



**OCTOBER 2010 TRADE AND CULTURAL MISSION
INDONESIA AND MALAYSIA, VIA SHANGHAI, CHINA
OCTOBER 11-25, 2010**



Including VIP Visits to Expo 2010 Shanghai China and Indonesia Business and Trade Exposition

Mission Summary:

This 14-day mission is organized by the World Trade Center Tacoma and the Washington Secretary of State's Office. Secretary of State Sam Reed will lead this trade mission. Previous missions led by Reed include China, Thailand, Vietnam, Taiwan and India. This mission is especially suitable for small and medium sized enterprises with little or no previous knowledge of Malaysia or Indonesia. The group size will be about 25 participants. The mission will include visits to two major fairs – Expo 2010 Shanghai China (World's Fair) and Jakarta's 25th Trade Expo 2010. In Jakarta the delegation will be special guests at Expo, the largest trade fair in SE Asia.

The program in all three countries will include commercial briefings, field trips, factory visits and receptions at government agencies with several opportunities to interact with local officials, business and community leaders.

Depending on your specific interests, one-on-one meetings with potential clients and interested parties will be arranged, as well as meetings with the local and federal governments, including the Ministries of Commerce, Information Technology, and Agriculture, etc.

Other objectives of the mission include:

- Increasing cross-cultural awareness and understanding of the local history, culture, current events and issues;
- Enabling business, education and government delegates to meet specific objectives, ranging from exposure to market opportunities to making individual contacts;
- Strengthening economic, academic and cultural ties between our two regions;
- Introducing business and government leaders in Indonesia and Malaysia to business and cultural opportunities in Washington State and the Pacific Northwest.

Culturally, Indonesia and Malaysia possess a rich history of music, art and dance. From ancient times to the present, their culture has gone through many transitions and today is as varied as the nation itself. A major part of how they identify themselves is through their cultural expression. Through religious ritual or serving food, a measure of creativity and aesthetics is omnipresent. Enjoying exotic foods, experiencing native dance and music and visiting historic and cultural sites will be intertwined in the overall mission experience.

Shanghai is perhaps the most dynamic metropolis in the world and is China's economic capital. Expo 2010 is the largest World's Fair in history – and this will be one of the final opportunities to see it as the Fair closes in late October.

Trade with Indonesia and Malaysia:

Indonesia is the 4th largest country in the world, its economy continues to rapidly expand and trade opportunities abound. Non-aerospace exports from Washington State to Malaysia and Indonesia reached \$300 million in 2009, quadruple the figure for 2000. Washington's main non-aerospace export products to Malaysia and Indonesia over the past five years have been electronic integrated circuits and semiconductors, soybeans, potatoes, apples, cereals and machine parts.

Washington State imported \$1.4 billion worth of merchandise from both countries in 2009, which is 25 times more than in 2000. Leading import categories include electronic equipment, furniture and clothing.

As one of the fastest growing economies in Asia, Indonesia is looking for assistance with the refurbishment of port facilities, upgrading transportation infrastructure and modernizing telecommunications. It is also becoming one of the fastest growing consumer markets for Washington agricultural products.

Why Attend This Mission?

Shanghai is becoming one of the most important cities for business worldwide. Malaysia and Indonesia together have close to the same population as the United States. They are dynamic, rapidly growing economies and are natural trading partners for Washington companies. This is a great opportunity to understand trade and business potential in these markets through one on one interaction with business and government officials. Our mission is a cost effective way to acquire an impression of the commercial potential in Shanghai, Malaysia and Indonesia. Participants will gain a firsthand understanding of these markets and have the chance to meet potential customers and suppliers.

Mission Timetable

The mission is scheduled to depart from Sea-Tac Airport on Tuesday, October 11, and will arrive in Shanghai the evening of October 12. After spending two days in Shanghai at the World's Fair, we will proceed to Indonesia's commercial center, Jakarta in time for the World Trade and Business Expo, and then have a three day stop in the technological center of Indonesia, Surabaya - then to Kuala Lumpur, Malaysia for four days of meetings and trade visits. The delegation will depart for the United States on Monday, October 24, 2010 arriving at SeaTac on October 25th.

Oct. 11: Depart Seattle, WA

Oct. 12-14: Shanghai, China (Visit 2010 World's Fair and other attractions)

Oct. 15-17: Jakarta, Indonesia (Indonesia's commercial center; visit the 25th World Trade and Business Expo)

Oct. 18 & 19: Surabaya, Indonesia (Indonesia's technological and trade center)

Oct. 20-24: Kuala Lumpur, Malaysia (meetings and trade visits)

Oct. 24: Depart Kuala Lumpur, Malaysia

Oct. 25: Arrive Seattle, WA

Mission Price

\$4,750 (\$4,600 for World Trade Center Tacoma members) includes the following:

- Roundtrip coach airfare on Korean Air
- 13 nights of premier hotel accommodation
- Local transportation
- Daily breakfast, lunch, dinner (except meals on your own)
- China, Malaysia and Indonesia visa processing (regular)
- Admission tickets and airport departure taxes

Participants must cover travel insurance; vaccines; personal flight upgrades or changes; individual purchases while abroad.

DEADLINE TO REGISTER: Friday August 20th, 2010. *To register or request additional information regarding the Trade & Cultural Mission to Indonesia and Malaysia, please email Annie Zhou Molina at the World Trade Center Tacoma (azhou@wtcta.org) or Patrick McDonald, Assistant to the Secretary of State (patrick.mcdonald@sos.wa.gov). Applications received after the deadline will be considered only if space and scheduling constraints permit.*

Don't miss this incredible opportunity to establish business connections and become part of the rapidly growing import and export markets in this region!