



Governor's 2012 Trade Mission to India and South Korea September 29–October 11, 2012

Mission Overview
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Department of Commerce
Innovation is in our nature.

Itinerary

Hyderabad – Oct 2-4

- SightLife corneal tissue center ribbon-cutting, L.V. Prasad Eye Institute
- Meetings with Andhra Pradesh Senior officials
- FDI Business Roundtable
- Importer meetings

Delhi – Oct 4-7

- Life Sciences Seminar
- Ministry of Human Resource Development (Education)
- Ministry of Agriculture
- Foreign Agriculture Service (FAS)

Mumbai – Oct 7-9

- Indo-American Chamber of Commerce
- Federation of Indian Chambers of Commerce and Industry
- Importer meetings

Seoul – Oct 9-11

- Korea International Trade Association; Samsung meetings
- Washington potato products promotion; Korea Food Industry Association; Korea Food and Drug Administration; Ministry of Food, Agriculture, Forestry, and Fisheries.



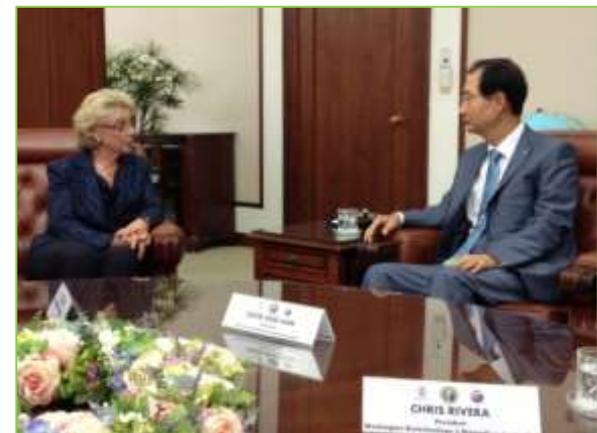
Why India?

- 1.2 b people, with 300 m in growing middle class
- 6.5%-8% GDP growth per year
- Introduction of Big Box retailers
- Major corporations with extensive global investments
- A lot of opportunity and a lot of barriers
- 50% of the world's malnourished are in India



Why Korea?

- Korea is the 5th largest market for US agricultural goods
- A Free Trade Agreement was enacted with Korea in April 2012.
- Tariffs on most agricultural products were eliminated immediately or will be over the next 5 years
- A lot of opportunity but still many non-tariff barriers



Mission Highlights

- First WA governor to visit India
- 54 Delegates – businesses, schools, ports, agriculture
- +40 meetings with government and businesses in India
- Washington signed a MOU with the Indian state of Andhra Pradesh (Hyderabad).
- WBBA signed MOUs in India and Korea for collaboration in the Life Science Industry.
- Commerce signed MOU with the Confederation of Indian Industry to promote bilateral export and investment opportunities
- Life science and investment seminars in Delhi, Mumbai and Seoul
- Community Colleges met with Minister for Human Resource Development (Education) to discuss Indian initiative to open 100 Community Colleges in the next year. Follow up to establish a council of Indian and WA Community Colleges to facilitate collaboration.
- High level meetings with 28 Indian corporations with a combined revenue total of \$110b
- Meetings with key Indian companies already invested in WA, with 1500 local employees



India - Agriculture

- Opportunities

- 1.2 billion people
- 12%/year food price inflation
- Growing affluence
- 3rd largest export market for apples
- Largest export market for peas & lentils

- Barriers

- Plant quarantine order on apples
- Fumigation
- Fresh potato import ban
- Extremely high tariffs



Korea - Agriculture

- Opportunities
 - FTA tariff eliminations
 - Cherries
 - Frozen French fries
 - Chipping potatoes
 - Wine
- Barriers
 - Apples & pears
 - Fumigation
 - Chemical residue monitoring



Expected Outcomes

- Started relationships with several **Indian family-owned conglomerates** and key national business associations to realize export sales and inbound investment for Washington
- Over the next 1-2 years new investment and expansion projects from Indian companies that will create over **1000 new local jobs**
- Indian investment in early state **biotechnology** companies in Washington
- Possible **aerospace** supply chain opportunities in India to take advantage of OEM offsets
- Increase in Indian students studying in Washington and role for local **Community Colleges** to assist with creating 100 new schools in India
- Expansion of **global health** ties with India – SightLife efforts to reduce blindness
- Continued expansion of **agriculture exports to Korea** (cherry export already +86%)
- Implement a systems approach alternative to fumigation for **cherries** in Korea
- **Starbucks** opened first store in October in Mumbai, with plans for 500 stores in India next year
- Inbound **investment by Samsung** Ventures in technology companies
- Technology **exports to Samsung** Electronics
- Maintain Indian market access for Washington **apples**



Delegate Feedback

" ACCOR Technology is a Washington State manufacturer of patented plumbing products and I was very impressed with the effort that was made to set up relevant meetings with six of the largest residential developers in India. This introduction to decision makers at these firms resulted in very positive meetings with the next step being trying out our valves and connectors in apartment units to get feedback on the installation and performance of our products. I felt that the Governors mission to India was great way to survey the market to determine potential exports from Washington State to India."

Jerry O'Neil, CEO, ACCOR Technology Inc.

"Atossa has 6 meetings scheduled in Seoul, and one additional one added in the last minute from a member of KITA. Currently we have received 6 inquiries to import Atossa's early breast cancer screening test to Korea, and we are in the process of establishing CDA to begin our search for a partner in Korea."

Dr. Shu-Chih Chen, CSO, Atossa Genetics Inc.

