



## GEORGIA EXPORT PROMOTION OPPORTUNITIES

July 1, 2010 – June 30, 2011

The Georgia Department of Economic Development (GDEcD) is pleased to promote its calendar of events for FY11. Georgia companies and organizations are encouraged to contact the GDEcD's international trade team for event details.

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| <input type="checkbox"/> Trade Mission to Canada I (2010)           | <input type="checkbox"/> MEDICA 2010                       |
| <input type="checkbox"/> Trade Mission to Canada II (2011)          | <input type="checkbox"/> DOMOTEX 2011                      |
| <input type="checkbox"/> Trade Mission to Mexico I (2010)           | <input type="checkbox"/> Havana International Fair (2010)  |
| <input type="checkbox"/> Trade Mission to Mexico II (2011)          | <input type="checkbox"/> International Poultry Expo (2011) |
| <input type="checkbox"/> Trade Mission to Chile I (2010)            | <input type="checkbox"/> Sunbelt Agricultural EXPO (2010)  |
| <input type="checkbox"/> Trade Mission to Chile II (2011)           | <input type="checkbox"/> NBAA Show in Atlanta (2010)       |
| <input type="checkbox"/> Trade Mission to Brazil and Peru (2010)    | <input type="checkbox"/> In-coming Buyers Mission (2011)   |
| <input type="checkbox"/> Trade Mission to Brazil (2011)             | <input type="checkbox"/> AAPEX & SEMA (2010)               |
| <input type="checkbox"/> Trade Mission to China (2010)              | <input type="checkbox"/> Regional Leaders Summit (2010)    |
| <input type="checkbox"/> Trade Mission to Northern China (2011)     | <input type="checkbox"/> ACF 2010 in Atlanta (2010)        |
| <input type="checkbox"/> Industry-Specific Company Profiles (China) | <input type="checkbox"/> SEUS - Japan 2010                 |
| <input type="checkbox"/> Industrial Product Promotion (China)       | <input type="checkbox"/> SEUS - Canada 2011                |
| <input type="checkbox"/> Trade Mission to Turkey (2011)             | <input type="checkbox"/> Additional Services               |
| <input type="checkbox"/> Trade Mission to Israel (2011)             |  |





## TRADE MISSIONS

GDEcD leads trade delegations to strategic international markets to help establish mutually beneficial business relationships. Trade missions feature one-on-one meetings customized to the needs of participating Georgia companies. While both Georgia companies and organizations are encouraged to participate, GDEcD is able to pre-arrange appointments for up to five qualified Georgia companies per mission. Most delegations include an in-country briefing and briefing materials. Participation in these missions provides an opportunity to discover international markets, establish new opportunities and follow-up with existing contacts. In addition to the participation fee, delegation members are responsible for all travel expenses (such as airfare, ground transportation, hotel accommodations) and translator/interpreter services if needed. Participants are asked to share mission results with GDEcD.

### CANADA

Canada is the number one market for Georgia products and services. Canada's transparent and open market as well as its proximity, common language and culture make it a cost-effective location for Georgia companies to expand their sales or initiate their export strategies. Atlanta is home to the Southeast's Canadian Consulate General and the Québec Trade and Investment Office, which promote trade and investment links, science and technology partnerships and cultural and academic exchanges between Georgia and Canada. Additionally, Georgia's Canada office has been located in Toronto since 1981 and is managed by Ms. Gail Morris. She will arrange appointments for up to five qualified Georgia companies per mission.

#### TRADE MISSION TO CANADA I

This mission is a multi-industry sector event with particular focus on: computer software, oil & gas machinery, consumer electronics, aerospace/defense, safety & security equipment, building products, and telecommunication equipment.

**Date:** November 7-9, 2010

**Location:** Toronto, Canada

**Industries:** Multi-industry

**Participation Fee:** \$425 (before early bird deadline); \$495 (after early bird deadline)

**Contact:** Anna Alford at 404-962-4036 or aalford@georgia.org

#### TRADE MISSION TO CANADA II

Participants in the annual SEUS-CP Alliance Conference in Canada (Fredericton, New Brunswick, June 12-14) will have the opportunity to stop over in Toronto for individual appointments pre-arranged by the GDEcD's representative in Canada. The companies are required to register for SEUS CP.

