

ECONOMIC DEVELOPMENT, IOWA DEPARTMENT OF[261]

Adopted and Filed

Pursuant to the authority of Iowa Code sections 15.104 and 15.106, the Iowa Department of Economic Development hereby amends Chapter 72, "Iowa Export Trade Assistance Program," Iowa Administrative Code.

The amendments adjust the definition of "trade mission" to include a Department or a designated representative and to delete "U.S. Department of Commerce, or the U.S. Department of Agriculture." Further, the amendments adjust the eligibility requirements to allow an eligible applicant to submit an executed payment agreement for a trade show or payment of the trade mission participation fee and to require an eligible applicant to be in compliance with past ETAP contractual agreements.

Notice of Intended Action for these amendments was published in the Iowa Administrative Bulletin on June 2, 2010, as **ARC 8833B**.

The Department held a public hearing on Tuesday, June 22, 2010, to receive comments on the amendments. No comments were received. To reflect the addition of new paragraph "5" in rule 261—72.3(78GA,ch197), the last sentence of the introductory paragraph was changed and now reads as follows: "To be eligible to receive trade assistance, applicants must meet all five of the following criteria:"

These amendments are intended to implement 1999 Iowa Acts, chapter 197, section 1, subsection 4. These amendments will become effective October 13, 2010.

The following amendments are adopted.

ITEM 1. Amend rule **261—72.2(78GA,ch197)**, definition of "Trade mission," as follows:

"Trade mission" means a mission event led by the Iowa department of economic development, ~~U.S. Department of Commerce, or the U.S. Department of Agriculture~~ or designated representative. Qualified trade missions must include each of the following:

- Advanced operational and logistical planning.
- Advanced scheduling of individualized appointments with prequalified prospects interested in participants' product or service being offered.
- Background information on individual prospects prior to appointments.

Trade missions may also include:

- In-depth briefings on market requirements and business practices for targeted country.
- Interpreter services.
- Development of a trade mission directory prior to the event containing individual company data regarding the Iowa company and the products being offered.
- Technical seminars delivered by the mission participants.

ITEM 2. Amend rule 261—72.3(78GA,ch197) as follows:

261—72.3(78GA,ch197) Eligible applicants. The export trade assistance program is available to Iowa firms either producing or adding value to products, or both, or providing services in the state of Iowa. To be eligible to receive trade assistance, applicants must meet all ~~four~~ five of the following criteria:

1. and 2. No change.
3. Have at least one full-time employee or sales representative attend the trade show or participate in the trade mission, ~~and~~
4. Provide proof of deposit ~~or payment of the trade show or~~ executed payment agreement for a trade show, or payment of the trade mission participation fee-, and

5. Be considered by IDED as compliant with past ETAP contractual agreements.

[Filed 8/20/10, effective 10/13/10]

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EDITOR'S NOTE: For replacement pages for IAC, see IAC Supplement 9/8/10.