

EXPORT TRADE MISSION – HOW TO GUIDE

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An export trade mission generally is an organized international visit led by officials from federal, state or municipal governments, educational institutions, industry associations or economic development organizations (EDOs). In addition to mission leaders, the delegation consists of exporters of goods and services who travel together to the selected foreign market(s) to hold pre-arranged meetings with foreign buyers and representatives.

A successful mission requires: the selection of destinations and partners that represent best prospects for export success; advanced preparation and careful planning for the logistics of the mission; and recruitment of relevant business participants with export capacities. Clear communication of expectations with international partner organizations is critical, as is ensuring that the participants are prepared to take full advantage of the mission and matchmaking process will produce the best results.

I. Determining the Focus and Agenda of the Mission

The core of the mission is arranging business meetings (matchmaking) with potential foreigner buyers and/or sales and distribution channel partners. The mission may also include: country briefings or market overviews; individual counseling with foreign collaborators (such as US Commercial Service representatives or consultants in foreign offices established by state trade agencies or organizations); or networking receptions; and site visits relevant to companies in the industry.

Giving the mission a specific industry/sectoral focus is particularly valuable. Missions that try to cover too many industry sectors are seldom as effective as those with a more specific focus. The sectoral or cluster focus will be determined to a great extent by the strategic planning process of the region [link to strategy and planning section of toolkit]. The mission should also not duplicate missions already being organized at the state or federal level. Rather they should provide support for export sales in sectors that are important to the region, where state and federal programs are not sufficient.

A trade mission linked to an international conference, trade show or relevant business event in the targeted market is also a way to enhance the value for participating companies. This approach also makes it easier to recruit companies – as some of them will already be planning to attend the show.

II. Deciding on a Destination

Similar to the sector choice above, the selection of the destination will be based on the region's international strategic planning process, which will identify critical target countries that represent export (and FDI attraction) opportunities for your

region. Again, the mission should avoid destinations that are already well covered by state and federal missions.

In addition, input on potential destinations can be obtained from various partner organizations such as:

- a. U.S. Department of Commerce (USDOC) /U.S. Commercial Service (USCS)
- b. Your state international trade offices or organization
- c. Industry and trade associations in local and destination markets
- d. American Chambers of Commerce in the destination market
- e. Private sector trade and investment consultants in the destination market, who may be your in-market collaborators if USDOC/USCS does not have the capacity to support your trade mission. (Also note that often USCS does not have the capacity to provide matchmaking in concert with international trade shows/conferences.)

Destinations that should offer the best potential for export sales should include the following considerations:

- a. Markets with strong sales potential for companies or key sectors/clusters in your region
- b. Markets with free trade agreements in place with the U.S. (or low tariff barriers)
- c. New markets that have not been developed, established markets that have not been visited by the region or state for several years, or markets that are emerging from economic, financial or political difficulties
- d. Markets that contain potential foreign investor targets

III. Deciding on Timing

Mission dates need to be selected with the following input and considerations:

- a. Input from the U.S. Embassy and USCS Commercial Attache' in the destination or other foreign collaborators that are assisting with mission organization and matchmaking
- b. Avoidance of holidays in either the U.S. or the destination
- c. Avoidance of conflicts with missions from other states or regions
- d. Allowance for sufficient time for recruitment and arranging logistical support (at least 6 months between advanced planning trip and actual mission)
- e. If there are relevant trade shows or conferences in the destination market, coordination of timing around those events

IV. Advanced Planning Trip

A trip to the mission's destination(s) should be made approximately 6 months in advance of the actual mission. The purpose of the advanced planning trip is to meet with the local Embassy/USCS personnel and other local cooperators (that will be assisting you to arrange matchmaking and other elements of mission), perform site visits at potential hotel/event venues and meet with transportation companies, if needed. It is important to note, that, if at all possible, the advanced planning trip should be made on the same flights that will be used for the mission. The Trade Mission organizer's expectations should be documented, delivered and discussed at the meetings held.