**Date:** June 8-10, 2011

**Location:** Toronto, Canada

**Industries:** Multi-industry

**Participation Fee:** To be announced

**Contact:** Kathy Oxford at 678-640-4351 or koxford@georgia.org





## MEXICO

Mexico is historically among Georgia's top three export markets. The North American Free Trade Agreement (NAFTA), enacted in 1994, clarified and simplified the U.S.-Mexico bilateral commercial relationship. In 2009, Georgia's exports to Mexico amounted to \$1.4 billion. GDECD has had an office in Mexico since 1993 that is currently managed by Mr. Fernando Hanhausen. He will arrange appointments for up to five qualified Georgia companies per mission.

### TRADE MISSION TO MEXICO I

The opportunity is open to all companies, communities, and organizations, although the following sectors are encouraged to participate: housing/construction, transportation infrastructure, and hotels/restaurants.

**Date:** November 2010

**Location:** Mexico

**Industries:** Multi-industry

**Participation Fee:** \$425 (before early bird deadline); \$495 (after early bird deadline)

**Contact:** Alice Carson at 678-640-4365 or acarson@georgia.org

### TRADE MISSION TO MEXICO II

Although this is a multi-industry mission, the following sectors are encouraged to participate: agribusiness and automotive.

**Date:** May 2011

**Location:** Mexico

**Industries:** Multi-industry

**Participation Fee:** \$425 (before early bird deadline); \$495 (after early bird deadline)

**Contact:** Ryan Thornton at 404-962-4046 or rthornton@georgia.org

## CHILE

Bilateral trade with Chile has tripled since the implementation of the U.S.-Chile Free Trade Agreement (FTA) in 2004. Due to the high number of FTAs that Chile has with its regional partners, the country is an ideal platform to reach many South American markets. Chile remains one of the most stable and prosperous developing nations and it continues to lead in several key economic areas. It ranks high in terms of political stability, economic freedom, low perception of corruption, and low poverty rate in Latin America. Georgia has had an office in Chile since 2005 that is managed by Mr. Brian Wilson. He will arrange appointments for up to five qualified Georgia companies per mission.

### TRADE MISSION TO CHILE I

This mission is a multi-industry sector event with particular focus on green energy and environmental products, and mining.

**Date:** November 28 - December 2, 2010

**Location:** Santiago, Chile

**Industries:** Multi-industry

**Participation Fee:** \$425 (before early bird deadline); \$495 (after early bird deadline)

**Contact:** Kathy Oxford at 678-640-4351 or koxford@georgia.org





### TRADE MISSION TO CHILE II

Following the 2010 earthquake, Chile provides tremendous opportunities for Georgia companies interested in getting involved in the country's rebuilding efforts. Chile is also known for its mining industry; therefore, products and services used in this industry are highly desired.

**Date:** April 2011

**Location:** Santiago, Chile

**Industries:** Multi-industry

**Participation Fee:** \$425 (before early bird deadline); \$495 (after early bird deadline)

**Contact:** Alice Carson at 678-640-4365 or acarson@georgia.org

## BRAZIL & PERU

Brazil is the 10<sup>th</sup> largest economy in the world. The country enjoys a growing middle class and increasing internal demand for goods and services. Georgia opened a trade office in Brazil in 1994 to represent Georgia's broader economic development interests, including trade, and to promote Georgia companies in the Brazilian market. The office is located in São Paulo and is managed by Mr. José Madeira. He will arrange appointments for up to five qualified Georgia companies per mission.

### TRADE MISSION TO BRAZIL AND PERU

The Brazil Automation show & FEIPLAR Exhibition on Composites, Polyurethane & Engineering Plastics take place in November in São Paulo, Brazil. Participants in the mission will have the opportunity to attend these shows. Peru, which is an associate member of MERCOSUR, continues its strong push toward economic integration with the U.S., confirmed by the implementation of the U.S. Peru Trade Promotion Agreement in February 2009. The following industries are encouraged to participate in the mission: mining, plastics, industrial chemicals, automation products & services, oil & gas, and construction equipment.

**Date:** November 8-12, 2010

**Location:** Brazil & Peru

**Industries:** Multi-industry

**Participation Fee:** To be announced

**Contact:** Taube Ponce at 404-962-4118 or tponce@georgia.org

### TRADE MISSION TO BRAZIL

HOSPITALAR trade show in Brazil is known to be the largest medical/healthcare event in Latin America. The event features 1,250 Brazilian and international exhibitors and provides an opportunity to launch products or services and meet potential and already existing clients. Georgia companies will learn more about the complex Brazilian market via pre-arranged appointments prior and/or following the show.

