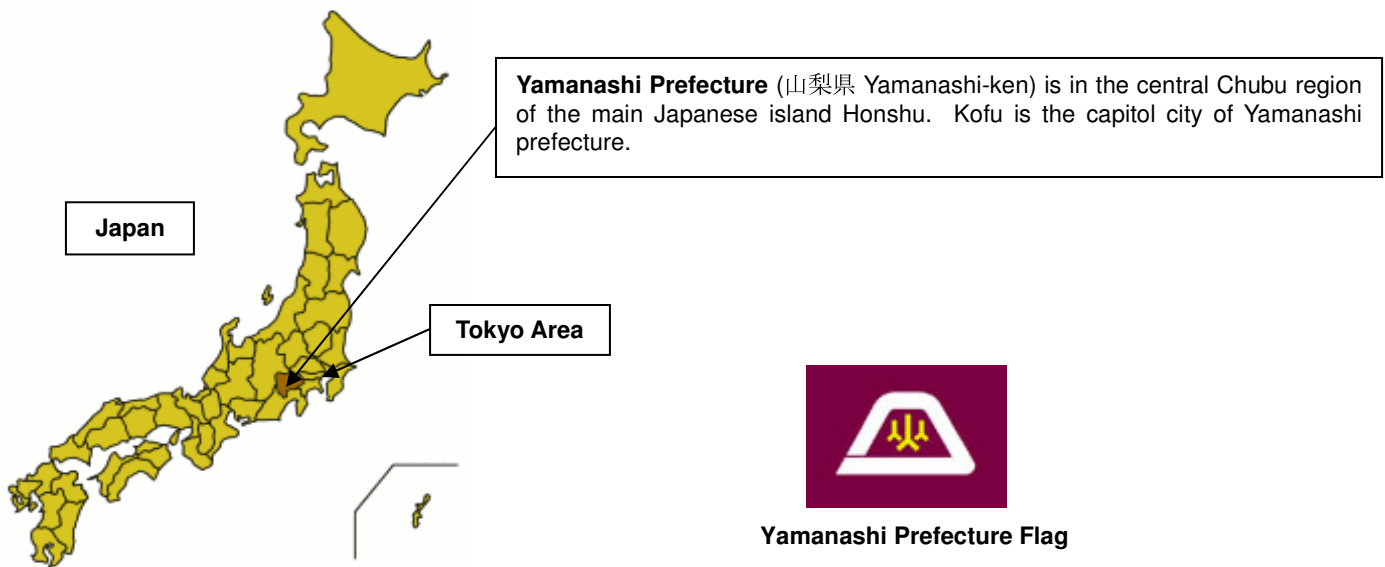
Credit Card Phone Call

MCI: <http://consumer.mci.com/international/english/resources/accessnos.jsp>

ATT: <http://www.usa.att.com/traveler/index.jsp>

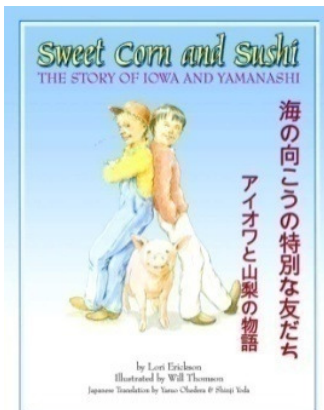
Metric Conversion Calculator:

<http://www.worldwidemetric.com/metcal.htm>



Iowa Sister State – Yamanashi

<http://www.iowasisterstates.org/yamanashi/index.html>



Sweet Corn and Sushi

<http://www.iptv.org/lii/feature.cfm?showNum=1641&featNum=892#>

http://www.christieivsack.org/books_kindergartners/04_book.html