

State of South Dakota

EIGHTY-FIRST SESSION
LEGISLATIVE ASSEMBLY, 2006

308M0163

HOUSE BILL NO. 1055

Introduced by: Representatives Dykstra, Buckingham, Cutler, Deadrick, Hackl, Haverly, Heineman, Jerke, Krebs, Michels, Peters, Putnam, Rausch, Rhoden, and Tidemann and Senators Dempster, Adelstein, Broderick, Knudson, Koskan, McNenny, and Schoenbeck

1 FOR AN ACT ENTITLED, An Act to appropriate money for trade representation in China, and
2 to declare an emergency.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF SOUTH DAKOTA:

4 Section 1. There is hereby appropriated from the state general fund the sum of two hundred
5 thousand dollars (\$200,000), or so much thereof as may be necessary, to the Department of
6 Tourism and State Development to provide funding for international trade representation
7 services to represent South Dakota companies and their products in the People's Republic of
8 China.

9 Section 2. The department shall use the funds appropriated in this Act to establish a
10 coordinating effort for international trade. The goal of this effort is to assist South Dakota
11 businesses in finding customers and/or suppliers in foreign countries by helping them access
12 existing programs, introducing them to available resources including government programs,
13 private consultants or other businesses currently doing business in targeted markets.

14 The department shall:



1 (1) develop the capability and resources necessary to provide representation for South
2 Dakota companies and products on-site in the People's Republic of China; develop
3 and promote the service within South Dakota to encourage use of the services of
4 South Dakota companies; and provide a focal point of contact for South Dakota
5 companies to facilitate the identification of appropriate services for their
6 requirements whether through this state function or other resources, or for a contract
7 with a group/organization outside state government;

8 (2) Represent South Dakota companies in the People's Republic of China or coordinate
9 those services available to South Dakota companies in-state.

10 The department shall use the following as a scope of work for the program and as criteria
11 for a job description or for a successful bid for a contract. The successful applicant shall have
12 experience in similar functions and activities and demonstrate the ability to:

13 (1) Identify channels of communication and distribution of information about the
14 program including chambers of commerce, industry associations, other government
15 agencies, development organizations and individual companies;

16 (2) Use these channels to develop direct contact with companies interested in finding
17 customers or suppliers in foreign countries;

18 (3) Help interested South Dakota businesses contact existing programs designed to assist
19 with international trade;

20 (4) Assist South Dakota companies in developing international marketing plans for
21 specific markets;

22 (5) Identify niche markets in South Dakota that have receptive foreign markets, develop
23 an awareness of these opportunities among those businesses;

24 (6) Advise companies on market entry strategies with an emphasis on learning about

1 regional differences within target area counties;

2 (7) Advise South Dakota companies and state officials on specific laws, regulations,
3 trade barriers and related issues for visiting to develop business relationships;

4 (8) Maintain a calendar of events for specific trade shows, seminars or other related
5 activities that match well with interested South Dakota companies;

6 (9) Help South Dakota businesses evaluate prospective international business partners;

7 (10) Help businesses and officials with arrangements including securing visas, translators,
8 drivers, etc.;

9 (11) Conduct periodic meetings and seminars for interested businesses to provide
10 information on trade and links to programs and mentors.

11 Section 3. The secretary of the Department of Tourism and State Development shall approve
12 vouchers and the state auditor shall draw warrants to pay expenditures authorized by this Act.

13 Section 4. Whereas, this Act is necessary for the support of the state government and its
14 existing public institutions, an emergency is hereby declared to exist, and this Act shall be in
15 full force and effect from and after its passage and approval.