

NEWS YOU CAN USE

Grant for International Marketing

The Iowa Economic Development Authority's International Trade Office offers grants to eligible Iowa companies to support international marketing efforts:

Market Trade Assistance Program (MTAP) – up to \$6,000

- Website translation, search engine optimization and localization
- Translation and localization of a brochure or social media
- Required compliance testing of an existing product by a third party for entry into an international market

Details are available on the International Financial Assistance fact sheet, which is available at iowaeda.com/ifa. For specific questions, contact etap@iowaeda.com or call 515.348.6243.



Iowa's Global Presence

The Iowa Economic Development Authority (IEDA) is excited to announce that its network of international trade offices has expanded to include global locations of China, Europe, Latin America and Southeast Asia. These global offices and representatives around the world provide individualized services to Iowa companies seeking to establish or expand a presence internationally. These partners provide Iowa companies with market research, matchmaking services, business appointments and more. They support the International Trade Office in organizing inbound and outbound trade missions and trade shows.



Effective July 1, 2020, a joint venture between OCO Global and Global BMT Consulting will represent IEDA in Latin America, expanding the scope of services beyond Mexico, to now include Chile, Peru, Colombia and Brazil.

OCO Global is a recognized leader in international trade promotion and has successfully delivered internationalization strategies for companies and economic development organizations since 2001. OCO is headquartered in the U.K. (Belfast) with offices in Hong Kong, London, Paris, Frankfurt, Dublin, Dubai, New York, San Francisco, Bogota and Tokyo. They have 90 full-time professional staff and work with associates across the world to extend their coverage.

For more information, contact:

International Trade Office
515.348.6243 or
international@iowaeda.com

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Iowa's Global Presence, continued

Global BMT Consulting is an international marketing firm with more than 16 years' experience delivering measurable results to economic development organizations, and private and public sector companies seeking to access new markets. They are headquartered in Mexico City and provide coverage across Latin America, with a presence in Mexico, Colombia, Peru, Chile and Brazil. Their company-wide services include trade and investment promotion, market intelligence, business development and commercial representation.

Also effective July 1, 2020, IEDA is combining the planning and execution of its trade promotion and investment attraction programs in China under one representative, Tractus Asia Ltd. Tractus has nearly 25 years' experience assisting both private and public sector organizations to grow exports, enter new markets and develop new opportunities across emerging markets in Asia. Tractus opened its China office in 1999 and has experience guiding hundreds of U.S. companies to understand the political, social and cultural peculiarities of doing business in the "Middle Kingdom." They are in an excellent position to advise Iowa companies on how to successfully navigate Chinese specific issues and succeed in exporting into the country. Their bilingual, multi-cultural staff on the ground possess strong analytical and critical thinking skills, which are essential to make intelligent recommendations to companies seeking to expand their business in China.

Tractus Asia and the team of OCO Global / Global BMT both have extensive experience and track records of success in working with small business to help them expand exports into new markets. IEDA looks forward to welcoming these organizations onto the team and continuing to serve Iowa companies in international market expansion.

Global Services

Iowa's global offices and representatives provide individualized services to Iowa companies, including:

- General Market Information - Preliminary market research to help identify market entry or market expansion opportunities
- Industry/Market Analysis - 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
- Customized Business Appointments - One-on-one appointments and site visits with prospects or local professional service providers for legal, financial, logistical and other business consulting services
- Follow-up Services - Assistance with prospect follow up after an event or meeting

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Global Market Development from IEDA and Food Export-Midwest

New tools and services for overseas market development are available through the IEDA and its partner Food Export Association of the Midwest.

IEDA is a member of the non-profit organization Food Export-Midwest, whose mission is to help promote the export of food and agricultural products from its 13 member states throughout the Midwest.



Through Food Export-Midwest, Iowa companies in the food and ag-products industries have access to programs in export promotion, customized export assistance and cost-share funding programs.

These new and expanded services are a beneficial way to continue expanding a company's international market presence without physically traveling, help build export knowledge and identify growth areas.

- U.S. Foodlink Product Promotion – Free to enroll and provides company access to highlight products via Food Export's worldwide trade publication. Requires registration via Food Export [U.S. Foodlink](#). Excellent opportunity to promote products internationally. FREE.
- [Food Export Helpline](#) – No-cost option to assist and determine what markets have potential for your product. Whether you are new to exporting or have experience, there are always specific issues and questions unique to your company, products and export markets. FREE
- In-Market Virtual Consultation – A 30-minute, one-on-one video consultation with an in-market representative of the overseas market you are looking to enter or further develop in your business. Questions and consultation session will help guide and build on your business plan. Depending on market, free or discounted rate applies.

For more information or guidance on any registration needs, contact: brad.frisvold@iowaeda.com.