**Date:** May 24-27, 2011

**Location:** Brazil

**Industries:** Medical

**Participation Fee:** \$425 (before early bird deadline); \$495 (after early bird deadline)

**Contact:** Mary Waters at 404-962-4128 or mwaters@georgia.org





## CHINA

China continues on its way to becoming one of the world's largest consumer markets. In 2009, Georgia's exports to China totaled close to \$1.8 billion, ranking China as Georgia's second largest export destination. Georgia's representative in China, Michael Su, will work with the GDECD staff to arrange appointments for up to five qualified Georgia companies per mission.

### TRADE MISSION TO CHINA

GDECD will lead a delegation of environmental companies to China to explore export opportunities. While this mission is open to all participants, appointments will be arranged for up to five companies in the environmental sector. The delegation will travel to Wuhan and Qingdao, China, for two days of appointments in each city. Additional cities are being considered.

**Date:** Fall 2010

**Location:** Wuhan and Qingdao, China

**Industries:** Environmental

**Participation Fee:** To be announced

**Contact:** Dawn Townsend at 404-962-4059 or dtownsend@georgia.org

### TRADE MISSION TO NORTHERN CHINA

GDECD welcomes Georgia companies from the following sectors to participate in this mission: innovative consumer products, infrastructure related industrial products, floor coverings, medical machinery, and innovative building and construction products.

**Date:** March 2011

**Location:** Northern China

**Industries:** Multi-industry

**Participation Fee:** To be announced

**Contact:** Ryan Thornton at 404-962-4046 or rthornton@georgia.org

### INDUSTRY-SPECIFIC COMPANY PROFILES

In China, having the right people introduce companies to potential partners is paramount to success. GDECD will present Georgia company profiles to key facilitators who can help assure that these connections are made. Company profiles will be available in Mandarin. Leads resulting from these introductions will be sent to participating companies for follow-up.

**Industries:** Floor coverings, industrial products, innovative consumer products, medical machinery

**Participation Fee:** \$500, which includes translation of a one-page company profile.

### INDUSTRIAL PRODUCT PROMOTION

Direct marketing is emerging as a means of selling industrial products in China. GDECD will assist Georgia companies promote up to two products on the Alibaba China website. Alibaba is used as a business-to-business international trade marketplace in many countries. Product information (limited to two products per company) will be translated into Mandarin and posted on the Alibaba website for up to three months. GDECD's representative in China will pre-screen leads to identify buyers.

**Industries:** chemicals, energy and environmental, industrial products, innovative building and construction products, manufacturing and processing machinery, telecommunication products

**Participation Fee:** \$500, which includes brief product translation, posting on the website, and pre-screening of leads.





## TURKEY

Turkey's rapidly expanding economy, political and economic stability, and the possibility of EU membership have attracted a large number of American companies that also consider Turkey to be the door to the Middle Eastern markets. Turkish key business and political figures have also visited Georgia to encourage companies to do business in their market.

### TRADE MISSION TO TURKEY

GDEcD will be recruiting qualified Georgia companies to attend the Metal-Working and Surface Treatment Shows at the Win World of Industry Trade Show. Gold Key matchmaking appointments arranged by the U.S. Commercial Service with pre-qualified potential distributors, representatives and/or partners are also open to participants.

**Date:** February 1-6, 2011

**Location:** Istanbul, Turkey

**Industries:** Machinery, welding, surface treatment (including chemicals), materials handling.

**Participation Fee:** To be announced

**Contact:** Taube Ponce at 404-962-4118 or [tponce@georgia.org](mailto:tponce@georgia.org)

## ISRAEL

The U.S. is Israel's largest single country trade partner. Since signing a Free Trade Agreement in 1985, Israel - U.S. trade has grown eight-fold. Georgia has had a trade office in Israel since 1994. Mr. Dov Lebanon and Mr. Ronen Kenan will work with the GDEcD staff to arrange appointments for up to five qualified Georgia companies per mission.

### TRADE MISSION TO ISRAEL

Israel is a well-developed and sophisticated market for safety & security equipment and services. Israel's security-awareness and high level of preparedness are the driving forces for the development of the country's cutting-edge security industry. Georgia manufacturers of high-end equipment and of components that can be integrated into Israeli systems are encouraged to participate.