The local cooperator would primarily be the USDOC/US Commercial Service, but also could be a private export development consulting group that represents the state trade office, an American Chamber of Commerce abroad, or an overseas office of the Foreign Agricultural Service.

a. Meeting with USDOC / US Commercial Service (USCS) & Embassy Personnel in Destination Market

The US Commercial Service has offices in approximately 75 countries around the world. The overseas offices are usually co-located with U.S. Embassies or U.S. Consulate offices and will help coordinate trade mission efforts along with other federal government entities located in-country.

When meeting with the US Commercial Service:

1. Deliver your Trade Mission summary (See Exhibit A)
2. Determine the maximum number of participants that can be supported for matchmaking services
3. Agree on lead time required for matchmaking and confirmation of participants
4. Determine duration and quantity of appointments that can be supported for each participant
5. Discuss any protocol issues
6. Determine logistics for any receptions (often USCS will arrange US Ambassadors or Consul Generals to participate in receptions if there are U.S. dignitaries present)
7. Discuss ground transportation requirements and costs (to/from airport, to/from major receptions)
8. Agree on cost for matchmaking services
9. Solicit support in locating and engaging any necessary translators
10. Discuss any requirements in customs and immigration clearance process

b. Meeting with Private Export Development Consulting Groups

If the U.S. Embassy/US Commercial Services cannot facilitate your trade mission at a certain time due to capacity constraints, there are a number of private consulting organizations, particularly in more populated, trade-oriented countries that provide business matchmaking services for incoming trade delegations.

The US Commercial Service overseas offices often have vetted consulting groups that they can recommend. Also, SIDO, the State International Development Organization often has listings of overseas export consulting companies that states use and recommend for trade and foreign direct investment operations.

If a private export development consulting group is chosen, review all items listed in IVa.

c. Meeting with USDA/Foreign Agricultural Services (FAS)

If the trade mission sector focus includes seafood, food processing or agricultural products, be sure to meet with the U.S. Foreign Agricultural Service (FAS) in the destination market and connect with the local USDA Market Access Partner group that covers your region of the U.S. They often have their own Matchmaking Consultants in-country that have expertise in the food industry. The U.S. Embassy/US Commercial Service can often coordinate these meetings on your behalf or can have the FAS groups join in on your Advanced Planning trip meeting with CS. If a USDA/FAS Market Access Program consultant is chosen for food/ag matchmaking, review all items listed in IVa.

d. Meeting with destination AMCHAM

1. Explain mission's objectives and overall itinerary and request support in marketing receptions and possibly coordinating seminars or Governor/dignitary meetings.
2. Inquire as to any potential sponsors

e. Meet with Any Other Commerce, Trade Associations or Economic Development Group(s) in Destination

1. Explain upcoming mission's objectives and overall itinerary and request support
2. Inquire as to any potential sponsors

f. **Meet with Local Companies' Regional Headquarters or Foreign Investors' HQs**

If you have multinational corporations in your region that have divisional or regional headquarters in your destination market, they can be helpful cooperators and potential reception sponsors and are worth meeting during your pre-trip.

Research if any of your region's foreign-owned companies have headquarters in your destination market. It is worthwhile discussing the upcoming mission with those foreign-owned companies that are located in your state. They may want to participate in the trade mission, sponsor events or arrange meetings in the destination market with your participating dignitaries.

g. **Site Visits to Eligible Hotels and Conference/Reception Rooms**

1. Prepare an RFP for hotel (See Exhibit B) and explain mission itinerary
2. Review sleeping rooms and corresponding rates for suitability
3. Discuss connectivity for computers in rooms
4. Ensure that there are safes in the rooms
5. If there is a U.S. dignitary e.g. Governor/Senator participating in the trade mission, often hotels will provide a special or discounted rate for one suite if there are enough rooms being booked.
6. Review conference rooms and corresponding rates for suitability
7. Discuss connectivity and power outlets for computers in conference rooms for participants
8. Review function rooms if you are planning a reception
9. Discuss minimum purchases, A/V needs, signage
10. Inquire as to potential for airport transfer (USCS often has relationships with transportation services that can have attractive pricing)
11. Discuss registration requirements

