

Bringing the World to Nebraska

SEPTEMBER 7-10, 2011

Nebraska's Reverse Trade Mission...

...bringing international companies interested in doing business with Nebraska to see and learn what the State has to offer. The Reverse Trade Mission will showcase Nebraska and help business leaders recognize Nebraska's Excellence in:

Food and Agriculture – Agriculture remains one of Nebraska's primary economic strengths. Bolstering our state's global leadership within the industry, the state capitalizes on its diverse agriculture industry, taking the lead in quality and safety of products, the diversity of value added products, and its research and development capabilities. The Nebraska Food Processing Center with its food science and technology focus offers consulting, market research, product development and pilot plant services to Nebraska companies.

Alternative Energy – High fuel and energy prices have increasingly fueled interest in Green Power around the world, and Nebraska is a leader in this area as well. Nebraska is a gold mine of untapped energy that can help spearhead the United States in the effort to "Go Green" and reduce dependence on nonrenewable energy sources. Nebraska is concentrating its Green Power into biofuels, wind, solar energy, and geothermal energy.

Water Technology – Water is among the world's most precious commodities. As a leader in agriculture Nebraska depends on the efficient use of water resources, as well as the quality and safety of our water, to maintain our competitive edge in agricultural production. International business and government leaders will be introduced to world class companies in Nebraska using state of the art manufacturing systems to produce innovative irrigation systems, pollution monitoring controls and water purification equipment.

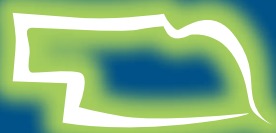
Investment opportunities and the many advantages of doing business in Nebraska - its ideal location, low operating costs, quality workforce, positive economic environment, and venture capital opportunities.

Business match-making opportunities – with introductions and one-on-one business meetings with potential customers, sourcing companies, and joint venture partners, highlighting the quality and diversification of products available for export.

Plus, international guests' expenses will be covered while in Nebraska.

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www.WorldtoNebraska.com



NEBRASKA
possibilities...endlessSM

Department of Economic Development

Bringing the World to **Nebraska**

SEPTEMBER 7-10, 2011

Nebraska's Reverse Trade Mission **September 7 & 8**

Various Locations

The "Bringing the World to Nebraska" Mission will extend an invitation to an elite group of international CEOs and company executives with highly communicated specific business interests matched to specific goals and opportunities available with Nebraska-based companies.

Guests will be welcomed by Governor Dave Heineman at the Opening Reception and Dinner Wednesday night. Their schedule in Nebraska will include activities that will emphasize the food, energy, and water industries in Nebraska and the world class companies in each.

They will attend seminars on Nebraska's business investment climate highlighting an aggressive incentive package, availability of sites and buildings, utility costs, infrastructure, the low cost of living and the high quality of life. In addition there will be industry tours to include visits to a variety of Nebraska businesses within our targeted industries, as well as those in the area of distribution and logistics, research and technology, warehousing and a tour of the foreign trade zone. One-on-one business meetings will be held as a result of match making activities in the area of exporting, reverse investment, joint venture and licensing opportunities.

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The Passport to Nebraska Weekend **September 9 & 10**

The Cornhusker, A Marriott Hotel, Lincoln, Nebraska

The Passport Weekend stands as the Nebraska Diplomats' signature event during which business prospects from around the nation and world are treated to unparalleled Midwestern hospitality.

Friday's events include breakfast with the Governor, and a CEO Roundtable, followed by a cocktail reception and awards banquet. Saturday concludes the event with a tailgate party at the Governor's residence and a Nebraska Husker football game.

About the Nebraska Diplomats:

For more than 40 years, the Nebraska Diplomats, the State's largest economic development organization, has relied on its business leaders to help grow the economy. The Diplomats fulfill this mission by supporting the Nebraska Department of Economic Development's endeavors in expanding existing businesses, attracting new businesses, and improving the State's overall level of competitiveness and business climate.

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