Iowa Welcomes New Commercial Service Director

Catherine Muth joined the U.S. Commercial Service as the Iowa Director.

Catherine's career started in Washington, D.C., where she worked at the Embassy of the United Arab Emirates as a senior commercial specialist. After relocating to Buffalo, Catherine worked primarily within government affairs and economic development. In her last position as director of Workforce Development with the Buffalo Niagara Manufacturing Alliance, she worked with a variety of stakeholders to ensure the manufacturing industry's workforce and economic development needs were being met. Catherine holds two B.S. degrees in History and Global Studies from D'Youville College and a Master of Public Policy degree from George Mason University.



The U.S. Commercial Service of Iowa is a local federal government office with a global network that provides customized solutions enabling Iowan companies to sell U.S made products and services internationally. Contact Catherine at 515.444.8228 or Catherine.Muth@trade.gov.

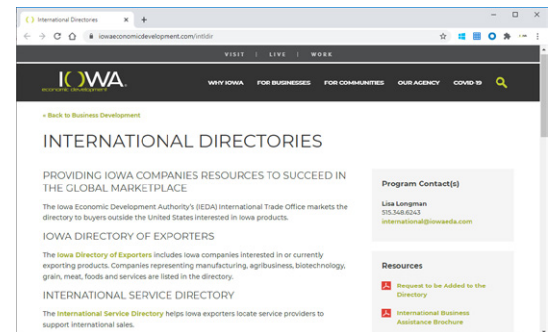
FOLLOW US ON LINKEDIN

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](https://www.linkedin.com/showcase/international-trade-office)



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' email and websites provide a valuable marketing tool at no cost. This database is also used to send pertinent information to the appropriate individuals in your company. Therefore, it is important that the International Trade Office has current information. The International Trade Office DOES NOT sell the lists and only general company, contact and product information are published. Please feel free to contact 515.348.6243 or international@iowaeda.com to proactively update your information.



UPCOMING EVENTS

Iowa Trade Talks – Global Options for Iowa Webinar Series

As the world is quickly adapting and shifting from the “norm” on how to do business, the IEDA International Trade Office has been hosting a webinar series, “Iowa Trade Talks.” During the webinars, hear first-hand information from Iowa representatives in key markets to help develop trade strategies for moving forward in this new 2020 global environment. Each week, local experts focus on the status of country-specific export markets. Emerging trade and economic information are discussed, and opportunities are presented for Iowa exporters.

Dates/Markets (All times 9:00-9:45 a.m. CDT.):

- | | | | |
|----------|-----------|-----------------------|--------------------------|
| • China | • SE Asia | • July 8 – Korea | • July 22 – South Africa |
| • Europe | • Mexico | • July 15 – Australia | |

For webinars already held, a recording is available by emailing international@iowaeda.com. Registration is required for all future webinars. Email attendee name(s) and email(s) to international@iowaeda.com to receive webinar login details.



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Find More Events at
iowaeda.com/intlevents
and Educational Opportunities at
iowaeda.com/intlcalendar

UPCOMING EVENTS, CONTINUED

ILDEX- Vietnam

December 9-11, 2020

If selling products or services in the animal agriculture industry, this may be of interest. IEDA has two to three open spaces within the Iowa pavilion at ILDEX Vietnam. The booth is provided at no charge to the first couple companies who apply and qualify (there is a nominal fee for market support services.) This is a great deal for companies exploring the large and growing market in SE Asia. ILDEX Vietnam is a biennial international exhibition focusing on livestock, dairy, meat processing and aquaculture. The event is for globally minded companies to not only develop new business, but also follow contemporary market trends in this large and rapidly developing livestock region. See emerging trends through ILDEX's exhibition and seminar programs. Open slots are limited and offered on a first-come, first-served basis. To learn more or to obtain an application, contact joseph.rude@iowaeda.com or call 515.348.6244.



RECENT HIGHLIGHTS

International Export Training Webinars

In May, the IEDA International Trade Office held three unique and diverse training sessions 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 in person; this spring, he presented an inaugural online webinar training.

Originally, the International Trade Office was excited to travel across Iowa and be hosted by three local communities, Orange City, Newton and Hiawatha/Cedar Rapids, but world circumstances converted the normal classroom training into webinars.

With the transition, many companies took the opportunity to participate in all three sessions. Over three days, Mr. Allocca presented:

- INCOTERMS® 2020 – May 19
- Export Compliance 201 – May 20
- International Traffic in Arms Regulations (ITAR) – May 21

Thanks again to the local and regional sponsors, including CIRAS, DMACC, Cedar Rapids Economic Alliance, Greater Des Moines Partnership, International Traders of Iowa, Northwest Iowa Development, the City of Orange City and the U.S. Small Business Administration.