V. Cost Analysis

- a. Receive quotations from hotels
 1. Review quotations for completeness and accuracy
 2. Complete Hotel Scorecard and select hotel accordingly
- b. Receive budget from USCS, private consultant, or other collaborator for matchmaking services
- c. Receive budget from USCS for coordinating a reception if applicable
- d. Calculate ground transportation costs based on input from hotel and USCS
- e. Calculate mission participant's cost based on b. and c
- f. Work with travel agent to calculate and arrange airfare and select flights
- g. If coordinating the trade mission in tandem with a trade show, include the cost of attending and/or participating in the trade show



VI. Brochures and Marketing

a. Brochures

1. Gather trade information and create verbiage for brochure printing.
2. Include mission participation cost, as well as discounted participation costs for 2nd person and delegate (non-matchmaking) participation.
3. Include hotel costs
4. Provide travel agent contact information for individuals to book their flights.
It is much easier to not include airfare in trade mission costing since many individuals have their own frequent flier/preferred airlines
5. Print brochures and execute mailings at least 18-20 weeks in advance of mission's departure.
6. Once brochures are created, distribute to all personnel and cooperators in PDF and hard copy formats.

b. Website and Digital Marketing

1. Create information blurb for "home page" of website with trade mission highlights and link
2. Create webpage for the trade mission providing all brochure information, draft itinerary and online registration forms
3. Provide verbiage/design for cooperators to put up on their websites
4. Create a signature banner that staff can all use promoting the mission

c. Media and Outreach Plan

1. Draft and issue a press release to announce the Trade Mission preferably with quotes from key industry and government leaders
2. Send press release and make follow up phone calls to local newspapers, business and industry journals
3. Request journals and associations to include the trade mission in their newsletters or on their websites
4. Offer to write an article for a local business journal or magazine regarding the target market and its importance to the sector/state
5. List article links on social media outlets that can attract business participants (e.g. LinkedIn/Facebook)
6. If budget permits, advertise on local radio stations that feature business news



VII. Registration

a. Documents and Registration Forms

Before brochures are distributed and the webpage is launched, prepare the following documents

1. Tentative Itinerary – note that it is helpful to coordinate an initial “welcome session” or “breakfast briefing” once the delegation has landed in the overseas market. This should be noted on the Itinerary and coordinated in advance.
2. Registration Form (should be acceptable to USCS or private consultant for use as matchmaking information)
3. Payment form including credit card information request and Conditions of Participation including cancellation policy

b. Feedback on Export Market/Matchmaking Viability

As potential participants respond with completion of the Registration Form, forward to USCS (or the private consultant or USDA Market Access Program Consultant) for preliminary feedback as to participant’s acceptance for business matchmaking and the product or service’s export viability in the targeted market

1. USCS/Consultants may need to schedule a telephone call in order to completely understand participants’ objectives
2. Ensure USCS/Consultant provides feedback within timeframe agreed upon
3. It is advisable to track USCS/Consultant’s feedback in order to provide timely updates to potential participants by utilizing Exhibit C
4. Once USCS/Consultant has “accepted” a participant for matchmaking, ensure participant completes all forms for registration and process invoicing and payment.

VIII. Recruitment

a. Incorporate Local Cooperators

The following groups can be helpful in distributing trade mission information via brochures, adding website listings and helping in recruitment. Some groups (e.g. SBA and USDA/Market Access Program coordinators) also may have grants that can help offset participant costs and should be contacted in advance.

1. USDOC/USCS US Export Assistance Center staff



**MONTSERRAT
GROUP**



STONE
& ASSOCIATES

2. State and Local Economic Development Organizations
3. U.S. Small Business Association and U.S. Small Business Development Centers (SBA and SBDC)
4. State Department of Agriculture (if the food/ag sector is involved)
5. State Departments covering targeted industry sectors (e.g. Dept. of Marine Resources or Forest Products)
6. Local manufacturing and trade organizations
7. State and local Chambers of Commerce
8. Consulate for Target Market (Connect with the target market's Consulate and Trade office that covers your state/region. Consul Generals can often be good sources of information and can provide speakers or quotes for articles/events. Some have budgets to cooperate on a trade mission promotional activity. They can also provide good contacts in the targeted market for your advanced planning trip)

b. Recruitment Webinar or Recruitment Event

Coordinate a Market Overview Webinar that provide details on export opportunities in the target market and allows companies to ask questions. This can often be coordinated through USDOC/US Commercial Service and their in-market experts.