**Date:** March 2011

**Location:** Israel

**Industries:** Safety & Security

**Participation Fee:** \$425 (before early bird deadline); \$495 (after early bird deadline)

**Contact:** Dawn Townsend at 404-962-4059 or [dtownsend@georgia.org](mailto:dtownsend@georgia.org)





## TRADE SHOWS

Join the Georgia delegation at trade shows around the globe to meet potential buyers in person. GDEcD coordinates a unified Georgia presence at specific trade shows in foreign markets throughout the year. Our global network of international trade managers can arrange meetings for you with pre-qualified partners.

### HAVANA INTERNATIONAL FAIR, CUBA

This annual event is the largest trade fair in Cuba. GDEcD will have a booth at the Havana International Fair in Cuba and assist Georgia companies exhibiting at the event.

**Date:** November 1-6, 2010

**Location:** Havana, Cuba

**Industries:** Agricultural commodities, food products, forestry products, medical, and telecommunication

**Contact:** Mary Waters at 404-962-4128 or [mwaters@georgia.org](mailto:mwaters@georgia.org)

### MEDICA 2010

Join us as we lead a delegation of Georgia medical companies to the world's premier tradeshow for medical devices, technologies and healthcare IT. Now in its 41<sup>st</sup> year, MEDICA attracts more than 135,000 visitors, and 4,000 exhibitors from around the world.

**Date:** November 17-20, 2010

**Location:** Dusseldorf, Germany

**Industries:** Medical devices, technologies and healthcare IT

**Participation Fees:** \$3,100 (exhibitor - SOLD OUT), \$750 (show attendee), and \$100 (catalog)

**Contact:** Mary Waters at 404-962-4128 or [mwaters@georgia.org](mailto:mwaters@georgia.org)

### DOMOTEX 2011

With nearly 1,400 exhibitors from 65 countries, DOMOTEX Hannover is the premier venue to showcase your business to an audience of professionals from the retail and wholesale trade, the skilled trades, as well as architects and interior designers. Georgia companies are encouraged to take this opportunity to learn about the latest trends and innovations in carpets and floor coverings.

**Date:** January 15-18, 2011

**Location:** Hannover, Germany

**Industries:** Carpet & floor-coverings

**Contact:** Alice Carson at 678-640-4365 or [acarson@georgia.org](mailto:acarson@georgia.org)





## INCOMING BUYER OPPORTUNITIES

### INTERNATIONAL POULTRY EXPO (IPE)

The International Poultry Expo is the world's largest trade show for the poultry and egg industry and represents all industry segments. GDEcD will attend the show to assist in introducing Georgia exhibitors to international buyers.

**Date:** January 27-29, 2011

**Location:** Atlanta, GA

**Industries:** Agricultural machinery, agribusiness, food processing equipment

**Contact:** Ryan Thornton at 404-962-4046 or [rthornton@georgia.org](mailto:rthornton@georgia.org)

### SUNBELT AGRICULTURAL EXPO

Sunbelt is North America's premier agricultural expo where companies from all over the world are able to gain new knowledge about agricultural products and services. GDEcD's international offices will recruit international buyers to the event.

**Date:** October 19-21, 2010

**Location:** Moultrie, Georgia

**Industries:** Agricultural machinery, agribusiness

**Contact:** Ryan Thornton at 404-962-4046 or [rthornton@georgia.org](mailto:rthornton@georgia.org)

### NATIONAL BUSINESS AVIATION ASSOCIATION (NBAA) SHOW

NBAA is the premier annual meeting place for the business aviation community. This event brings together over 25,000 corporate decision makers, government officials, manufacturers, and business aviation professionals from around the globe in virtually all aspects of business aviation. GDEcD will host a Hospitality booth (1103 B Building) that can be used by the Georgia aviation attendees as a meeting place.

**Date:** October 19-21, 2010

**Location:** Georgia World Congress Center, Atlanta, Georgia

**Industries:** Aerospace

**Contact:** Kathy Oxford at 678-640-4351 or [koxford@georgia.org](mailto:koxford@georgia.org)

### IN-COMING BUYERS MISSION

GDEcD hosts and arranges appointments for incoming buyer delegations to Georgia for pre-arranged business meetings with Georgia suppliers.