Smart Online Marketing Webinar

The IEDA hosted a webinar featuring Josh Richardson, president, Gateway Globalization and Michael Bird, CEO, Spindustry Digital, presenting on:

- Translation and localization of marketing materials/websites/social platforms
- Interpretation for virtual meetings and calls
- European Union's General Data Protection Regulation (GDPR)
- Search Engine Optimization (SEO)
- E-commerce

Tori Sorensen, marketing director at Insta-Pro International, shared her experience with many of these online tools and utilizing the IEDA's MTAP to offset costs. Lisa Longman explained the opportunities MTAP funding provides, as well as eligibility and how to apply.

A recording of this webinar is available by contacting international@iowaeda.com.

GUEST ARTICLES

Europe Update – Summer 2020

Submitted by Anke Goebel, director, State of Iowa European Office

On July 1, 2020, Germany will be assuming the Presidency of the European Union Council for six months. Mitigating the COVID-19 pandemic and its consequences is one of the many challenges the EU is facing. The German EU Presidency will strive towards ensuring the reconstruction of the EU economy but will also work to maintain stability and develop further reform of the European Union.

The European Commission sharply revised its economic growth forecast for the EU and the euro area due to the significant disruption caused by the pandemic: It projects GDP contractions of 7.4 percent for the EU (27 states) for 2020 - down from previous estimates of positive 1.4 percent growth. Predictions are based on great uncertainties and depend on a number of factors, such as global virus spread, how fast lockdown measures are relieved, whether 'cocooning' or staying at home habits remain, (lack of) consumer confidence and a potential rise in global protectionism. However, as of today, the outlook for 2021 expects positive growth figures again.

Level of Return to Normal Business Operations:

Most businesses have resumed production. In Germany, almost all shops, restaurants and bars have reopened, including hotels, fitness studios and most personal services. Social distancing regulations remained in place until June 29, which left these businesses operating at about 50 percent capacity. Partial workforce is still on furlough. About 50 percent of businesses are still offering home office workspaces. Meetings and visits remain tightly restricted, and face coverings are mandatory during shopping and while using public transport. Larger events, including trade shows, are not allowed until August 31.

Travel Restrictions: On June 15, travel restrictions within the EU were almost completely lifted. The European Commission recommended the travel restrictions already in place for all non-essential travel to the EU from third countries, including the U.S.A., remain until June 30, 2020. Germany will implement this recommendation and maintain a travel warning until August 31 for most non-EU countries. This can be lifted for individual countries.



Trade Opportunities – Economic Stimulus Package:

A recovery plan for Europe, was presented by the European Commission on May 27; it includes a revised long-term EU budget of EUR 1,100 billion for 2021-2027, as well as a temporary reinforcement of EUR 750 billion ('Next Generation EU'), i.e., a total of EUR 1,850 billion. The newly suggested 750 bn Euros fund needs approved by all 27 states, which was expected June 18. The recovery plan includes the so-called 'EU Green Deal' which refers to any action and financial aid being targeted towards meeting EU carbon dioxide reduction goals. Policy areas involved include biodiversity, sustainable food systems, sustainable agriculture, clean energy opportunities, sustainable industry and production cycles, building and renovating, sustainable mobility, eliminating pollution, and climate action to be climate neutral by 2050.

In a number of EU countries, national and even regional, economic stimulus packages have either already been introduced or are still being contemplated: Germany will lower its value added tax (VAT) by 3–16 percent during a limited time period of July 1 – December 31, 2020, among other measures within a total of EUR 130 bn. Effective July 1, purchasing incentives for German hybrid and electric cars have also been approved. France, to use another example, announced an 8 billion Euro economic stimulus package for its automotive sector, to support e-mobility, as well as traditional passenger cars.

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Europe Update – Summer 2020, continued

Germany wants to become the world leader in hydrogen technologies and plans to ramp up production capacity to 5 GW by 2030 and 10 GW by 2040. To achieve this, EUR 7 billion will be invested in new businesses and research. This was called Germany's "greatest innovation since the EEG," a reference to the landmark German renewable energy sources act that became effective in 2000.

In January 2020, the German government and rail company Deutsche Bahn announced plans to improve its tracks, trains, switching stations and so on over the next 10 years, investing 86 bn euros.

Other Trade Opportunities: Opportunities in this economic crisis may develop by implementing new tools such as Artificial Intelligence, Robotics, 5G, Internet-of-Things, as such instigating exponential growth, including in R & D.

Export opportunities include further - unless restricted or prohibited by U.S. law - personal protection equipment (PPE) – including acrylic glass, tele-medicine and health systems, digitalization hard- and software products, video equipment, home entertainment, eco-friendly mobility, such as bicycles, electro bikes and cargo e-bikes.