If there is ample time, trade mission recruitment can also be facilitated through “Lunch and Learn” or “Trade and Networking” events featuring speakers with market expertise.

IX. Pre-Departure Packet

Ten days to two weeks in advance of the mission's planned departure, create and distribute a Pre- Departure Packet with all logistics information for the participants.

This Packet should contain the following

- a. Departure information containing flight details, information on immigration and customs, ground transportation, dress code information, safety/security instructions, website link to appropriate, USDOC / USCS Country Commercial Guide, see: <https://www.export.gov/ccg>
- b. Final mission itinerary, view Exhibit D
- c. Delegation list of participants (with short bios for each of the participants)
- d. Hotel and emergency contact information (include hotel location map)
- e. Airline itinerary for the group leaders or for the entire delegation if air travel is not being booked individually

- f. Namebadge – this can be in the participant package or handed out at the “welcome/breakfast briefing” in the destination country;
- g. Luggage tags – helpful if all have a similar bright colored tag for identifying luggage particularly if delegation travels as a group

X. Follow-up

One of the most important elements of a trade mission is the “follow up”. Encourage all business participants to plan on a follow up trip to the market to visit their trade leads developed and/or attend an in-country trade show in their industry sector within 3-6 months. It takes time to build relationships in overseas markets and setting up a follow up trip shows potential clients/distributors a company’s commitment to market growth and development.

As a trade mission coordinator, follow up in the areas noted below:

- a. Survey all participating companies and collect relevant information: e.g. the number of successful B2B meetings they had; the number of distributors/agents they met with; and estimated export sales for the next 6-12 month period. This is a good opportunity to get feedback on what aspects of the mission companies liked or did not care for.
- b. Prepare a trip report that provides details on the group itinerary, the delegation list and provides an overview of the survey results.
- c. Send out “thank you letters” to all cooperators
- d. Keep a list of all the key international contacts that were made and devise a system to “stay in touch” via LinkedIn, electronic newsletters or by email



Trade Shows as part of Trade Missions

Linking a trade mission to an international trade show or conference in a target market can be extremely effective – both in terms of recruiting companies for the trade mission and connecting your exporters with potential customers.

International exhibitions offer the novice exporter the opportunity to test out the market, to assess the competition, to see first-hand his competitor's sales and promotion methods, and to make business contacts. It is also an excellent resource for finding sales agents or representatives, since it is the meeting place for buyers and sellers from all over the world.

There are a few ways of organizing a trade show add-on to a trade mission:

- a) **Simply attending** a trade show as part of the trade mission and requesting your contracted in-country trade consultant to arrange business-to-business matchmaking meetings at and around the show with potential importers or distributors. Generally this will have to be executed by a private sector trade consulting agency, since USDOC/Commercial Services does not coordinate matchmaking meetings during trade shows.
- b) **Coordinating a booth** at the trade show where participating companies can display their brochures/products and conduct meetings. If you choose to have a coordinated exhibit at the trade show, this will require a larger budget, more support staff and may limit the number of companies who can participate in the trade mission, depending on how many wish to exhibit.

In the case of exhibiting, important Trade Show timeline considerations include:

- **One Year in Advance** select the fair you want to exhibit in. The U.S. Department of Commerce publishes a list of certified trade show for most major industry sectors at www.export.gov . Make sure that the show is a good fit with your sectors in the range of products that are exhibited. It should be robust in terms of the number of exhibits, quantity of visitors and the diversity of countries attending/exhibiting. Confirm that the attendance and exhibitor numbers are increasing and that the show has a good reputation.
- **Nine Months in Advance** (in addition to Items I – IV in the Export Trade Mission Tutorial) reserve space and inform the USDOC Commercial Services (USCS) in the country you are exhibiting in, that you will be coordinating a booth. USCS can be helpful arranging value added events to your trade show/mission, e.g. special networking receptions pre-trade show or in the evenings (after show hours) which can highlight your region's companies and capacities. Plan your exhibit and finalize arrangements if you need a professional firm to construct/set up your booth. Determine what sales literature must be prepared and translated and any graphics needed for the booth. Select a freight forwarder who will be responsible for shipping

your exhibit and materials overseas. Prepare any advertisements that will go into the fair catalogue or other publicity materials that the show organizers will require.

