

Consolidated Notes from Global Opportunities Workshop

August 30, 2016

Challenges

- Exchange rate/value of the U.S. dollar
- Identification of Kansas products for export
- Non-tariff, non-scientific trade barriers or general trade barriers and tariffs (i.e., Cuba, GMO)
- Opposition to trade or anti-trade policies (i.e., Presidential candidates, TPP)
- Trade policies that hurt domestic production (i.e., Brazilian beef)
- Protectionism (i.e., Brazil)
- Lack of proper classification system for GMO vs. non-GMO
- Infrastructure (ours & theirs)
 - Cost of logistics and transportation
 - Kansas exports a lot of items, but KS has no direct access to port
 - Distance from markets - EU, Brazil, China
- Lack of cultural understanding and cultural traditions
- Stability in markets
- Negotiating with China
- Dealing with different units and measurement
- Language barriers
- Maintaining relationships at trade shows (i.e., hard for some small companies to attend trade shows every year)
- Understanding trade regulations and customs
- Labor to support increased growth and sales because of exports
- U.S. dependence on trade agreements
- Difficulty breaking into mature markets

Solutions

- Make sure elected officials know the importance of trade agreements
- Enhance educational components around trade missions; we don't always share diversity and opportunities.
- Utilize the *From the Land of Kansas* program for exports
- Build more intermodal and transload facilities
 - Allows us to maintain identification of Kansas commodities in containers
- Work on building trade relationships; trade is built on trust and long-term relationships
- Education and training
 - Public education
 - Bring Embassy Staff from D.C. to Kansas for educational tour
 - K-State teaches English to teachers from Ecuador each year; offer ag-based program with this group and establish a pathway.
- Increase amount of value-added processing in Kansas
- Use excess products to lead trade
- Re-alignment of DDGs as nutritional additive to get around GMO labeling
- Have a Kansas Pavilion at major overseas tradeshow

- Increase beef by-product trade
- Increase U.S. investment in research in third-world countries
- Offer competitive finance terms for trade partners (contractual terms and utilization)
- Establish a trusted network of providers and trade commercial services (i.e., Kansas Global Trade Services)
- Encourage more U.S. involvement in world trade organizations (WTO, OIE, Codex)
- Create a program for middle-income countries to build capacity along with exports (i.e., engage cereal millers for adding different nutritional enhancements)
- Sell the value of Kansas education and use connections with alumni in overseas markets (could be dynamic outreach and networking tool)
- Start a Kansas Department of International Trade
- Create an Uber for grain