

SUPPORTING IOWA COMPANIES IN GLOBAL MARKETS

STEP Product Trade Assistance Program (PTAP)

ENTER NEW MARKETS

Many countries have their own standards and import certification requirements, such as: product standards, certification requirements, electricity regulations, packaging and recycling laws and quality expectations. It is critical to know what those requirements are when entering a new market.

RECEIVE FINANCIAL ASSISTANCE

The Iowa Product Trade Assistance Program (PTAP) is a new program offered by the state of Iowa, through federal funds of the Small Business Administration, 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.

Through PTAP, the International Trade Office may reimburse up to 50 percent of an Iowa company's eligible technical services, up to \$5,000 per company.

PTAP does not cover product patenting, licensing, or registration expenses, costs of self-certification or product/process adjustments achieved without the use of Service Providers.

ELIGIBLE APPLICANT

To be eligible to receive this financial trade assistance, applicants must meet all of the following criteria (links to these forms are available at http://iowaeconomicdevelopment.com/business/intltrade/export_finance.aspx):

- Meet all federal requirements and provide documentation for:
 - [Certify company meets SBA guidelines of a "Small Business Concern"](#) – Criteria found at www.sba.gov/size
 - [Certify company is not debarred from federal funding](#)
 - Complete a very brief export assessment and score higher than 66% (www.export.gov)
 - [Complete an export plan form](#) or provide a copy of company's strategic plan for exporting or documented summary.

Provide an explanation of the foreign standards, certification or regulatory requirements which were preventing the company from entering the identified foreign market(s)

- Provide a copy of the signed Agreement between the Company and Service Provider providing the technical services to achieve the necessary product or process modification(s)
- Technical services outlined in the Agreement must be completed by September 30, 2012
- Products must be manufactured, processed and/or have value added to them in Iowa

ELIGIBLE REIMBURSEMENT

Approved applicants may be reimbursed up to 50 percent of the eligible expenses, not to exceed \$5,000 per company. Payments will be made on a reimbursement basis upon submission of proper documentation, including verification from the Service Provider that technical services outlined in the Agreement have been completed, such as a statement or final invoice, are received by the department. Reimbursement is limited to technical services provided by Service Provider to achieve the necessary product or process modification.

A participant in PTAP shall not utilize the program's benefits more than one time from October 1, 2011 to September 30, 2012. Participants shall not utilize program funds for modifications completed prior to application.

APPLY NOW

Applications must be completed and submitted, along with required documentation, no more than 30 days after executing the Agreement with Service Provider to perform necessary modification. Only complete applications will be considered. Successful applicants will be funded on a first-come, first-served basis to the extent funds are available.

To apply, please register with www.iowagrants.gov. After you become a registered user in the system, you can apply for PTAP funding through www.iowagrants.gov.

Questions? Please contact:

Iowa Economic Development Authority
International Trade Office
200 E. Grand Avenue
Des Moines, Iowa 50309 USA
Telephone: 515.725.3139 / Fax: 515.725.3010
international@iowa.gov



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA)