

The Iowa Economic Development Authority's (IEDA) office in Mexico is operated by Business Development Partners, S.A. de C.V. 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 Mexico.

GENERAL TRADE ASSISTANCE (GTA) – No Charge

Access to a variety of data banks; business, economic and political information; directories and more.

INDUSTRY-MARKET ANALYSIS (IMA) – Fee \$750.00

When more in-depth market information is needed to develop a marketing strategy, an IMA will identify the target market for a product or service to determine market potential, competitors, competitive products/services, marketing channels, market characteristics and distribution, advertising, promotions and requirements to conduct business in the target market.

SALES ASSOCIATE SEARCH (SAS) - Fee \$500.00

Once a marketing plan has been developed for a target market, the market entry process can be accelerated by identifying and pre-screening potential customers, agents, distributors or other sales associates based upon industry market parameters and criteria provided. The research and screening process includes gathering current information from industry sources followed by interviewing potential candidates for a match with the criteria provided and compatibility with market objectives.

INDUSTRY-MARKET ANALYSIS (IMA) and SALES ASSOCIATE SEARCH (SAS) PACKAGE - Fee \$750.00

CUSTOMIZED BUSINESS APPOINTMENTS (CBA) - Fee \$500.00, excluding out of pocket costs

Once prospective business contacts have been identified through prior research, referrals or contacts made at international events, the next logical step is to visit the marketplace and conduct site visits for further screening and discussion. When trade missions don't meet the needs, this critical process can be facilitated to make the traveling executive's trip productive and focused by providing the following services: schedule an itinerary of appointments, arrange for the services of professional interpreters and drivers, conduct a customized orientation briefing before or after arrival, consultation on relevant market or business issues and set up introductory meetings with local professional service providers for legal, financial, logistics or other business consulting services.

TRADE SHOW SUPPORT (TSS) – Fee \$100.00

Pre-show promotions and/or post-show follow-up support can increase a company's return on investment when exhibiting in Mexican trade shows. Pre-show promotions, translated into Spanish and sent to targeted customers, importers or distributors prior to the show will encourage them to visit a company's booth and to schedule meetings before, during or after show hours. Fee \$250.00 - Post-show follow up will develop a more complete company profile and assess the potential for a future business relationship.

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

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