

## INTERNATIONAL TRADE OFFICE Company Export Assessment

The Iowa Economic Development Authority, International Trade Office (ITO) offers individual consultation, in-house training, education, trade shows/missions, along with trade promotion and financial assistance to eligible Iowa exporters. The ITO maintains a database of Iowa's manufacturers, producers, processors and service companies involved directly or indirectly in international trade. Companies in the database receive a monthly newsletter as well as notices of specific trade promotion events and educational opportunities. *There is no cost involved for listings in these directories (directory information published: company name, address, contact, and product description.) If you do not wish to take advantage of this marketing tool, please so indicate in writing.*

To access services or be included in either the Iowa Directory of Exporters or the International Services Directory, please complete this Company Export Assessment and return to the ITO. You may disregard any portions that do not pertain to your company. **Information gathered is for internal use to provide export services. Only general company information in the online directories is available to the public.**

More information on services available and access to the online directories is available at [iowaeconomicdevelopment.com/InternationalAssistance](http://iowaeconomicdevelopment.com/InternationalAssistance).

### IOWA COMPANY INFORMATION

Company Name							
Street Address							
Street Address City				State		Zip	
<b>If Company has a P.O. Box:</b>							
P. O. Box:		PO City:		PO State		PO Zip	
Company's main phone, fax and e-mail address: ( i.e. switchboard number, info@ e-mail address, etc.) - DO NOT provide toll free numbers <u>unless they are accessible internationally</u> :							
Phone:				Fax:			
COMPANY Email:				Web Site:			

### Primary Export Contact at Iowa Location

Examples: Director of International Sales, Sales Manager

If no direct export contact at Iowa location, please list Facility/Plant Manager

Salutation (Mr./Ms./Miss)	Name	Title	Phone (direct) Ext.	Fax	Email
<b>If Export Contact is located Out-of-State</b>					
If exporting is handled through an out-of-state office, please complete the following <b>in addition</b> to the primary contact at the Iowa location:					
Salutation (Mr./Ms./Miss)	Name	Title	Phone	Ext.	Email
Company Name	Address	City	State	Zip	Fax

### Additional contacts at any locations

Any additional staff who should also receive the monthly newsletter and notices of specific trade promotion events and educational opportunities. Indicate if the address, phone, fax or e-mail differ from the Iowa location.

Salutation (Mr./Ms./Miss)	Name	Title	Phone	Ext.	Email
Company Name	Address	City	State	Zip	Fax
Salutation (Mr./Ms./Miss)	Name	Title	Phone	Ext.	Email
Company Name	Address	City	State	Zip	Fax

## PRODUCT CATEGORIES

All directories are sorted by product categories. Please indicate the most appropriate category(s) for your product(s).

### AGRIBUSINESS

- ☐ Animal Genetics (incl Breedstock): ☐ Beef cattle ☐ Dairy cattle ☐ Hogs ☐ Poultry ☐ Other  
☐ Animal Production: ☐ Equipment ☐ Animal Feed & Supplements ☐ Companion Pet Food ☐ Animal Health  
☐ Computer Software  
☐ Construction Machinery & Building Products  
☐ Crop Production: ☐ Equipment ☐ Ag Chemicals/Fertilizers  
☐ Environmental Issues  
☐ Seed Companies & Plant Genetics: ☐ Corn ☐ Soybeans ☐ Other  
☐ Transportation

### BIOSCIENCES

- ☐ Animal  
☐ Biomass  
☐ Food  
☐ Human  
☐ Medical  
☐ Plant  
☐ Research & Development

### RENEWABLE ENERGY

- ☐ Biomass  
☐ Renewable Fuel: ☐ Ethanol ☐ Biodiesel ☐ Supplier to Renewable Fuels  
☐ Solar Energy: ☐ Supplier to Solar Energy Companies  
☐ Wind Energy: ☐ Supplier to Wind Energy Companies