- **Six Months in Advance** (in addition to Items V-VI in the Export Trade Mission Tutorial), make sure you are on schedule with your booth designer and/or builder. Formulate your shipping plans in accord with the trade show regulations. Determine if you will have give-aways or samples and arrange accordingly. Be sure you have seating areas in your booth where your companies can hold meetings with potential buyers (often there are outside lounge areas at exhibitions which are helpful to locate near. Some USA pavilions have meeting spaces that are available to U.S. exhibitors located in the pavilion). Be sure you plan on enough staff to man your booth at all times. Order your exhibit supplies. Discuss your public relations strategy with your overseas consultant and/or USCS. You may want to organize press releases and trade magazine articles as well as photographs of dignitaries visiting the booth.
- **Four Months in Advance** (in addition to Items VII- VIII in the Export Trade Mission Tutorial) finalize shipping arrangements for the booth. Check that all sales and promotional literature are in place and translated. Create a schedule for manning the booth and be sure that personnel have a thorough knowledge of participating companies' products and services.
- **Three Months in Advance** recheck supplies needed for the booth-including onsite office needs such as duct tape, stapler, scissors and brochure/business card display racks. Arrange shipment and insure the exhibit. Finalize local publicity and PR schedule. Order badges for personnel and participating companies.
- **Two Months in Advance** send invitations to potential customers/agents/distributors to visit your display. Send out invitations for any receptions you are organizing and establish an RSVP process. Re-check travel arrangements.
- **One Month in Advance** (in addition to Item IX in the Export Trade Mission Tutorial), check on delivery of exhibit, equipment and supplies. Prepare a "Trade Leads" binder where business cards can be arranged. It is helpful to make a template including a section where business cards can be stapled in and notes can be made on the trade lead's business interests and follow up action items needed. Arrange for exhibit repacking and return process and check on booth construction. Be sure to arrange to have some staff arrive a couple of days prior to the start of the exhibition to manage set up and deal with any last minute changes/challenges.
- **Follow up** One of the greatest challenges is executing timely and effective follow up responses post trade show/trade missions. (See Item X in the Export Trade Mission Tutorial). In addition to sending out "thank you" letters to all the overseas cooperators, be sure to follow up with all the companies that visited the booth and that have noted in your "Trade Leads" binder. Often in-country contacts will come in useful as you and your industry sectors continue to develop export opportunities in the target market. If the trade show part of the mission has been very successful, consider working with your state's industry associations and sector leaders in planning a larger display/pavilion at the trade show in the target market for the following year.



EXHIBIT A

INSTRUCTIONS TO MATCHMAKING COLLABORATOR

- *Fill in “XX EDO” with the trade mission coordinator’s organizational name*
- *Fill in “Contractor” with either USDOC/US Commercial Service or Private Sector Contractor’s name*

“XX EDO” is planning an export trade mission to_____on_____. An integral part of this mission is the “Contractor’s Gold Key (or equivalent) Matchmaking Service that will support our mission participants and provide key matchmaking for them.

As part of the registration process for potential participants, “XX EDO” will request that the client company complete the Preliminary Registration Form (Attachment A) that will provide company data as well as information related to the type of partner the client company is seeking.

Upon the client company’s completion of this document, “XX EDO” will forward to you a copy for your perusal. Subsequent to your review, we request that you make an appointment for a conference call with our client company within 2 weeks of receipt. This conference call will serve to further ensure understanding of the process on both parts and manage the client company’s expectations as they relate to the number and type of appointments that you will make for them.

3 weeks prior to the mission’s departure, “XX EDO” requests that you provide, via email, a preliminary schedule of appointments for each client company.

Once the mission participants have arrived, “XX EDO” requests that “Contractor’s personnel be on hand at the hotel to distribute final schedules of appointments. In addition, “XX EDO” requests that “Contractor’s personnel participate during the Welcoming Briefing and throughout the day(s) of Gold Key matchmaking appointments in order to make last minute appointment confirmations, manage any walk-in appointments and any other appointment logistics necessary.

