In response to current global health concerns, many companies are modifying international travel plans and utilizing other tools to continue business. The Iowa Economic Development Authority’s (IEDA) International Trade Office offers the following services to assist businesses:

**Staff Training**
The International Trade Office offers individual company training sessions on a variety of export topics such as finance, documentation, marketing, transportation and other areas of the international transaction. Sessions provide training aligned with your company, products and needs. At this time, these trainings are provided online.

**Global Marketing Research**
IEDA’s network of foreign offices and representatives provide an excellent source of market information, market research, pre-screening of potential customers and partners, appointment scheduling, and trade show support. Some services are complimentary, while others have a subsidized fee. Locations include China, Mexico, Central America, Europe, Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam. Services may also be arranged in other select markets utilizing in-country providers with whom we have developed relationships. Additional markets include several South American countries, sub-Saharan Africa, eastern Europe, Japan, Australia and Korea.

**Individual Assistance**
Individual consultation is offered through one-on-one export counseling. Iowa businesses receive invaluable resources to identify issues such as product suitability, best markets, appropriate trade shows, qualified contacts, distribution channels, trade barriers, export requirements, logistics, documentation assistance and more. IEDA's global offices and representatives help Iowa companies identify prospective business partners, perform essential introductions and arrange business appointments with potential customers, agents, and distributors.

For more information, contact:
International Trade Office
515.348.6243 or international@iowaeda.com

**FOLLOW US ON LINKEDIN**
The Iowa Economic Development Authority’s (IEDA) International Trade Office has a LinkedIn affiliate page. Follow the Iowa International Trade Office for updates on activities, resources and services for Iowa companies at linkedin.com/showcase/international-trade-office
NEWS YOU CAN USE, CONTINUED

International Marketing Grants
The Iowa Economic Development Authority (IEDA), International Trade Office has grants available to eligible Iowa companies to support international marketing efforts:

Market Trade Assistance Program (MTAP) – up to $5,000 – limit one grant per company, each grant may include up to two of the following:

- Website translation, search engine optimization and localization (cap $3,000)
- Translation and localization of a brochure or social media platform (cap $3,000)
- Compliance testing of an existing product by third-party (cap $2,000)

Details available on the International Financial Assistance Fact Sheet at iowaeda.com/IFA. For specific questions, contact us at etap@iowaeda.com or 515.348.6243.

Internship Program Funding Available
The Iowa Student Internship Program opens for fiscal year 2021 on July 1, 2020, including internships in fall 2020, spring and summer 2021. The program provides grants to small and medium-sized companies in targeted industries to support internship programs, with a goal of transitioning interns to full-time employment in Iowa upon graduation. Targeted industries include bioscience, advanced manufacturing or information technology.

Students may intern in a variety of areas, including as an export intern, supporting a company’s current or prospective international export efforts. Resources are available through the universities to assist employers in finding qualified interns, to support the student during their export internship and assist companies in exporting.

Learn more at iowaeda.com/Business/student or contact Kerri Yost at 515.348.6199, internships@iowaeda.com.

Directory Updates
The International Trade Office maintains the online Iowa Directory of Exporters, a database of Iowa companies who export or are interested in exporting as well as an International Service Directory: iowaeda.com/intldir. The export directory is promoted to potential buyers worldwide and used internally, as a resource to identify companies pertinent to specific trade leads. Direct links to companies’ e-mail and web sites provide a valuable marketing tool at no cost. This database is also used by our office to send pertinent information to the appropriate individuals in your company. Therefore, it is important we have current information. We DO NOT sell our lists and only general company, contact and product information are published. Please feel free to contact us directly at 515.348.6243, international@iowaeda.com to proactively update your information.
UPCOMING EVENTS

May 2020 – Export Compliance Education - Register Today!

