



new financial assistance available

The State of Iowa offers financial assistance to Iowa companies that wish to enter or expand into new markets. In cooperation with the U.S. Small Business Administration, this financial assistance has been expanded and two new programs are now available.

Export Trade Assistance Program (ETAP) - has been expanded to a maximum of \$4,000 and companies may receive funding up to three times in a funding period. The funding period is also expanded to any events taking place between now and September 30, 2012.

Domestic Trade Assistance (DTAP) - offers financial assistance to eligible Iowa companies participating in a trade show with an international buyers program of the U.S. Department of Commerce or the Food Export Association of the Midwest. Companies may receive up to \$3,000 and can access funding twice in a funding period.

Product Trade Assistance Program (PTAP) - offers financial assistance to assist Iowa small businesses with the expense of technical services needed to make necessary modifications to their product or processes to meet foreign standards, certifications or regulatory requirements for export. A company may receive up to \$5,000.

To apply, register with iowagrants.gov and choose "ITO Trade Assistance Programs". Instructions are available at iowaeconomicdevelopment.com.

Guatemala, Honduras, Panama trade mission

(February 5-11, 2012)

The Central America Free Trade Agreement (CAFTA) and the recently approved Panama Free Trade Agreement are creating opportunities for Iowa companies to increase exports to Central America. In 2010, Iowa's pork exports increased by 64 percent to Honduras, 100 percent to Guatemala and 130 percent to Panama. These three countries combined generated \$17 million in pork exports. Combining all product categories, Iowa exports increased by 21 percent to Guatemala, 43 percent to Honduras and 217 percent to Panama in 2010. This mission will focus on pork but is open to all business sectors. Individual appointments will be arranged for participating Iowa companies.

Contact Mark Fischer at mark.fischer@iowa.gov or 515.725.3140 for more information.



two trade shows in India >>>

India's population creates a huge demand and a growing market for goods and services; its median age is 25--one of the youngest among large economies. India is experiencing a growing and sustainable middle class, now estimated at about 300 million and growing, with eager consumers. India looks to America as a partner in their development and to service its growing population and middle class. India has fared the global financial crisis remarkably well. Despite the 2008-2009 downturn, the Indian government expects the annual GDP growth to return to around nine percent. India's population is estimated at more than 1.1 billion and is growing at 1.55 percent per year. It has the world's 12th largest economy and the third largest in Asia after Japan and China respectfully. Although India occupies only 2.4 percent of the world's land area, it supports over 15 percent of the world's population. (Source: U.S. Department of State/India & U.S.

Department of Commerce/India)

VIV & ILDEX INDIA 2012 – “Feed to Meat”

(February 22-24, 2012)

Meat producing and processing companies adapt and improve their production processes to meet consumer demands. International food quality institutions continue to develop standards for quality assurance and secured traceability. The trend is towards systems that cover the entire food chain from primary production to finished products: from feed to meat. The concept, “Feed to Meat,” involves all sectors in the meat production chain including animal feed production and meat processing. As a result, VIV India will become a platform where all participants in animal production can work together to provide the guarantees consumers demand. Exhibitor “Feed to Meat” target groups include:

- Poultry Breeding/Slaughtering/Processing
- Egg Production/Processing
- Meat/Dairy
- Feed Production/Management
- Animal Health
- Fish Farming/Aquaculture

Introduce your company to the “Feed to Meat” industry by participating at VIV India 2012. Visit www.vivindia.nl/en/ for more information.

ACREX INDIA 2012

(February 23-25, 2012)

Join the U.S. Department of Commerce pavilion at ACREX India 2012 -- South Asia's largest International Exhibition on Air Conditioning, Refrigeration and Building Services. Target sectors include:

- Air Conditioning
- Ventilation
- Refrigeration
- Allied Mechanical
- Electrical and Plumbing Services
- Fire
- Lighting
- Automation and Fenestration
(doors and windows)

For more information about these events, contact Kathy Hill at kathy.hill@iowa.gov or 515.725.3141.



GLOBE 2012 - Vancouver, Canada (March 14-16, 2012)

GLOBE 2012 is an international conference and trade fair focused on energy, sustainability and environment. It offers U.S. firms a comprehensive introduction to the Canadian environmental market, as well as exposure to a multitude of other international markets, especially Asia and Latin America. GLOBE 2012 features technologies in water and wastewater management, pollution prevention, environmental engineering, solid waste management, air quality and hazardous waste.