EXHIBIT B

Request for Quotation

- *Fill in “XX EDO” with the trade mission coordinator’s organizational name.*

“XX EDO” will be conducting an Export Trade Mission to _____ on _____. As part of our planning process, we have selected your hotel as a potential venue for our group of mission participants. This document shall serve as an explanation of our requirements to support this mission, as well as define the manner in which we expected to be quoted. We consider the hotel support to be crucial to the success of the mission and its participants; therefore, we request that all requirements be strictly adhered to and quoted accordingly.

I. Arrival/Transportation from Airport

We will be arriving at _____ on _____. We have not established the flights yet, however, that information will be provided once it is secured.

- a. Please quote airport transfer for approximately 20-30 persons to your hotel.
- b. We expect U.S. Embassy staff to be on hand at the hotel to distribute meeting itineraries to the participants. Please ensure there is an area with a table where this can be accomplished and specify its location.
- c. We will need a dedicated hotel employee to check all participants into the hotel upon arrival.

II. Sleeping Rooms

We would like to reserve a block of _____ sleeping rooms. 2 weeks prior to our departure date, we will forward to your individual credit card information for the entire group. We intend to close registration 30 days before the mission’s arrival, and at that time expect to release any unused rooms.

- a. Please quote single or double sleeping rooms at the same rate.
- b. Please quote sleeping rooms with and without breakfast included.
- c. Please advise in-room computer connectivity and if there is a cost associated with this connectivity.

III. Welcoming Breakfast Briefing

On the first day of the mission, U.S. Embassy staff and others will be giving the mission participants a briefing regarding doing business in your country. For this breakfast briefing, please quote the following:

- a. Meeting Room with podium, screen, microphone and projector. Please be sure to itemize these charges individually.
- b. Breakfast should be served buffet style.
- c. Tables should be round or half moon and have no more than eight chairs per table.
- d. Meeting Room must accommodate up to XX people

IV. Meeting Rooms for Appointments

Note that Matchmaking meetings can take place either at the hotel where participants are staying, at the importer/distributor's location or at a trade show if applicable. This section is for those trade missions coordinating Matchmaking meetings at a hotel.

After the Breakfast Briefing, participants will begin their one-on-one matchmaking appointments as arranged by U.S. Embassy staff. These appointments will begin at _____a.m. and last until____p.m. To support this activity, we will need the following:

- a. _____individual rectangular tables distributed throughout the meeting room with two chairs on each side for participants and their appointments.
- b. Internet connectivity as well as power outlets will be required for every participant's table.
- c. 2 tables outside of the meeting room with 2 chairs each. This will be used by U.S. Embassy staff to confirm and check in participants' appointments.

Refreshments should be available throughout the day at a table set up outside of the Meeting Rooms.

- a. Continuous morning refreshments should consist of coffee, tea and water along with morning or breakfast snacks.
- b. Continuous afternoon refreshments should consist of coffee, tea, water and sodas along with a variety of snacks.

V. Billing

- a. Billing for sleeping rooms will be to the individual participant's credit card, details of which will be submitted to you 2 weeks in advance of the mission's arrival, in order to secure their reservation
- b. Billing for meeting rooms and refreshment service will be to "XX EDO"

Please submit your quotation to the undersigned by_____. Once all quotations are received, we will review and advise by_____.

Thank you,

Exhibit C

USCS/Private Trade Consultant/USDA-

Market Access Program Consultant

Feedback

Company	CS/ Trade Rep:	Date Sent	Reply	Final Status

Exhibit D
SAMPLE TRADE MISSION ITINERARY
Asia Mission to Tokyo/Shanghai

Saturday, – Travel Day

9:00am **Departure flight details**
1:25pm **Arrival details**

Sunday, Tokyo

3:35pm **Arrive in Tokyo**
Provide details on transport to hotel
Allow approximately 60-90 minutes travel time from airport to hotel
Provide hotel name and details

