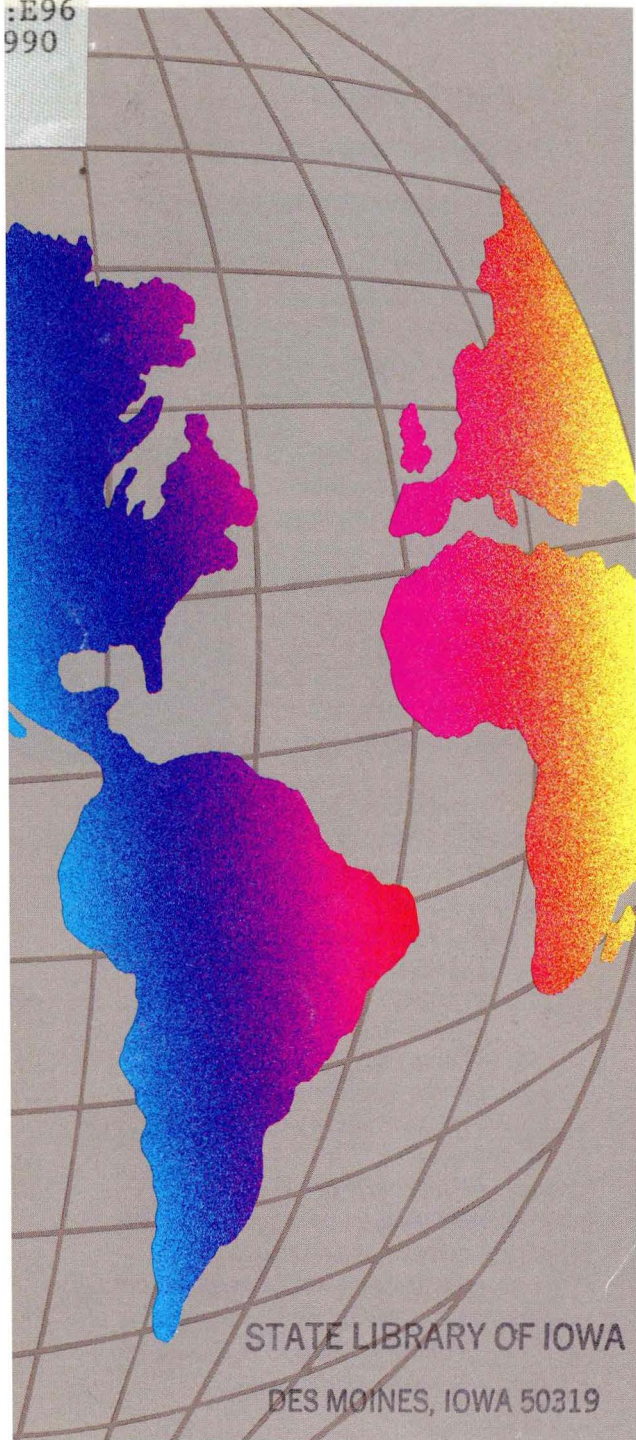


IOWA EXPORT TRADE

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DES MOINES, IOWA 50319

ASSISTANCE PROGRAM

“THE TIME IS RIGHT”

FOR EXPORT OPPORTUNITIES

Now is the time to consider your options in the international marketplace. And, the state, through the Iowa Department of Economic Development's (IDED) Bureau of International Marketing, has the right program to help you take advantage of your own unique overseas export opportunities.

The Iowa Export Trade Assistance Program (ETAP) assists individual Iowa-based firms expand their market by participating in overseas trade shows and trade missions — the most effective methods of developing international trade opportunities through face-to-face contact with foreign buyers.



Through ETAP, Iowa business people can meet with and display their products and services to a large audience of foreign buyers at a relatively low cost. We will:

- Pay 75% of a company's eligible direct expenses up to \$5,000 per event, including:
 - *Space rental*
 - *Booth construction and design*
 - *Booth furniture or equipment rental*
 - *Freight costs of equipment and exhibit materials*
 - *Booth utility costs*
 - *Per diem for one employee for the duration of the show*
 - *Participation fees for trade missions sponsored by the U.S. Department of Commerce or the Iowa Department of Economic Development*

DISCOVER NEW MARKETS

- Trade shows and trade missions are marketing tools that allow access to overseas markets and a chance to test the market potential of your products and services. For those already established in the international arena, it allows you to consolidate and expand your presence. In both cases, these techniques offer the opportunity to tap a large pool of prospective foreign investors and buyers in a cost effective manner.



CUSTOMIZED

EXPORT ASSISTANCE

The Bureau of International Marketing can work with your company to determine the best marketing methods to meet your individual marketing profile. Through our three foreign offices located in Frankfurt, Hong Kong and Tokyo, we can provide you with information concerning those trade shows and trade missions that can best showcase your products and services.

Take advantage of this rich environment by submitting your ETAP application.





WHO'S ELIGIBLE

TO PARTICIPATE IN ETAP?

The Export Trade Assistance Program is available to companies with corporate offices located in Iowa that employ fewer than 500 individuals and produce goods or provide services within the state.

To receive assistance, applicants must:

- *Exhibit products, services or samples of Iowa manufactured, processed or value added products in conjunction with a foreign trade show or trade mission, and*
- *Have at least one full-time employee or sales agent attend the trade show or participate in the trade mission.*

The "Time Is Right" to enter or expand into the international marketplace. To receive more information and an application for the Export Trade Assistance Program, contact:

Bureau of International Marketing
Iowa Department of Economic Development
200 East Grand Avenue
Des Moines, Iowa 50309
TEL: 515/281-7258
FAX: 515/281-7276



The Iowa Export Trade Assistance Program (ETAP) is designed to assist Iowa firms expand into the International Marketplace.

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USA

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