

# The Ohio Global Connector

VOLUME 1, ISSUE 5

8 MAY 2009

## Upcoming Events

### **Buyers Mission at Food Technologists Show**

Anaheim, California

June 6-9, 2009

Meet buyers from the Chile, Dominican Republic, India, Indonesia, Korea, United Kingdom, and Uruguay. Registration deadline is May 25.

[FoodExportAlliance.org](http://FoodExportAlliance.org)

### **Export Potential & The Chinese Market**

Cleveland, Ohio

June 24, 2009

Discuss how to prepare and interact with international buyers. Get an overview of the Chinese market and opportunities available to United States companies. Registration deadline is June 10.

[FoodExportAlliance.org](http://FoodExportAlliance.org)

### **Midwest Buyers Mission**

Cleveland, Ohio

July 21, 2009

Meet around 20 international buyers from all over the world without leaving Ohio. Registration deadline is July 6.

[FoodExportAlliance.org](http://FoodExportAlliance.org)

### **Buyers Mission at Fancy Foods**

New York, New York

June 25-29, 2009

Meet up to 15 international buyers from 11 countries. Registration deadline is June 10.

[FoodExportAlliance.org](http://FoodExportAlliance.org)

For more information:

Tim Sword  
International Trade Advisor  
Ohio Dept of Agriculture  
8995 E. Main St.  
Reynoldsburg, OH 43068  
[sword@agri.ohio.gov](mailto:sword@agri.ohio.gov)  
614-752-9816

## The Art of Exporting & China

Exporting is a constantly changing business. On June 21<sup>st</sup> you can participate in a discussion with Dennis Lynch on how to build international relationships. This event will give an in-depth overview of the process of exporting and what your company must do to make it happen. This will include getting your company structure in order, product following regulations, what you need for a meeting, and how to look attractive to international buyers.

Dennis Lynch operates the Food Export Helpline and has been involved in exportation for many years. His practical knowledge of working with companies and seeing successes and failures give him the background to assist your company succeed.



You will also have the opportunity to meet and converse with Jane Yao, an in-market representative in China. She will present about the opportunities available for US products in China. The country is becoming more open and has had a large growth rate.

This event will also be useful for those planning on exporting, starting to export, and those with exporting experience.

If you have any questions, would like further information, or to register please go to [ExportAlliance.org](http://ExportAlliance.org).

### **New Face at ODA**

Steven Adams is the new State Export Intern. Steven looks forward to talking to and meeting you. Feel free to introduce yourself to Steven at 614-728-4760 or [sadams@agri.ohio.gov](mailto:sadams@agri.ohio.gov).

Tim Hornsby will continue to work until the middle of June and will then be studying abroad in China. Tim graduates in August and will join the Peace Corps June 2010.

## The Exporting Guidebook

This service is an educational introduction to the fundamentals and logistics of exporting. Each section tackles an important subject and provides detailed information to assist in answering your questions about exporting. Export Essentials consists of ten topics that can guide companies to determine their export readiness, research and target their top markets and even create an export marketing strategy.

This information can be used to build and further your knowledge of the exportation process as well as be a reference for a specific question or area of interest.

Areas that are covered in the Exporting Essentials:

- Exploring export options
- Market research
- The export marketing mix
- International marketing
- Strategic planning
- Pricing, quoting & sale
- Logistics & distribution
- Documentation & procedures
- Payment methods & strategies
- A business of details

Learn the driving forces behind the growth in the global food export market, how exporting can impact your company and the

major differences between domestic and international business. It will discuss the step-by-step approach that your company can pursue to conduct export marketing research.

See your financial options. In the final module, you'll learn about every step of an export transaction in detail, integrating the trade promotion services along with those of other export service providers.

To take advantages of this service go to [FoodExportAlliance.org](http://FoodExportAlliance.org)

**Ohio**

**Department of  
Agriculture**