Great Britain Update

The transition period for BREXIT is expected to end on December 31, 2020, and the UK and the EU are still miles apart from a trade agreement. By September, a contract must be in place, otherwise, businesses would not have time to implement any potential agreements. A 'No Deal' BREXIT is still in the air, placing the British economy under additional strain on top of the economic crisis caused by the pandemic. Note: If no UK-EU deal is in place, WHO custom duties apply, and any certifications received from a UK 'notified body', such as for a CE mark, would not be accepted in the EU as of January 1, 2021.

The UK, which officially left the EU on Feb 1, 2020, has been hit hardest of all European countries by COVID-19. Most retail businesses, however, reopened June 15, as well as industry. A mandatory 14-day quarantine by self-isolation for anybody entering the UK, with few exceptions, is in place.

U.S. – UK Free Trade Agreement (FTA) negotiations are well underway, to remove barriers to trade and investment. Current two-way trade between the two nations amounts to 269 bn dollars. Key areas where the UK sees potential: food and drink, advanced manufacturing and services. They also see the opportunity to set a new standard for digital trade and IP protection. As of now, an initial 'Mini-Deal' appears most likely covering agriculture, financial services and the regulatory environment.

USMCA Highlights and Certification of Origin

Submitted by Ms. Kim Taylor, marketing director, Scarbrough Group of Companies, ktaylor@scarbrough-intl.com

On June 3, 2020, the [United States Trade Representative](#) announced the final uniform regulations for [United States–Mexico–Canada Agreement \(USMCA\)](#). These regulations will be used for interpretation, application and administration of Chapter 5 (origin procedures), Chapter 6 (textile and apparel goods) and Chapter 7 (Customs Administration and Trade Facilitation).

United States intends to enter the USMCA into force on July 1, 2020. Once the USMCA enters into force, each country will apply a "joint review" every six years to ensure the agreement remains up to date.

Scarbrough compiled the most common questions around the new USMCA on a general level. Each industry has specific changes, so we suggest you talk to your U.S. Customs broker, counsel, or in-house compliance team to analyze how this will affect your organization.



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USMCA Highlights and Certification of Origin, continued

My Product Qualified for NAFTA. Does that mean it qualifies for USMCA?

No. Importers should not assume products that received preferential treatment under North American Free Trade Agreement (NAFTA) will also be eligible under USMCA. Importers must reevaluate products based on the revised agreement.

Can I use my NAFTA Certificate of Origin for USMCA?

The NAFTA certificate of origin is no longer valid after June 30, 2020. An importer must submit required data utilizing the USMCA rules of origin for goods entering the U.S. as of July 1, 2020.

Is a Certificate of Origin Required for USMCA?

According to Customs and Border Protection's (CBP) Guidance, "The U.S. – Mexico – Canada Agreement (USMCA) does not require a specific certificate of origin as does the NAFTA. CBP Form 434 is not mandatory under the USMCA." What is important is the data submitted. The data required is indicated below and can be submitted in a format of the organization's preference.

What is required to claim USMCA?

A claim for preferential treatment under the USMCA should contain nine minimum data elements. These data elements are set out in the USMCA's Annex 5-A (Minimum Data Elements.) The data elements must indicate that the good claiming preferential treatment originates and meets the requirements of USMCA Chapter 5. This information may be provided on an invoice or any other document. The information must describe the originating good in sufficient detail to enable its identification and meet the requirements as set out in the Uniform Regulations.

Data Elements Required for USMCA

1. Importer, Exporter or Producer Certificate of Origin
2. Certifier
 - Name, title, address (including country), phone and email
3. Exporter
 - Name, address (including country), phone and email
 - Only provide if different than the certifier
 - Not required, if completed by the producer and the exporter is unknown
 - Address shall be the place of export of the good in a party's territory
4. Producer
 - Name, address (including country), phone and email
 - Only provide if different from certifier or exporter
 - If multiple producers state "various" or provide a list
 - May maintain confidentiality with "available upon request by the importing authorities"
 - Address shall be the place of production of the good in a party's territory
5. Importer
 - Name, address (including country), phone and email
 - Address shall be in a party's territory

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USMCA Highlights and Certification of Origin, continued

6. Description and HS Tariff Classification of the Good
 - 6-digit level (XXXX.XX)
 - Description should be sufficient to relate it to the good covered by certification
7. Origin Criteria
 - Specify the origin criteria set out in Article 4.2
8. Blanket Period
 - Include the period if the certificate covers multiple shipments
9. Authorized Signature and Date

- Must be signed and dated by the certifier and must be accompanied by the following statement:

“I certify that the goods described in this document qualify as originating, and the information contained in this document are true and accurate. I assume responsibility for proving such representations and agree to maintain and present upon request or to make available during a verification visit, documentation necessary to support this certification.”

[View USMCA Resource Page](#)

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