### MANUFACTURED GOODS

- ☐ Agricultural Equipment  
☐ Aircraft Parts & Components  
☐ Apparel  
☐ Automotive Parts & Components  
☐ Communications Equipment  
☐ Construction Machinery & Building Products  
☐ Consumer Goods & Services  
☐ Electronic & Other Electrical Equipment  
☐ Environmental Eqpt, Controls & Related Products  
☐ Fabricated Metal Products  
☐ Firearms & Equipment  
☐ Food Processing Eqpt & Display Products  
☐ Furniture  
☐ General Industrial Equipment & Supplies  
☐ Glass & Stone Working  
☐ Industrial Cleaning Equipment & Supplies  
☐ IT—Computers, Software & Related Products  
☐ Lumber & Wood Products  
☐ Machine Tool & Accessories  
☐ Material Handling Equipment  
☐ Medical & Surgical Equipment & Supplies  
☐ Mining Equipment  
☐ Office Equipment & Products  
☐ Packaging Equipment & Materials  
☐ Paint, Coatings, Epoxy & Resins  
☐ Petroleum & Chemical Handling Equipment  
☐ Pharmaceuticals & Related Equipment  
☐ Plastic Injection Molding Equipment  
☐ Plastic Products  
☐ Plumbing  
☐ Power & Hand Tools  
☐ Power Generation & Distribution Equipment  
☐ Printing, Publishing & Related Equipment  
☐ Pumps, Hydraulics & Valves  
☐ Recycling Equipment & Recycled Products  
☐ Robotics & Related Products  
☐ Safety/Security Products  
☐ Scientific Instruments & Equipment  
☐ Sporting & Athletic Goods  
☐ Transportation Equipment  
☐ Other

### SERVICES – INDUSTRY EXPORTS

- ☐ Architectural & Engineering Services  
☐ Automotive Services  
☐ Consumer Services  
☐ Education Services  
☐ Environmental Services  
☐ Export Management Services  
☐ Financial Services  
☐ Healthcare Services  
☐ IT Services  
☐ Investment  
☐ Pharmaceutical Services  
☐ Printing/Publishing Services  
☐ Recycling Services  
☐ Robotic Services  
☐ Safety/Security Services  
☐ Service Exports  
☐ Transportation Services

### SERVICES FOR EXPORTERS

- ☐ Accounting  
☐ Associations/Clubs/local org.  
☐ Banking/Financing  
☐ Consultants  
☐ Educational/Tours  
☐ Foreign Government  
☐ Interpreter/Translator  
☐ Investment  
☐ Legal  
☐ Misc.  
☐ Shipping Services/Logistics  
☐ U.S. Government  
☐ Warehousing/Cold Storage

### VALUE-ADDED FOOD/ AGRICULTURAL PRODUCTS

#### Food

- ☐ Animal & Vegetable: Fats & Oils  
☐ Bakery, Cookies, Crackers, Bread, Cakes  
☐ Beverages  
☐ Canned, Processed & Convenience Food  
☐ Condiments & Sauces  
☐ Dairy  
☐ Eggs & Egg Products  
☐ Ethnic Food  
☐ Flour & Grain Products  
☐ Fruits & Vegetables  
☐ Honey  
☐ Misc.  
☐ Natural Grains  
☐ Organic  
☐ Popcorn, Chips, Snacks  
☐ Spices, Flavorings & Food Additives  
☐ Sugar, Sweeteners & Confections

#### Grain

- ☐ Food Grade: ☐ Corn ☐ Soybeans  
☐ Grain Elevators  
☐ Grains & Oil Seed: ☐ DDG  
☐ Grain Processors/Mills:  
☐ ☐ Corn ☐ Soybeans ☐ Other  
☐ Organic  
☐ Other

#### Meat

- ☐ Beef  
☐ Chicken  
☐ Fish  
☐ Pork  
☐ Turkey  
☐ Fish  
☐ Other

**PRODUCT/SERVICE DESCRIPTION**

Product Description (NOTE: Be descriptive! These product descriptions are used by potential buyers to search for company products or services of interest. For example, "computer software" is not an adequate description – identify computer software for which industries, tasks, etc.)

