



## WHY ATTEND THE GOVERNOR'S TRADE MISSION?

"One of the highlights of the trip was the Valued Partner Award (VPA), this was an unprecedented event for our recipients in Mexico and Peru and the fact that it was awarded by the Governor and U.S. Ambassador of Mexico and Peru, respectively, solidify our bonds with our customers. At the same time, the presence of the Governor was vital in bridging Idaho companies to some household name companies in Mexico and Peru"

~Hector Dimas, Boise Cascade

## FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Skylar Jett  
Idaho State Dept. of Agriculture  
Direct: (208) 332-8542  
[Skylar.Jett@isda.idaho.gov](mailto:Skylar.Jett@isda.idaho.gov)

Dawson Henshaw  
Idaho Department of Commerce  
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**SPACE IS LIMITED!**  
FIRST COME,  
FIRST SERVED



# IDAHO GOVERNOR'S TRADE MISSION TO TORONTO, CANADA OCTOBER 1-4, 2018



## TRADE MISSION ITINERARY

October 1-4  
TORONTO, CANADA

## BENEFITS OF IDAHO TRADE MISSIONS:

- Open doors to prime international markets
- Gain high-level access to new potential customers and key government officials
- Recognize your key existing customers through the exclusive **Idaho Valued Partner Award** presented by Governor Otter
- Strengthen existing international relationships and gain a deeper understanding of the trade markets in Canada

## PARTICIPATING COMPANIES RECEIVE:

- Pre-qualified appointments with potential customers and key government officials within your industry sector
- A reception in Toronto with important industry and government representatives, plus an opportunity to recognize current customers with a Valued Partner Award
- Comprehensive meeting itinerary; and logistical arrangements including air travel, hotels, and ground transportation
- Mission details including market, cultural, political, and economic information

## WHO SHOULD PARTICIPATE:

- Idaho firms and organizations looking to expand sales and build international business relationships in a new market
- Companies wanting to strengthen and transform existing customer relationships that have already been established in Canada,.

**REGISTRATION DEADLINE:  
FRIDAY JUNE 29TH**



## HOW WILL THE TRADE MISSION BENEFIT MY COMPANY?

"Participating in the Governor's trade mission helped us to honor our customers, build long-lasting relationships and strengthen our ongoing business."

~Hélène Fournier-McConville  
Idaho Milk Products

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## WHY CANADA?

- Canada remains the largest overall export destination for Idaho, with exports in 2017 reaching \$841,734,094.
- Canada is consistently a top 2 market for food and agriculture (processed vegetables and fruits, fresh fruit, red meats, fish, specialty foods, and fresh vegetables)
- Leading sectors include information communication technology, environmental technology, safety and security, aerospace and technology.
- It is also a market with extensive existing business relationships providing participants the opportunity to present Valued Partner Awards (VPAs) to key partners.
- NAFTA allows for most products to be exported duty-free into Canada.

### About Canada:

GDP: US 1.53 trillion (2017)  
Population: 36.95 million (2018)  
Disposable Income Per Capita: US \$59,499 (2017)

## WHY TORONTO?

- The economy of Toronto accounts for over 20% of national GDP.
- More than 40% of Canadian businesses are headquartered in Toronto.
- Toronto is the 4th largest city in North America, with the 3rd largest tech sector and second largest financial center in the continent.
- The port of Toronto sees about 2 million tons of cargo come through annually.
- More than 40% of Canadian businesses are headquartered in Toronto.
- Toronto is the 4th largest city in North America, with the 3rd largest tech sector and second largest financial center in the continent.



"Being the first trade mission we have been a part of, we didn't know what to expect, or how beneficial it would be. All of our expectations were exceeded both in discovering incredible new business opportunities as well as establishing the personal relationships that foster good business and build trust. I think every business interested in expanding to the international markets should seriously consider participating in future trade missions. 100 percent worth the investment in time and money."

~Kevin Crandall  
Winstar Genetics

#### ESTIMATED COSTS

Airfare	\$750
Hotel	\$700
<b>Participation Fee*</b>	<b>\$950</b>
<b>TOTAL</b>	<b>\$2400</b>

\*Participation fee covers coordination, customized itinerary of business appointments, receptions, ground transportation to/from airport if traveling with the Governor, and materials for up to two people per company or organization.

Airfare and hotel prices are subject to change due to space availability and fluctuating exchange rates.

**REGISTRATION DEADLINE**  
**FRIDAY**  
**JUNE 29, 2018**

## IDAHO GOVERNOR'S TRADE MISSION TO TORONTO, CANADA OCTOBER 1-4, 2018

### REGISTRATION FORM

**PLEASE E-MAIL OR FAX COMPLETED FORM NO LATER THAN JUNE 29, 2018 TO:**

Agriculture Companies:  
Skylar.Jett@isda.idaho.gov  
Fax: (208) 334-2879

Commerce Companies:  
Dawson.Henshaw@commerce.idaho.gov  
Fax: (208) 334-2631

**BY SUBMITTING THIS FORM, YOU ARE COMMITTING TO ATTEND THE 2018 GOVERNOR'S TRADE MISSION.  
YOU WILL BE CONTACTED FOR MORE DETAILS AFTER YOUR FORM IS RECEIVED.**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Fax: \_\_\_\_\_

Name of **First Participant**: \_\_\_\_\_

Title: \_\_\_\_\_ E-mail: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Name of **Second Participant**: \_\_\_\_\_

Title: \_\_\_\_\_ E-mail: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

\*If more than two participants from the same company, see additional fee below and attach separate page for additional registrations.

**I will participate in the 2018 trade mission**

Participation fee of **\$950** includes up to two (2) company representatives.

**There will be more than 2 participants from our company**

\$250 for each additional participant (over 2).