

## Upcoming Events

### [Retail Food Buyers Mission at PLMA](#) Des Plaines, Ill.

Nov. 15

Connect with international buyers in one-on-one meetings at the Private Label Manufacturing Association Trade Show in Chicago. Registration deadline: Oct. 26.

### [Winter Fancy Food Show Buyers Mission](#)

San Francisco, Calif.  
Jan. 17-19

Meet one-on-one with buyers representing international specialty food, beverage, gift and department stores. Registration deadline: Jan. 3.

### [Northeast Buyers Mission](#)

Philadelphia, Pa.  
New York, N.Y.  
Boston, Mass.  
Feb. 8-11

Hold one-on-one meetings with pre-selected buyers from approximately 20 international markets. Early registration deadline: Dec. 7.

### [Gulfcoast Buyers Mission at the Gulfcoast Show](#)

Dubai, UAE  
Feb. 21-24

Exhibiting or walking the show? Have one-on-one meetings with interested buyers while you are there.

Find other events at:

[www.FoodExport.org](http://www.FoodExport.org)

-or-

[Download the 2010 Activity Calendar](#)

For more information:

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# The Ohio Global Connector

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## Free Online Webinars

**One of the most important ingredients for success in international marketing is knowledge of new target markets. This includes having market research, an established export policy and an end goal to work toward.** The

established strategy will be different for each organization as they confront individual goals, but the overall approach remains the same.

A great resource for companies as they begin to plan their 2010 international strategy is to participate in one of the webinars offered by the Food Export Association. This free service is a great opportunity to learn from experienced speakers presenting about international topics

important to companies currently pursuing markets abroad. All of this is available without ever leaving your office.

There will be two webinars offered this month:

### **Extend Your Products' International Reach**

Oct. 29, 11 a.m.

Idea-packed webinar where you can gain insight from featured speaker Tim Hamilton, executive director of Food Export Midwest, and his more than 20 years experience in the food and agricultural export industry.

[More Information & Registration](#)

### **Learn the Steps to Becoming a Successful Exporter**

Oct. 27, 2 p.m.

Plan your upcoming export year with the help of this webinar where you'll gain knowledge, learn how to develop your 2010 export marketing plan and find new international customers. Hear from Pamela Wells Russell, Food Export Midwest Caribbean in-market representative, who has more than 20 years experience with export market research, development and training.

[More Information & Registration](#)

For questions contact Steven Adams, Ohio Food Export Intern at [sadams@agri.ohio.gov](mailto:sadams@agri.ohio.gov) or 614-728-4760.

## 2010 Trade Missions

**Trade missions are a great resource to efficiently explore new international markets.**

During the trip you are able to meet one-on-one with buyers and learn about the market in person. Attending a trade mission include receiving market analysis of your product prior to the visit, an in-market briefing, tours of supermarkets, a product showcase and a networking reception.

The price for these services is only \$475. You can also help offset up to 50 percent of your travel and lodging expenses by taking advantage of the cost-share **Branded Program**.

### **Upcoming 2010 Trade Missions**

#### [Focused Trade Mission to Columbia](#)

**Bogotá & Medellín, Columbia**  
April 12-15

Don't miss out by attending the first sponsored trade mission to Columbia. Generate new sales and explore first-hand the growing South American retail food market. Sign up early to not miss out on this rare opportunity.

#### [Focused Trade Mission to Vietnam and Thailand for Retail Products](#)

**Ho Chi Minh, Vietnam & Bangkok, Thailand**  
September 15-18

This is a great opportunity to meet one-on-one with buyers from these countries and learn about your product's export potential in these markets.

#### [Focused Trade Mission to Mexico for Food Service Products](#)

**Monterrey, Mexico**  
October 25-28

Visit the Mexican market and observe current retail trends as well as meet with targeted buyers one-on-one.

Interested? Questions? Please contact Tim Sword at 614-752-9816.

Ohio

Department of  
Agriculture