We will be hosting three (3) seminars this spring, presented by Mr. Mike Allocca of Allocca Enterprises. Mr. Allocca is an internationally recognized trainer on the topics of export operations, compliance, free trade agreements and more. He has presented to Iowa audiences for several years on a wide variety of relevant international topics, and we are happy to have him again this year. If you are involved in international exports – these courses are for you!

**New for 2020 – WEBINAR FORMAT and GRANT FUNDING!**

Live Webinar

Due to the current global situation, these three courses will only be available through live webinar. The fully interactive seminars enable you to ask questions and participate in discussion. (Live webinar only – will not be recorded for later viewing.)

Grant Funding Available for Eligible Companies

IEDA International Trade Office has received a STEP grant through the U.S. Small Business Administration to assist eligible Iowa exporters who receive this training.

If your company is eligible, you can register for the class at a reduced price.

Two certification forms are required to document eligibility and receive the subsidized registration for up to four staff:


Cost of seminar is $100 per registration (includes one set of course materials). If your company is eligible for a grant as defined above, the cost is $25 per company!

If eligible, please download and complete the two forms and send to lisa.longman@iowaeda.com to receive a discount code to access the $25 price.

*live webinars, materials will be provided prior to class

INCOTERMS® 2020*
Tuesday, May 19, 2020
9:00 am - 11:00 am

Export Compliance 201*
Wednesday, May 20, 2020
9:00 am – 2:00 pm

International Traffic in Arms Regulations (ITAR)*
Thursday, May 21, 2020
9:00 am – 2:00 pm

Please click on this link for full course descriptions and to sign up – deadline to register is May 6, 2020. cvent.com/events/2020-international-training/event-summary-a5c986acdfdf64c14ad5c6011688c63a9.aspx

Please contact andrea.smith@iowaeda.com with any questions or clarifications.
RECENT HIGHLIGHTS

Iowa Delegation to Mexico Increases Trade Knowledge and Opportunities

Iowa Secretary of Agriculture Mike Naig helped lead a recent trade mission delegation to Mexico that was held February 16-20, 2020. The mission, coordinated by the Iowa Economic Development Authority (IEDA), focused on increasing exports of manufactured products and agriculture goods, all through engaging in positive and productive conversations to grow both agricultural and commercial exports for the state.

Mission participants included manufacturing and commercial industry companies, members of the Iowa Beef Industry Council, Iowa Corn, Iowa Pork Producers Association, and IEDA staff.

The Agricultural group met with leading import companies, commodity trade organizations and USDA/Foreign Ag Service officials. Commercial participants had one-on-one meetings and business appointments to help generate potential future business and exports. Participants traveled to the areas of Monterrey, Queretaro, Mexico City, and the international trade zone area of Laredo, Texas and Nuevo Leon, Mexico.

From a market size standpoint, Iowa companies exported $2.1 billion in goods to the country in 2018. In addition, Mexico is Iowa’s second-largest export destination and the leading export market for corn, exporting $547 million in corn in 2018 (most recent USDA statistics). Mexico is also the largest destination for animal feed and sugars. In 2018, Mexico imported $229 million in animal feed and $190 million in sugars from Iowa.

The IEDA’s International Trade Office connects Iowa companies with markets for their products and services, educates Iowa businesses on exporting, and assists global companies wishing to establish or expand operations in Iowa. To learn more about these services, contact us at 515.348.6200 or international@iowaeda.com.

GUEST ARTICLES

U.S. Value-Added Feed Ingredient Opportunities in Three International Markets

Submitted by: Food Export Association of the Midwest, www.foodexport.org

The Midwest is home to a variety of types of ingredients for the feed processing industry, supplying high-quality products not only to U.S. processors, but to the world. As a top producer in the value-added feed segment, the Midwest accounts for approximately 40% of all value-added feed sales in the U.S.

Value-added feed products are the feed additives, functional feed ingredients, premixes and other mixtures of specialty ingredients that are used to augment traditional base feeds like corn, wheat, sorghum and soybean meal. These products can come in liquid or dry forms and be pre-mixed into existing feeds at the farm or manufacturing level.

