

Southeast Asia trade assistance program



The Iowa Economic Development Authority's (IEDA) office in Southeast Asia is operated by Orissa International. The office offers a range of services to assist companies at various levels of marketing experience. Any of these services can be combined to help companies successfully develop or expand markets in Southeast Asia.

Southeast Asia Market Inquiry (SAMI) – No charge

Often times a company has a few general questions about the Southeast Asia market to help them focus on a product, technology, region or specific market. This service allows Iowa companies to obtain general direction on up to five questions. The overall purpose is to assist companies in focusing their Southeast Asia Market Review Study (SAMRS).

Southeast Asia Market Review Study (SAMRS) – Fee \$1,000 *

A Southeast Asia market review will be completed based upon business, economic, political and cultural information compiled directly from the Southeast Asia office. Additionally, this review will identify potential distributors/agents and or strategic partners. The review will assist companies in determining how to proceed in the Southeast Asia market by providing various market entry tactics or expansion options.

Southeast Asia Business Meeting Interpretation Services (SABMS) – Fee \$200/day *

The Southeast Asia office can assist companies at business meetings, provide non-technical translation service and help in understanding the business culture in Southeast Asia. This service allows companies to set up an individual business meeting itinerary.

Southeast Asia Itinerary Assistance (Business Meetings/Travel Assistance) – Fee \$100/day *

IEDA will work with companies to arrange business meeting(s) and in-country travel arrangements in Southeast Asia. Companies will provide all business contact information and other information necessary for IEDA to successfully support a company's visit to Southeast Asia.

Trade Show Assistance (TSA) – Fee will vary by amount of service requested*

(Minimum fee will be \$300/day for onsite tradeshow assistance.) This service can consist of pre-show assistance and onsite, non-technical translation assistance.

**All services are at the cost indicated plus additional out-of-pocket travel expenses which may include transportation, hotel, meals, materials, etc.*

Southeast Asia includes the following countries: Malaysia, Indonesia, Vietnam, Thailand, Philippines, Singapore, Hong Kong and Taiwan.

For more information, please contact the International Trade Office at the Iowa Economic Development Authority

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JG 07182016

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