

WESTERN EUROPE TRADE ASSISTANCE PROGRAM



The Iowa Economic Development Authority's (IEDA) western European Office is located in Frankfurt, Germany. A structure of services is offered to assist companies at various levels of marketing experience. Any of these services can be combined to help companies successfully develop or expand its markets in western Europe.

General Marketing Information– No Charge

IEDA offers access to a variety of databases as well as business, economic, political and cultural information on EU member countries. IEDA also provides documentation on major European trade shows and contact information for European trade associations.

Market Potential & Industry Sector Analysis – Fee \$1,000 per country/market*

Customized research to help you assess the European market and develop appropriate marketing strategies is available to companies. IEDA will provide general research on, up to 10, of a company's most important questions.

Agent / Distributor Search – Fee \$500.00 per country*

This service identifies various types of business partners, including end users, agents and distributors and includes: one-on-one consultation with the Iowa company to develop a profile of persons/companies to be targeted; a customized database of contacts in the target country (actual number will depend on the type of product); a direct mail campaign to potential distributors/agents; and a list of pre-qualified companies interested in becoming distributors/agents.

Comprehensive Trade Show Marketing – Fee \$500.00 per country*

A well-coordinated, pre-show marketing campaign can make all the difference. This service is targeted at Iowa companies planning to exhibit at European trade shows and includes: one-on-one consultation with the Iowa company to develop a profile of persons/companies to be targeted; a customized database of qualified contacts in the target market; a direct mail campaign prior to the show to potential distributors, agents, end-users (letter on state of Iowa letterhead, including a company brochure and booth number); a list of pre-qualified companies interested in doing business with your company; and up to 10 hours of post show follow-up assistance.

Customized Business Appointments – Fee \$200.00 per market for approximately four appointments*

Need help planning a business trip to one or more European markets? IEDA can help maximize a company's impact with pre-scheduled private appointments. Services include: an established itinerary of pre-qualified appointments; an initial orientation briefing; consultation on relevant market, regulatory and trade issues; and professional referrals for qualified interpreters and local transportation. *(NOTE: Client provides business contacts or this service must accompany the agent/distributor search or comprehensive trade show marketing.)*

*All services are at the cost shown and may include additional out-of-pocket expenses such as transportation, hotel, meals, materials purchased for the specific use of the client, etc.

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