growing Iowa's economy

Iowa is the perfect place to expand, relocate or start a business. A pro-business state with a progressive and responsive regulatory environment and a low premium tax, Iowa is a right-to-work state with an ideal environment for business success.

For decades, Iowa has been committed to policy that creates favorable conditions for both existing companies and those looking at what the state has to offer. The result of those efforts is a favorable business climate with direct financial assistance, tax advantages and supportive regulatory services. Iowa businesses benefit from advanced technologies that help unleash the creative potential, knowledge and productivity of Iowa's motivated workforce. Companies are attracted by the state's ongoing investment in amenities that enhance Iowa's quality of life and provide an enviable setting for workers — especially the growing number of families seeking balance between career and home life.

companies already at work in Iowa

Iowa is an important insurance hub, and Aviva – the world’s sixth-largest insurance provider – is proud to have invested here by building our new U.S. operations headquarters in West Des Moines. The state of Iowa and its skilled workforce are integral to our success as we continue to grow our life and annuity business throughout the U.S.”

Chris Littlefield, President and Chief Executive Officer
Aviva USA

key business advantages

- In recent years, Iowa has lowered its insurance premium tax by half to just one percent — one of the lowest rates in the nation.
- There are 41,800 insurance industry professionals currently employed in Iowa, which is a net increase of 5,200 new jobs over the last 15 years. (Iowa Workforce Development, 2011)
- Iowa’s insurance industry output as a percent of gross domestic product ranks third among the 50 states. (U.S. Bureau of Economic Analysis, 2009)
- Iowa does not charge premium taxes on sales of annuities or qualified life insurance plans.
- Iowa does not assess any additional surtaxes or income taxes on insurance carriers.
- Iowa’s New Jobs Training Program provides funding for various costs associated with new worker training and education.
- Iowa is acknowledged as a leader in insurance regulation. The Iowa Insurance Division has earned a reputation for oversight that is efficient, responsive and fair.
- Iowa is the second most livable state. (CQ Press, 2011)
- Iowa has the lowest cost of doing business. (CNBC, 2011)
central geographic location

Iowa is geographically located in the heart of the North American market. The Central Time Zone location allows Iowa companies to stretch the regular work day to conveniently service customers on both coasts.

contact us

Please contact business@iowa.gov or visit us online at iowaeconomicdevelopment.com to find the latest information on Iowa’s business climate, assistance programs, development news, available buildings and sites and much more. Our services are free of charge and all inquiries will be handled confidentially.

“Iowa, which has been our home for 132 years, remains a great place to do business. It provides access to a talented labor pool, highly productive workers and a quality of life that is second to none. If you are thinking about starting or expanding a business, you need to look at Iowa."

Larry Zimpleman, Chairman, CEO and President
The Principal Financial Group