

Taiwan and South Korea Rhode Island Business Trade Mission

August 21 - 29, 2015

Grow Your Business and Export Opportunities!

This mission, organized by the partnership of Commerce RI, the U.S. Department of Commerce, and the Chafee Center for International Business at Bryant University, will assist participating Rhode Island firms in gaining valuable market insights into the Taiwanese and South Korean markets, making key industry contacts, solidifying business strategies and advancing specific projects.

Cost:

\$2,500 Mission Administration fee

Covers in-country transportation, networking events, breakfast briefings, pre-departure briefings and webinars.

Department of Commerce Gold Key Services:

First Day \$700 (per city)

Additional Day \$350 (per city)

To be paid directly to U.S. Department of Commerce.

Significant reimbursement of mission expenses may be available through the STEP program. Inquire with Commerce RI.

Registration deadline is June 15, 2015

Tentative Agenda

Friday, August 21

Depart RI for Taipei

Saturday, August 22

Arrive Taipei

Sunday, August 23

Free day; optional tours

Monday, August 24

Breakfast briefing

Business appointments and/or roundtables

Evening reception

Tuesday, August 25

Business appointments and/or roundtables

Wednesday, August 26

Travel to Seoul

Afternoon briefing

Thursday, August 27

Business Appointments and/or roundtables

Evening Reception

Friday, August 28

Business Appointments and/or roundtables

Saturday, August 29

Optional Free day in Seoul or depart for RI



Pre-market Assessment - Evaluation of companies' products and services to determine marketability; review of company readiness to enter market.

Customized One-on-One Business Appointments - Individual, pre-screened business appointments for each company in each country. Interpreters if needed, and local transportation for meetings will be provided.

Market Research - In-country market research presented by industry specialists from the U.S. Commercial Service.

In-Country Promotional Campaign - Extensive marketing and promotional campaigns to advertise your products and services in the local markets.

In-country transportation and logistical support - Help with hotel arrangements, in-country group transportation, group transportation, optional tours, etc.

Reception & Networking Events - Receptions for business partners hosted by senior diplomats. Business leaders, dignitaries and potential business partners will be invited to these functions.

Briefings and educational events - Pre-departure briefings on current economic and political conditions, as well as cultural and social practices from local trade specialists and U.S. Commercial Service staff. Also in-country breakfast briefings by local trade specialists.

Funded in part through a cooperative agreement with the U.S. Small Business Administration



Best Prospects

Taiwan

- Aircraft Components/Aerospace
- Pharmaceuticals and Cosmetics
- Renewable Energy
- Medical Equipment
- Academia and Education Services
- Laboratory Equipment
- Marine/Pleasure Boats
- Travel and Tourism
- Pollution Control Equipment
- Electronic Components and Electronic Component Manufacturing Equipment
- Safety and Security Products and Service



South Korea

- Aircraft Components/Aerospace
- Defense Industry Equipment
- Pharmaceuticals and Cosmetics
- Renewable Energy
- Travel and Tourism
- Medical Equipment and Devices
- Pollution Control
- Academia/ Education Services
- Agricultural Products



Taiwan

One of the Four Asian Tigers

With a population of 23 million, Taiwan is a thriving democracy, vibrant market economy, and a highly attractive export market, especially for RI firms. Taiwan is the U.S.'s 10th largest trading partner, putting it ahead of Brazil, India, and Italy. It is also our 7th largest agricultural market, and our 6th largest source of foreign students in U.S. higher education. Taiwan is a sophisticated consumer market, plugged into consumer trends in Japan and Korea.



South Korea

New KORUS trade agreement Boosts Trade

The long-anticipated Korea - U.S. Free Trade Agreement (KORUS) went into force on March 15, 2012, becoming our nation's largest FTA since NAFTA. The Agreement is expected to increase U.S. exports to Korea by approximately USD 10-12 billion per year. The Korean USD 1 trillion economy is heavily-weighted toward international trade. As Korea continues to move toward more technology-intensive industries, U.S. companies will find new market opportunities in leading industries. Given Korea's strong shipping and air cargo infrastructure, this is not only a market for U.S. goods and services, but also a hub for eventual expansion into other markets.

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