**Date:** March 2011

**Location:** Mexico, Brazil, Chile, Israel

**Industries:** Agribusiness, chemicals, environmental, floor-covering, and construction.

**Contact:** Anna Alford at 404-962-4036 or [aalford@georgia.org](mailto:aalford@georgia.org)





### **AAPEX & SEMA**

The SEMA Show is the world's premier automotive specialty products trade event. It attracts more than 100,000 industry leaders from more than 100 countries for unlimited profit opportunities in the automotive, truck and SUV, and RV markets. GDEcD will attend this trade show to assist a large number of Georgia exhibitors with incoming international buyer delegations.

**Date:** November 2-5, 2010

**Location:** Las Vegas, Nevada

**Industries:** Automotive

**Contact:** Kathy Oxford at 678-640-4351 or [koxford@georgia.org](mailto:koxford@georgia.org)

## **CONFERENCES AND STRATEGIC ALLIANCES**

### **REGIONAL LEADERS SUMMIT**

The Regional Leaders Summit is a forum of seven world regions, including Georgia, in which perspectives and strategies for cooperation are discussed. This year's Summit takes place in Cape Town, South Africa. Georgia companies, communities, and organizations (especially business chambers) are welcome to attend the event's networking opportunities; however no appointments will be arranged by GDEcD.

**Date:** September 27 - 30, 2010

**Location:** Cape Town, South Africa

**Topics:** Integrated transportation and food security

**Contact:** Kathe Falls at 404-962-4120 or [kfalls@georgia.org](mailto:kfalls@georgia.org)

### **AMERICAS COMPETITIVENESS FORUM (ACF) 2010**

Atlanta will be the site for the fourth annual high-level meeting which focuses on improving the economic competitiveness of the Western Hemisphere. The 2010 ACF is expected to attract more than 1,000 leaders from 34 nations in the Americas, including business executives, trade delegates, and academics. The ACF provides a platform for dialogue on ways to enhance the region's ability to compete more successfully in the current economic context.

**Date:** November 14-16, 2010

**Location:** Atlanta, Georgia

**Industries:** Multi-industry

**Contact:** Kathe Falls at 404-962-4120 or [kfalls@georgia.org](mailto:kfalls@georgia.org)





### SEUS – JAPAN 2010

Created in 1976, the Southeast U.S./Japan Association (SEUS/JP) was established to promote trade, investment, understanding and friendship between Japan and U.S. member states. Eight Southeastern U.S. states (Alabama, Florida, Georgia, North Carolina, South Carolina, Mississippi, Tennessee, and Virginia) and Japan will meet to explore business investment and trade opportunities between companies located in the regions.

**Date:** October 17-19, 2010

**Location:** Nashville, Tennessee

**Industries:** Automotive, energy, and economic development

**Registration Fees:** \$425 (before early bird deadline September 24<sup>th</sup>; \$600 (after early bird deadline)

**Contact:** Kathe Falls at 404-962-4120 or [kfalls@georgia.org](mailto:kfalls@georgia.org)

### SEUS – CANADA 2011

Established in November 2007, the Southeastern United States-Canadian Provinces Alliance (SEUS-Canada) was created to promote continued trade and investment between member states of the Southeastern United States and member provinces from Canada. GDECD encourages Georgia companies to participate in the matchmaking sessions to discuss items of mutual interest.

**Date:** June 12-14, 2011

**Location:** Canada (New Brunswick)

**Industries:** To be announced

**Registration Fees:** To be announced

**Contact:** Kathe Falls at 404-962-4120 or [kfalls@georgia.org](mailto:kfalls@georgia.org)

**B2B Contact:** Kathy Oxford at 678-640-4351 or [koxford@georgia.org](mailto:koxford@georgia.org)

## ADDITIONAL PROGRAMS & SERVICES

In addition to events, GDECD offers export promotion services to Georgia companies. Global Insight provides knowledge about exporting and Global Connections brings Georgia suppliers and international buyers together. Georgia's economic development offices located in Brazil, Canada, Chile, China, Europe (Germany), Israel, Japan, Korea, Mexico, and the United Kingdom, may be able to provide:

- Business Partner Identification
- Quick Market Assessment
- Key Industry Contacts
- Customized In-Country Appointments
- Tips for Doing Business In-Country
- Market Accelerator Reports
- Due Diligence Requests

Call 404-962-4036 today for details!

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