



# New Market Developer

Issue 5: September - October 2011

A Michigan Department of Agriculture and Rural Development Publication Linking You to the Potential of Overseas Markets

Jamie Zmitko-Somers | [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov)  
International Marketing Manager

[www.foodexport.org](http://www.foodexport.org) | [www.michigan.gov/agexport](http://www.michigan.gov/agexport) | [www.twitter.com/MIAgExport](http://www.twitter.com/MIAgExport) | [www.fas.usda.gov](http://www.fas.usda.gov)

UPCOMING EVENTS



Buyers Mission  
at ANUGA  
October 8 -12  
Germany  
[CLICK HERE](#)

Webinar: "Export  
Essentials: How to Become  
Export Ready"  
October 20, 2011  
[CLICK HERE](#)

Retail Foods Buyers  
Mission at PLMA  
November 12, 2011  
Rosemont, Illinois  
[CLICK HERE](#)

Food Show PLUS! at Food  
Ingredients Europe  
Nov. 29 - Dec. 1  
Paris, France  
[CLICK HERE](#)

Focused Trade Mission to  
Mexico for Retail Products  
November 7 - 9, 2011  
Mexico City, Mexico  
[CLICK HERE](#)

For a full listing of upcoming  
events, visit [www.FoodExport.org](http://www.FoodExport.org)

## MI Co's Attend Export Seminar

The Michigan Department of Agriculture and Rural Development partnered with Food Export- Midwest to host the "Prepare for Export Success" Seminar on August 9, in East Lansing.

Thirty five guests were in attendance including seminar sponsors, industry service providers, and representatives from eight Michigan food companies.

Attendees learned about obtaining legal export documentation, Foreign Agriculture Services (FAS) assistance, Food Export Association programs and services, how to assure payment for their exports, and how to become "export ready."

Speakers at the event included Martha Gabrielse, Vice President of Global Trade Services at JPMorgan Chase, Dennis Lynch, Food Export Helpline, and Brandon Davis,

International Marketing Program Coordinator at Food Export- Midwest.

The seminar had five generous sponsors which included: Varnum Attorneys at Law, PNC Bank, Foster Swift Attorneys, Grand Valley State University Van Andel Global Trade Center and Michigan State University International Business Center.

If you missed out on this seminar and are looking for export assistance contact Jamie Zmitko-Somers at [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov).

Throughout the year the International Marketing Program at MDARD and the Food Export Association will be hosting additional export seminars. For a complete listing of upcoming seminars and webinars please visit [www.foodexportalliance.org](http://www.foodexportalliance.org) or [CLICK HERE](#).

## Interested in Attending an Export Seminar?

Take the survey and tell us what you want to learn at the next seminar!

The International Marketing Program at the Michigan Department of Agriculture and Rural Development would like to continue to provide export education seminars for Michigan food and agricultural companies. In order to better meet your needs we are asking for input for future seminars. Please take our 5 minute survey by [CLICKING HERE](#) and give us your ideas and feedback.



Above: Seminar attendees listen to Dennis Lynch speak about preparing to export.



# Page Two A closer look into markets and services

## Market Spotlight: DUBAI

Dubai is the center of the agri-food trade in the United Arab Emirates (UAE). It is both an important market in its own right, and also acts as a major re-export market serving other Gulf countries, and the region more broadly.

Dubai enjoys a modern, diverse and growing retail food sector. An estimated 90 percent of food is imported and prices are relatively high given transportation costs and exchange rate fluctuations.

Dubai depends heavily on imports to fill the gap between limited domestic food production and demand from a growing population base.

Dubai imports 85-90 percent of its total food requirements.

It is suggested that companies entering the market visit the region. Making personal contacts is perhaps the single most important action a U.S. company can take. Letters faxes and e-mails alone do not generally suffice in terms of generating serious interest

among potential buyers. Repeat visits are also important as they demonstrate a commitment to the market.

Michigan companies will have the chance to travel to Dubai on a Focused Trade Mission, December 10-15, 2011. The Focused Trade Mission to Dubai will focus on retail, food ingredient, and food service products. Participants



will have the opportunity meet one-on-one with prequalified buyers and attend retail and supermarket tours.

For more information or to register for the Focused Trade Mission to Dubai, [CLICK HERE](#) or visit [foodexportalliance.org](http://foodexportalliance.org).

## Secure Your Space at FMI & NRA 2012

Mark your calendar for upcoming Michigan Pavilion's in 2012. Join the Michigan Department of Agriculture and Rural Development at the Food Marketing Institute (FMI) Show, May 1-3 and the National Restaurant Association (NRA) Show, May 5-8.

The U.S. Food Export Showcase and FMI show will be held in Dallas, Texas, May 1-3, 2012. The event is part of the Food Marketing Institute's (FMI) annual trade show held at the Dallas Convention Center.

The National Restaurant Association (NRA) Show 2012 is set to happen in Chicago, Illinois on May 5-8, 2012. Companies can also participate in a buyer's mission, which is held in conjunction with the NRA Show. Meetings are conveniently held right on the show floor and it is a great opportunity to meet with international buyers without the expense and hassle of traveling.



Michigan companies will have the opportunity to exhibit at these shows by participating in a Michigan Pavilion offered by MDARD.

For more information on registering for booth space at FMI or NRA 2012 contact Jamie Zmitko-Somers at (517)241-3628.

FOOD & BEVERAGE SHOW

Join MDARD at America's Food and Beverage Show, November 14 and 15. A Michigan Pavilion for companies selling products that utilize specialty crops (cherries, blueberries, apples, dry beans, etc.) will be available for \$1000. Participants will receive display and meeting space, a directory listing for the company, and one-on-one meetings with international buyers. To register contact Jamie Zmitko-Somers at [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov).



Follow us on Facebook and Twitter for valuable insider information about upcoming events, services, export trends, links, and news.

[www.twitter.com/MIAgExport](http://www.twitter.com/MIAgExport).

Become a Fan of Mi Department of Agriculture and Rural Development on Facebook.



Exporting Questions?  
Contact Jamie Zmitko-Somers at (517)241-3628 or e-mail [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov)

Newsletter suggestions?  
Contact Elizabeth Krhovsky by e-mail at [KrhovskyE@michigan.gov](mailto:KrhovskyE@michigan.gov)

Issue 5: September - October 2011

# New Market Developer