

Gov. Heineman to Host International Businesses during Reverse Trade Mission in September

(Lincoln, Neb.) Gov. Dave Heineman announced plans today to host international guests from several countries this fall. Planned for Wednesday, Sept. 10 through Saturday, Sept. 13, the reverse trade mission will offer trade representatives and international business contacts the opportunity to see firsthand the benefits of doing business in Nebraska. The theme for the event is 'Bringing the World to Nebraska.'

The event is being sponsored by the Nebraska Diplomats and the Nebraska Departments of Economic Development and Agriculture. Trade mission participants will be invited to take part in the annual Nebraska Diplomats' Passport to Nebraska Weekend, planned for Sept. 12 – 13.

"The reverse trade mission concept provides a chance to encourage our international trade partners to explore Nebraska's endless possibilities up close and in person," Gov. Heineman said. "International trade and investment is crucial to our state economy. This event provides opportunities for international customers to see firsthand what Nebraska has to offer. Inviting our trade partners to see what sets Nebraska's many quality products and world-class business services apart provides a valuable marketing opportunity for Nebraska businesses and communities."

The reverse trade mission is aimed at encouraging international companies to explore opportunities for investment in Nebraska. It's anticipated that representatives from Japan, China, Brazil, and Germany will be among those participating due to business interests already in the state. Any international company interested in doing business in Nebraska is invited to participate.

More than 350 businesses in Nebraska are foreign-owned and employ more than 19,000 workers. Overall, international trade is responsible for sustaining more than 56,000 jobs in the state and creating more than \$5 billion in new revenue each year.

Nebraska Diplomats President Tim White said, "This is an exciting opportunity to showcase Nebraska's advantages to an international audience. As part of the Diplomats' mission to generate business and economic growth in our state, the reverse trade mission is designed to present Nebraska and our many opportunities, and we are proud to sponsor this event."

The trade mission will market the many advantages Nebraska has to offer businesses, including low operating costs, a quality workforce and a centralized location that serves as a transportation hub for the nation, as well as venture capital opportunities.

Participants representing agri-business companies will have an opportunity to hear about the practices used by Nebraska producers to ensure the safety and quality of Nebraska agricultural products. They will also tour the Nebraska Food Processing Center, which provides services to producers and small business owners ranging from business consulting and market research, to product development and pilot plant services.

The reverse trade mission will provide international businesses the chance to meet with potential customers and explore opportunities for partnership with sourcing companies or joint venture partners. It will also showcase emerging technologies available for license.

Events associated with the reverse trade mission will be held in several communities and will highlight several of Nebraska's growing industries, including: renewable energy, agriculture, distribution and logistics-oriented companies, medical research, and information technology, as well as the finance and insurance industries.