The conference focuses on five major themes:

- Corporate Sustainability
- The Economics of Energy
- Finance & Investment
- Global Emissions Management
- Cities: Green Buildings, Infrastructure & Sustainable Design

Several options exist for participation: conference attendance, exhibition in the U.S. pavilion and customized meetings via the U.S. Commercial Service (USCS) Canada's Gold Key Program. The U.S. pavilion at GLOBE 2012 will be placed in a high profile location to attract the attention of show visitors. The pavilion will be staffed by USCS Canadian and U.S. environmental specialists who will be available for counseling, information and support throughout the event.

The Gold Key Program has been used successfully across Canada by numerous U.S. companies to find Canadian partners and representatives. The Iowa Economic Development Authority - International Trade Office's technical and financial programs may be available to support Iowa participation in GLOBE 2012.

For more information on these events visit: iowaeconomicdevelopment.com/intlevents or contact Peggy Kerr at peggy.kerr@iowa.gov or 515.725.3143

FIGAP/VIV América Latina 2012 - Guadalajara, Mexico (October 17-19, 2012)

The Iowa Economic Development Authority's International Trade Office is coordinating an Iowa pavilion at the FIGAP/VIV América Latina 2012 (<http://www.figap.com/>). This biennial exhibition brings together the agro-industrial and livestock sectors, and the feed-to-meat supply chain in Mexico. Feed-to-meat brings together supply and demand within the complete animal protein chain, driven by the concept that animal feed and animal health are vital for meat quality and safety. VIV América Latina will represent every step in the meat production process.

Target sectors include:

Agricultural equipment	Ingredients and additives
Animal breeding	Knowledge transfer and consultancy
Animal health	Livestock
Aquaculture companies	Machinery for the feed industry
Dairy processing	Meat ingredients
Egg processing	Meat processing, packaging, handling Refrigeration
Equipment for slaughter houses	Meat, dairy, egg products
Farm equipment	Nutrition
Feed	Pet food manufacturers
Feed and forage manufacturers	Poultry production
Feed ingredients and additives	Raw materials
Genetics	Slaughter equipment
Grain and seed buyers/traders	Software
Grain/ingredient storage and handling equipment	Transport companies (rail, freight, customs agents)
Industrial feed processing equipment & supplies	

Target visitors include:

Distribution / wholesale / retail / trade meat (products)
Farm / industry equipment suppliers
Feed ingredient and additives companies
Feed mills
Large-scale integrated companies
Meat processors
Meat slaughtering companies
National / local authorities
Other distribution / trade agencies
Poultry/pig/cattle/fish/agricultural farms
Research / consultancy
Veterinarians

In addition to the exhibition, there will be conferences and seminars presented by high-quality experts on the issues. Reserve your booth today!

trade adjustment assistance for firms

Up to \$75,000 for import-impacted firms

Trade Adjustment Assistance for Firms (TAA) is a U.S. Department of Commerce, Economic Development Administration program designed for companies adversely affected by imports. This program offers 50/50 cost sharing of projects aimed at improving a firm's competitive position, up to a total of \$150,000 in projects with a maximum TAA cost share of \$75,000. Specifically, funds are applied toward the cost of consultants, engineers or other outside professional service providers.

What are the eligibility requirements for Trade Adjustment Assistance?

A firm must have lost some domestic business to imports and experienced sales and employment declines to qualify.

How does a firm apply?

Interested firms should contact Applied Strategies International, Ltd., sponsor of the Midwest Trade Adjustment Assistance Center (TAAC) at 312.368.4600. A TAAC professional will initially assess eligibility and complete an application on a firm's behalf.

For more program information, visit appliedstrategiesintl.com.

IOWA ECONOMIC DEVELOPMENT AUTHORITY


200 East Grand Avenue
Des Moines, Iowa 50309 USA

International: +1.515.725.3100

Domestic: 1.800.245.4692

iowaeconomicdevelopment.com

IOWA
economic development

 facebook.com/iowaeconomicdevelopment

 twitter.com/businessiowa