**Ownership of company**

- ☐ Cooperative  
☐ Corporation  
☐ Division  
☐ Franchise  
☐ Joint Venture  
☐ LLC  
☐ Partnership  
☐ Sole Proprietorship  
☐ Subsidiary

**Operation Type:**

- ☐ Manufacturing  
☐ Service/Distribution  
☐ Service

**Number of employees**

- ☐ 1-20  
☐ 21-50  
☐ 51-100  
☐ 101-250  
☐ 251-500  
☐ 501-1000  
☐ >1000

**Percent of Employees employed in Iowa (by EIN)**

- ☐ 100-90%  
☐ 89-80%  
☐ 79-75%  
☐ <75%

**Year company established**

Please check all that apply to your company: ☐ Woman-owned ☐ Minority-owned ☐ Veteran-owned

***The information collected from this point forward is considered confidential and is used internally to help the International Trade Office offer appropriate assistance to your company.***

**Average annual sales**

- ☐ <\$1 Million  
☐ \$1-5 Million  
☐ \$6-10 Million  
☐ \$11-20 Million  
☐ \$21-50 Million  
☐ \$51-100 Million  
☐ >\$100 Million

**Annual export sales (as percentage of total sales):**

- ☐ <5%  
☐ 5% - 15%  
☐ 16% - 25%  
☐ 26% - 50%  
☐ >50%

**PARENT COMPANY INFORMATION**

Name	
City/State/Country	

**Does your company have any of the following?**
☐ Foreign Locations—  
Name and location

☐ Manufacturing ☐ Sales/Distribution ☐ Services ☐ Subsidiary ☐ Joint Venture

Name and location

☐ Manufacturing ☐ Sales/Distribution ☐ Services ☐ Subsidiary ☐ Joint Venture

Name and location

☐ Manufacturing ☐ Sales/Distribution ☐ Services ☐ Subsidiary ☐ Joint Venture

Name and location

☐ Manufacturing ☐ Sales/Distribution ☐ Services ☐ Subsidiary ☐ Joint Venture
**EXPORT MARKETS**

Please mark the box by the countries or areas to which you are currently exporting.

**NORTH AMERICA**

Entire region ☐

Canada ☐

Mexico ☐

**CENTRAL AMERICA**

Entire region ☐

Caribbean Islands ☐

Costa Rica ☐

El Salvador ☐

Guatemala ☐

Honduras ☐

Nicaragua ☐

Panama ☐

**SOUTH AMERICA**

Entire region ☐

Argentina ☐

Bolivia ☐

Brazil ☐

Chile ☐

Colombia ☐

Ecuador ☐

Paraguay ☐

Peru ☐

Uruguay ☐

Venezuela ☐

**EUROPE**

Entire region ☐

Austria ☐

Belgium ☐

Czech Republic ☐

France ☐

Germany ☐

Greece ☐

Hungary ☐

Italy ☐

Ireland ☐

Netherlands ☐

Poland ☐

Portugal ☐

Spain ☐

Switzerland ☐

United Kingdom ☐

**MIDDLE EAST**

Entire region ☐

Bahrain ☐

Egypt ☐

Jordan ☐

Israel ☐

Kuwait ☐

Saudi Arabia ☐

Turkey ☐

U.A.E. ☐

**CIS**

Entire region ☐

Russia ☐

Ukraine ☐

**AFRICA**

Entire region ☐

Namibia ☐

South Africa ☐

Zimbabwe ☐

**OCEANIA**

Entire region ☐

Australia ☐

New Zealand ☐

**ASIA/PACIFIC**

Entire region ☐

China ☐

Guam ☐

Hong Kong ☐

India ☐

Indonesia ☐

Japan ☐

Korea ☐

Malaysia ☐

Philippines ☐

Singapore ☐

Sri Lanka ☐

Taiwan ☐

Thailand ☐

Vietnam ☐

List any other countries not included above:

## EXPORT GROUNDWORK

**Describe the characteristics of your target customers, including demographic, geographic or other identifying characteristics.**

**Indicate your top competitors and indicate what percentage of the market share your company has compared to the competition.**

**Does your company have an exportable:**

☐ Product

☐ Service

☐ Both

**Which category best describes your company's current export level?**

- ☐ Preparing to export  
☐ Beginning to export  
☐ Moderate exporting, looking to expand markets/product  
☐ Seasoned exporter but expanding into new markets

**Why does your company want to start or increase export activity? (Check all that apply)**

- ☐ To increase profits thereby increasing jobs  
☐ To level sales peaks and valleys  
☐ To maximize use of installed capacity  
☐ To diversify risk  
☐ To keep up with the competition  
☐ To satisfy customer demand (inquiries)

**Check all that are true:**

- ☐ We have reviewed export statistics for level of U.S. exports.  
☐ We have a solid market share in U.S. domestic market for our product.  
☐ We have determined the weight/volume of the product is reasonable given freight costs.  
☐ We may be able to modify products to satisfy market conditions or foreign regulations.  
☐ We have explored whether the technology can be licensed instead of exporting the product.  
☐ We have researched any packaging or ingredient changes that may be needed for exporting.  
☐ We have or will translate promotional information on products/services into target languages.

**List the top 3 markets your company exports to or plans to target:**

- 1.
- 2.
- 3.

**Describe exporting frequency; difficulties or barriers encountered:**

**What marketing channels do you use to reach target customers in your international market?**

<input type="checkbox"/> Agents	<input type="checkbox"/> Dealers	<input type="checkbox"/> Retailers
<input type="checkbox"/> Brokers	<input type="checkbox"/> Direct Advertising – Print Media	<input type="checkbox"/> Sales Reps
<input type="checkbox"/> Catalog Sales	<input type="checkbox"/> Distributors	<input type="checkbox"/> Telemarketing
<input type="checkbox"/> Company direct sales	<input type="checkbox"/> Internet Sales (E-Commerce)	<input type="checkbox"/> TV or Radio Ads
<input type="checkbox"/> Wholesalers	<input type="checkbox"/> Joint Venture Partners	<input type="checkbox"/> Other

## LOGISTICS

**How are your products shipped internationally?**

☐ Land ☐ Air ☐ Ocean

**How does your firm respond to inquiries and in what timeframe?**

**Are you aware of contacts in these areas? (Check for yes)**

### FINANCE

- ☐ Int'l Banker  
☐ Ex-Im Bank  
☐ U.S. Small Business Administration (SBA)

### LEGAL

- ☐ Legal  
☐ Accountant  
☐ Export Compliance

### LOGISTICS

- ☐ Freight Forwarder  
☐ Customs House Broker  
☐ 3<sup>rd</sup> Party Logistics Co.  
☐ Carrier (land, air, ocean)

### BUSINESS

- ☐ International Trade Office IEDA  
☐ Small Business Development Centers (SBDC)  
☐ U.S. Department of Commerce (USDOC)  
☐ Center for Industrial Research & Service (CIRAS)  
☐ Service Corps of Retired Executives (SCORE)

Would you like to give us permission to provide your contact information to other governmental agencies or service providers who may be able to assist you with your exports? ☐ Yes ☐ No

I acknowledge the above information is true and correct to the best of my knowledge.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Thank you for spending a few minutes to complete this survey. Please mail to the Iowa Economic Development Authority, International Trade Office, 200 E. Grand Ave., Des Moines, IA 50309; fax to (515) 725-3010; or email to [International@iowa.gov](mailto:International@iowa.gov). If you have any questions, please call (515) 725-3139.*