There are many ideal export opportunities for U.S. feed ingredients around the globe. Three markets with great potential for U.S. exporters, and further explored below, are Mexico, Brazil, and Colombia.

Mexico

Mexico has a striving, modern and balanced animal feed industry. Given the complexity and maturity of the Mexican market, its geographical dispersion, and the large number of players in the market, distribution is one of the most important success factors for U.S. exporters.

American suppliers should consider working through one or more experienced local distributors who know the market well. Additionally, U.S. suppliers need to be committed to a long-term investment in developing the Mexican market through a local partner by providing the needed support and visiting the country on a periodic basis.

...continued
GUEST ARTICLES, CONTINUED

Brazil
The Brazilian feed ingredient market is the largest market in South America, considering its production volume and growth potential. There are significant opportunities for U.S. suppliers in the feed ingredients market in Brazil for products such as enzymes, vitamins, acidifiers, prebiotics and probiotics.

The growth-market opportunity is led by Brazil’s overall industry focus of offering higher quality products to the animals, improving animal welfare/conditions in production. Because most feed ingredients exported are part of the protein/food products chain for human consumption, it is important to remember that regulations and quality control measures are very strict in Brazil.

Explore More
Check out www.foodexport.org for new showcases and foreign opportunities. In addition to Food Export, the Iowa International Trade Office provides individual consultations and financial assistance. Contact international@iowaeda.com for more information.

Colombia
Colombia’s market relies heavily on imported U.S. products, as part of the trust Colombian consumers have on high-quality products from the U.S. Since the United States-Colombia Free Trade Agreement entered in to force back in 2006, a 15% increase of U.S. exports to Colombia has been seen. Colombians often favor U.S. products and services over other foreign competitors.

Colombia presents an increasing market for feed ingredients, which is led by the focus of offering higher quality products to the animals, greater meat consumption in the population, concern over animal welfare and rapid growth of the poultry production industry.

Mexican Energy Industry Facing Changes
Submitted by: Iowa Mexico Representative Office, Business Development Partners, S.A. de C.V. (BDP)

Mexico’s energy industry, long reserved exclusively for state-owned enterprises, began opening up to the private sector following a major reform in recent years. However, currently changes are taking place that suggest a return toward government domination of the industry. A desire to return state enterprises Petroleos Mexicanos (Pemex) and the Federal Electricity Commission (CFE) to their former preeminent position in the oil and electricity industries, respectively, has been stated. The trend appears to be toward shifting the focus of energy production back to fossil fuels and away from solar and wind. The following are examples of some of the changes taking place.

As part of the 2014 energy reform, Clean Energy Certificates (CELs) and an auction forum for their sale were created. The CELs are issued by the Energy Regulatory Commission (CRE) on behalf of private sector generators of clean energy and are required to be purchased by certain high-volume energy consumers.

The goal was to incentivize private investment in new clean power generation capacity, and numerous such projects have been developed since the introduction of the CELs. Last October the law was changed to allow existing power plants operated by the state-run CFE to qualify for CELs.

The rule change cleared the way for a large number of CFE CELs to enter the market, driving down prices and undermining the revenue projections on which power companies based their decisions to build new plants. In response, several multinationals have suspended projects in development and sued the government, putting billions of dollars of investment at risk.

...continued
 Another recent high profile change in energy policy came earlier this year when the Mexican Supreme Court struck down a regulatory change that increased the allowable percentage of ethanol in gasoline produced or sold in the country from 5.8 percent to 10 percent, outside the three largest metropolitan areas. Pro ethanol groups had lobbied hard for the increased limit in hopes of driving expansion of the market for the fuel additive in Mexico.

The possibility that key pillars of the 2014 energy reform may be rolled back have created significant uncertainty for potential infrastructure developers. As major new projects are suspended, the markets for specialized equipment, products and services are likely to soften as well.