



GEORGIA UPCOMING EXPORT PROMOTION OPPORTUNITIES

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

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.

BRAZIL & PERU

Brazil is the 10th 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

Brazil and Peru are the two top growing economies in South America. In Brazil, infrastructure, security, hospitality & other projects for the 2014 World Cup and 2016 Olympics are estimated at \$50 billion. 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.

Date: April 3-9, 2011

Location: Brazil & Peru

Industries: Multi-industry.

Participation Fee: \$850 for Georgia companies; Early bird rate \$750 if registered by January 21, 2011

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

TRADE MISSION TO BRAZIL

The HOSPITALAR trade show in Brazil is 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. The show draws more than 89,000 visitors from around the world. Pre-arranged appointments with potential distributors at HOSPITALAR will be coordinated by GDEcD's Brazil office.

Date: May 23-27, 2011

Location: Sao Paulo, Brazil

Industries: Medical, dental, hospital equipment

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

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

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.

TRADE MISSION TO CANADA

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: Must register for SEUS-CP to participate.

Contact: Kathy Oxford at 678-640-4351 or koxford@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: New Brunswick, Canada

Industries: To be announced

Registration Fees: To be announced

Contact: Kathe Falls at 404-962-4120 or kfalls@georgia.org

B2B Contact: Kathy Oxford at 678-640-4351 or koxford@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

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: 11-14 April 2011 (tentative)

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

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 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: April 2011

Location: Northern China

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

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.

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 19-24, 2010

Location: Israel

Industries: Environmental, telecom, advanced manufacturing, energy, life sciences, defense, safety & security solutions, and consumer goods.

Participation Fee: \$395 if registered by January 15th; \$495 for Georgia companies

Contact: Dawn Townsend at 404-962-4059 or dtownsend@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

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

TRADE WINDS FORUM

Through the forum sessions, meetings with Commercial Attaches, and the optional business to business meetings, the Trade Winds Forum is an excellent opportunity for U.S. companies to identify market opportunities, develop an understanding of important commercial issues, and access the resources of the U.S. Commercial Service.

Date: April 6-12, 2011

Location: Mexico City, Mexico

Industries: Multi-industry

Participation Fee: The Appalachian Regional Commission (ARC) is providing reduced fees for companies located in the ARC region of Georgia to participate.

Contact: Kathe Falls at 404-962-4120 or kfalls@georgia.org

ADDITIONAL EVENTS

IN-COMING BUYERS MISSION

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

Date: April 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

SAUDI DELEGATION

U.S.-Saudi Business Opportunities forum is a 3-year annual initiative to increase understanding and business collaboration between the U.S. and Saudi Arabia and to promote U.S. participation in the growing Saudi economy. The first forum took place in Chicago in 2010 and attracted over 1,100 delegates, including more than 350 participants in the Saudi delegation and over 750 U.S. delegates of which 200 were from the Chicago area. The second forum is scheduled to take place in Atlanta in April 2011. The Saudi delegation will be led by four Ministers, including the Minister of Commerce & Industry, Minister of Finance, Minister of Health, and Minister of Education. In addition, the delegation will be comprised of Saudi business representatives planning to attend a series of B2B meetings with Georgia companies.

Website: www.US-SaudiForum.com

Date: April 11-13, 2011

Location: Marriott Marquis, Atlanta, Georgia

Participation Fee: To be announced

Contact: Kathe Falls at 404-962-4120 or kfalls@georgia.org

FY'12 EVENTS

MEDICA 2011

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 43rd year, MEDICA attracts more than 135,000 visitors, and 4,000 exhibitors from around the world. Don't miss this opportunity to meet key decision makers, identify new distributors and learn about emerging trends in medical technology.

Date: November 16-19, 2011

Location: Düsseldorf / Germany

Industries: Medical devices, technologies and healthcare IT.

Participation Fee: To be announced.

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

SEUS JAPAN

The Japan-U.S. Southeast Association was established in December 1975 to promote trade, investment, understanding and friendship between Japan and member states of the Southeast U.S.: Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee and Virginia. In 2007, the State of Mississippi joined the Association. The two most recent annual joint meetings took place in Tokyo, Japan in 2009 and in Nashville, TN in October of 2010.

Date: October 16-18, 2011

Location: Tokyo, Japan

Contact: Kathe Falls at 404-962-4120 or kfalls@georgia.org

TRADE 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!