Monday, Tokyo

9:00am **Briefing with US Commercial Service for all delegates**
Provide location- usually at the hotel the delegation is staying at

10:00am-6pm **Governor/U.S. dignitary meetings and lunch** *Arrange schedule with key U.S. and Japanese government groups. Governor/U.S. dignitary meetings can also be scheduled with potential foreign direct investment (FDI) groups (pre-vetted) or companies from your state with Regional Headquarters in Tokyo.*

10:00am-6:00pm **Business Matchmaking Japan Day 1**
Each company will have their individual B2B matchmaking itineraries provided by US Commercial Services or Private Trade Consulting Group

7:30pm **Delegation dinner at U.S. Consul General or Ambassador’s residence**
Provide location

Tuesday, Tokyo

8:00am-5:00pm **Matchmaking Japan Day 2**
Each company will have their individual B2B matchmaking itineraries provided by US Commercial Services or Private Trade Consulting Group

10:00am-6pm **Governor/U.S. dignitary meetings and lunch** *Arrange schedule with key*

U.S. and Japanese government groups, American Chamber of Commerce, FDI investors, or multinational corporations from your state.

- 6:00pm** **Industry Specific Seminar (e.g. Specialty Foods/Medical Products)**
featuring products from EDO's local market
Generally located at the hotel the delegation is staying at
- 6:00pm** **Foreign Direct Investment Seminar-** focusing on EDO's Target Industry
Sector s featuring Governor and/or other dignitaries
Generally located at the hotel the delegation is staying at
- 7:00pm-9 :00pm** **State Networking Reception**
Invite seminar participants, foreign companies participating in Business
Matchmaking meetings, dignitaries including U.S. Ambassador, Consul
General, Head of Chamber of Commerce, etc.
Generally located at the hotel the delegation is staying at.
It is best to locate Seminars and receptions juxtaposed to each other,
so you don't lose attendance and all guests can attend the networking
reception.

Wednesday, Tokyo/Travel/Shanghai

- 10:00am** **Depart hotel**
Provide details on transport from hotel to airport
- 1:50pm** **Departure Flight Details**
4:15pm **Arrival Shanghai Details**
Allow approximately 60 minutes travel from airport to hotel
Provide hotel name and details

Thursday, Shanghai

- 9:00am-** **Briefing with US Commercial Service**
*location generally is at the hotel delegation is staying at or at Commercial
Services location*
- 10:00am-5:00pm** **Matchmaking China Day 1**
*Each company will have their individual B2B matchmaking itineraries
provided by US Commercial Services or Private Trade Consulting Group*
- 10:00am-6pm** **Governor/U.S. dignitary meetings and lunch** Arrange schedule with key
U.S. and Chinese government groups. Governor/U.S. dignitary meetings
can also be scheduled with potential foreign direct investment groups

(pre-vetted) or groups from your state with Regional HQ in Shanghai.

- 6:00pm-7:00pm** **Industry Specific Seminar (e.g. Aerospace/Advanced Materials)**
featuring products/services from EDO's market
location generally is at the hotel delegation is staying at
- 6:00pm-7:00pm** **Study USA Seminar**
featuring EDO's universities/academies attracting international students
Location generally is at the hotel delegation is staying at
- 7:00pm-9:00pm** **State Networking Reception**
Invite seminar participants, foreign companies participating in Business Matchmaking meetings, dignitaries including U.S. Ambassador, Consul General, Head of Chamber of Commerce, etc. *Generally located at the hotel where delegation is located or other iconic location*

Friday, Shanghai

- 8:00am-5:00pm** **Matchmaking Shanghai Day 2**
Each company will have their individual B2B matchmaking itineraries provided by US Commercial Services or Private Trade Consulting Group
- 10:00am-6pm** **Governor/U.S. dignitary meetings and lunch** *Arrange schedule with key U.S. and Chinese government groups, Amchams, potential FDI investors, or multinational corporations from your state.*
- 7:30pm** **Farewell Dinner for Delegation Only or Open Evening with no scheduled events**

Saturday, Return Travel Day

- 8:45am** **Depart hotel**
Provide details on transport from hotel to airport
- 12:25 pm** **Departure flight details**
2:35pm **Arrival details**