

An aerial photograph of a port or industrial yard. A red crane with a long yellow boom is lifting a blue shipping container. In the background, a white truck is parked, and a person in a yellow safety vest is walking on the concrete ground. To the right, there are stacks of blue and green shipping containers. A semi-transparent green banner with a circular pattern overlay is positioned across the middle of the image.

INTERNATIONAL TRADE

IOWA[®]
economic development



Marketing managers of the Iowa Economic Development Authority's (IEDA) International Trade Office assist Iowa companies in developing and expanding export markets by offering:

Individual Consultation - Marketing managers serve as a valuable resource for export questions. From cultural etiquette to international documentation or market research, the International Trade Office provides solutions and resources to address export needs. Managers also provide tips regarding how to close the deal.

In-house Training - Specifically designed Training sessions include information on finance, documentation, marketing, transportation and other areas of the international transaction specific to a company and its products.

Educational Seminars - Seminars and workshops are held throughout the year at various locations around the state. Topic suggestions from Iowa companies are welcome.

Trade Shows - Trade shows are a great opportunity to meet potential buyers, test market interest and evaluate the competition. Receive help selecting appropriate international trade fairs and assistance with logistical support, show planning and follow-up.

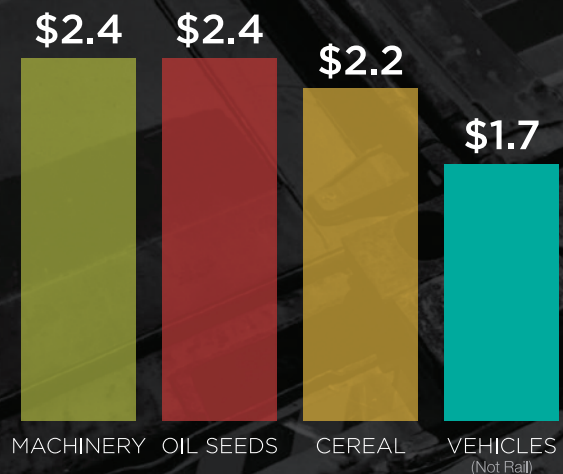
Trade Missions - Trade missions are efficient and cost effective to meet potential distributors, end-users and collaborative partners. The International Trade Office arranges trade missions throughout the year to various countries. A complete itinerary is arranged for each company, including individual, pre-qualified appointments. Current trade mission information is available at iowaeda.com/intlevents.

Targeted Market Research and Support - Iowa companies gain access to individualized assistance and support from Iowa's network of foreign offices and representatives in Asia, Europe and the Americas.

IN 2018,
IOWA EXPORTED MORE THAN
\$18 BILLION
IN MANUFACTURED GOODS
AND AGRICULTURAL PRODUCTS

IOWA'S TOP EXPORT CATEGORIES

IN BILLIONS USD



SOURCE: WISERTrade, 2018

IOWA'S EXPORTS
HAVE GROWN MORE THAN
5X FASTER
THAN STATE GDP SINCE 2003

SOURCE: WISERTrade and Bureau of Economic Analysis, 2018



INTERNATIONAL TRADE
SUPPORTS OVER
1 IN 5 JOBS
IN IOWA

SOURCE: Business Roundtable, 2016

IOWA INTERNATIONAL
TRADE OFFICE
Iowa Economic Development Authority
Des Moines, Iowa

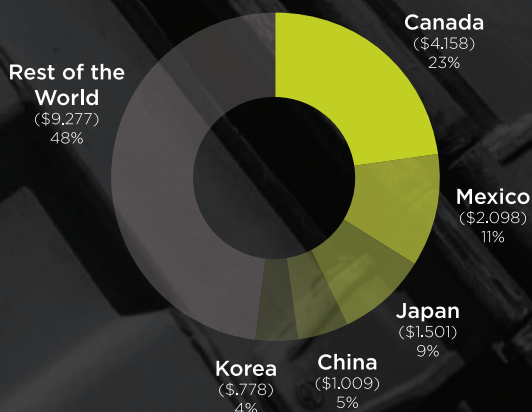
CHINA
REPRESENTATIVE OFFICE
Phoenix Consulting, LLC
Beijing, China

GERMANY
EUROPEAN OFFICE
Iowa Economic Development Authority
Frankfurt, Germany

MEXICO
REPRESENTATIVE OFFICE
Business Development Partners, S.A. de C.V.
Mexico City, Mexico

SOUTHEAST ASIA
REPRESENTATIVE OFFICE
Orissa International
Singapore

CUSTOMERS IN
200
COUNTRIES AND TERRITORIES
PURCHASE
IOWA-MADE GOODS
AND SERVICES



SOURCE: WISERTrade, 2018



The International Trade Office collaborates with Iowa's global offices and representatives to provide individualized services to Iowa companies:

General market information - Preliminary market research to help identify market entry or market expansion opportunities

Industry/Market Analysis - In-depth market information to determine market potential, competitors, distribution, requirements and advertising channels

Agent/Distributor/Sales Associate Search - Designed to help Iowa companies secure a list of potential collaborative partners

Trade Show Marketing and Support - Helps Iowa companies identify trade show opportunities abroad, facilitates pre-show promotion and arranges meetings during or outside show times

Customized Business Appointments - One-on-one appointments and site visits with prospects or local professional service providers for legal, financial, logistics and other business consulting services

Follow-up Services - Assistance with prospect follow up after an event or meeting

More detailed information can be found at
iowaeda.com/exports



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