



INTERNATIONAL TRADE

IOWA[®]
economic development

GLOBAL FOCUS

Marketing managers of the Iowa Economic Development Authority's (IEDA) International Trade Office can assist Iowa companies in developing and expanding export markets by offering:

Individual Consultation - Marketing managers are a valuable resource for export questions. From cultural etiquette to international documentation or market research to closing the deal, the International Trade Office can provide solutions and resources to exporting needs.

In-house Training - Training sessions designed specifically for your company. These training sessions include information on marketing, documentation, transportation, finance and other areas of the international transaction specific to your company and products.

Educational Seminars - Seminars and workshops are held throughout the year at various locations around the state. Topic suggestions by companies are always welcome.

Trade Shows - Trade shows are a great opportunity to meet potential buyers, test market interest and evaluate the competition. We can help select appropriate international trade fairs and assist with logistical support, show planning and follow-up.

Trade Missions - Trade missions are an efficient and cost effective means to meet potential distributors, end-users and collaborative partners. The International Trade Office arranges trade missions throughout the year to various countries. A complete itinerary including individual, pre-qualified appointments is arranged for each company. Current trade missions open for participation are available at iowaeconomicdevelopment.com/intlevents

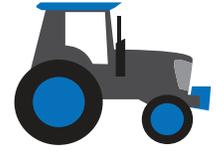
Targeted Market Research and Support - Iowa companies have access to individualized assistance and support from Iowa's network of foreign offices and representatives in Asia, Europe and the Americas.

IN 2015,
IOWA EXPORTED
\$13.1 BILLION
 IN MANUFACTURED GOODS
 AND VALUE-ADDED AGRICULTURE PRODUCTS

IOWA'S TOP EXPORT CATEGORIES FOR MANUFACTURED AND VALUE-ADDED GOODS



MACHINERY
\$2.29
BILLION



TRACTORS
\$1.40
BILLION



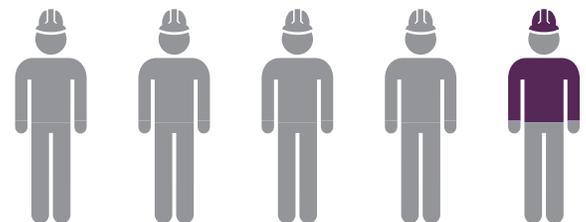
MEAT
\$1.37
BILLION



CEREALS
\$1.20
BILLION

SOURCE: Global Trade Information Service, 2015

IOWA'S EXPORTS
HAVE GROWN MORE THAN
2X FASTER
THAN STATE GDP SINCE 2003



INTERNATIONAL TRADE
 SUPPORTS OVER
1 IN 5 JOBS
 IN IOWA

SOURCE: Business Roundtable, 2014

**IOWA INTERNATIONAL
TRADE OFFICE**
Iowa Economic Development Authority
Des Moines, Iowa

**CHINA
REPRESENTATIVE OFFICE**
Phoenix Consulting, LLC
Beijing, China

**GERMANY
EUROPEAN OFFICE**
Iowa Economic Development Authority
Frankfurt, Germany

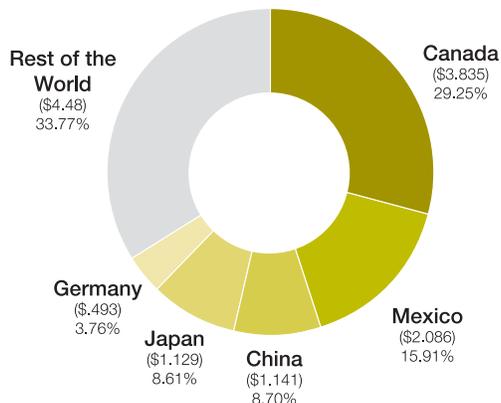
**MEXICO
REPRESENTATIVE OFFICE**
Business Development Partners, S.A. de C.V.
Mexico City, Mexico

**SOUTHEAST ASIA
REPRESENTATIVE OFFICE**
Orissa International
Singapore

CUSTOMERS IN

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**COUNTRIES AND TERRITORIES
PURCHASE
IOWA-MADE GOODS
AND SERVICES**



SOURCE: Global Trade Information Service, 2015



GLOBAL REACH

The International Trade Office collaborates with Iowa's global offices and representatives to provide these individualized services to Iowa companies:

General market information - Preliminary market research to help identify market entry or market expansion opportunities.

Industry/Market Analysis - More in-depth market information to determine market potential, competitors, distribution, requirements and advertising channels.

Agent/Distributor/Sales Associate Search - Designed to help Iowa companies secure a list of potential collaborative partners.

Trade Show Marketing and Support - Assist Iowa companies identify trade show opportunities abroad, facilitate pre-show promotion and arrange meetings during or outside show times.

Customized Business Appointments - One-on-one appointments and site visits can be arranged with prospects or local professional service providers for legal, financial, logistics and other business consulting services.

Follow up Services - Assistance with prospect follow up after an event or meeting.

More detailed information can be found at
iowaeconomicdevelopment.com/exports



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