

An aerial photograph of a port yard. A red crane is lifting a blue shipping container. In the background, a white truck is parked, and a person in a yellow vest is walking. The ground is paved with a circular pattern in the foreground. A semi-transparent green banner is overlaid across the middle of the image.

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 2017,
IOWA EXPORTED
\$13.2 BILLION
IN MANUFACTURED GOODS
AND VALUE-ADDED
AGRICULTURE PRODUCTS

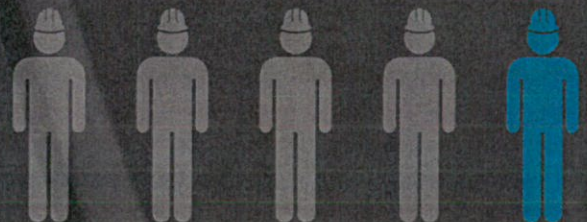
IOWA'S TOP EXPORT CATEGORIES

FOR MANUFACTURED AND VALUE-ADDED GOODS
IN BILLIONS USD



SOURCE: Global Trade Information Service, 2017

IOWA'S EXPORTS
HAVE GROWN MORE THAN
4X FASTER
THAN STATE GDP SINCE 2003



INTERNATIONAL TRADE
SUPPORTS OVER
1 IN 5 JOBS
IN IOWA

SOURCE: Business Roundtable, 2016



International Trade Office

February 11, 2019

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Why Export?

- 80% of the world's purchasing power is outside the US
- 92% of the world's economic growth is outside the US
- 95% of the world's consumers live outside the US
- About one-third of the U.S. jobs created since the 2007-2009 recession are in industries that depend on trade
- More than 41 million American jobs depend on trade
- 98% of America's exporters are small businesses

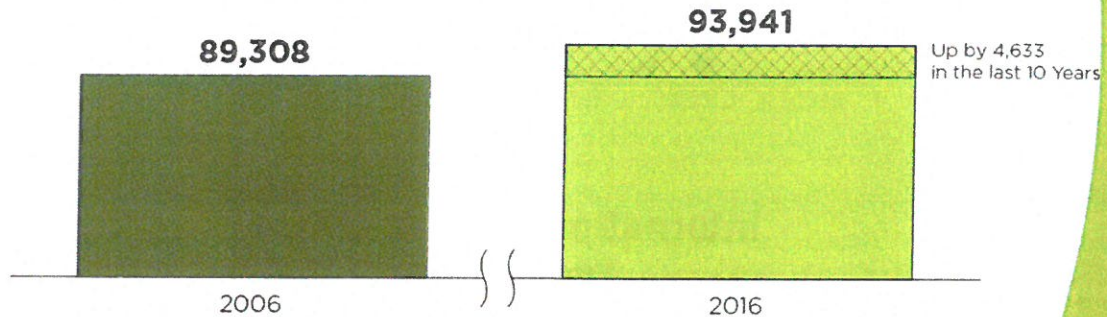
U.S. Chamber of Commerce <https://www.uschamber.com/report/international-agenda>, 2018

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Exports = Jobs

- 93,941 U.S. jobs supported by goods exports from Iowa in 2016
- 62% were supported by manufactured goods exports

JOBS SUPPORTED BY IOWA GOOD EXPORTS



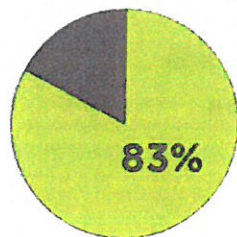
International Trade Administration <https://www.trade.gov/mas/ian/statereports/states/ia.pdf>

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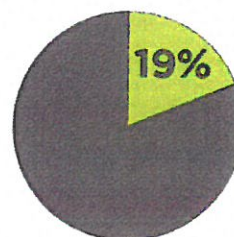
Exports Sustain Businesses

- A total of 3,221 companies exported from Iowa in 2015
- 2,672 were small to medium sized exporters (under 500 employees)

IOWA GOODS EXPORTERS



IOWA EXPORT VALUE

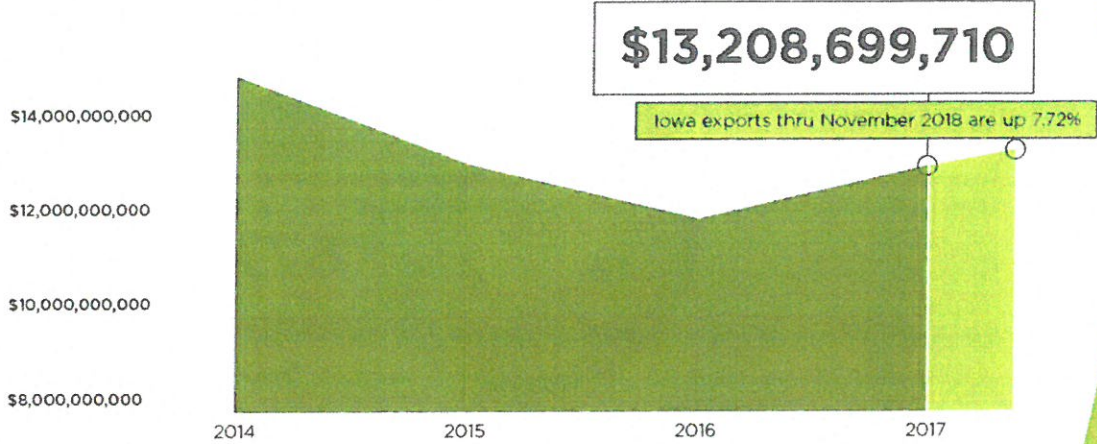


SMALL - MEDIUM SIZED EXPORTERS LARGE SIZED EXPORTERS

International Trade Administration <https://www.trade.gov/mas/ian/statereports/states/ia.pdf>

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Iowa's Export Performance

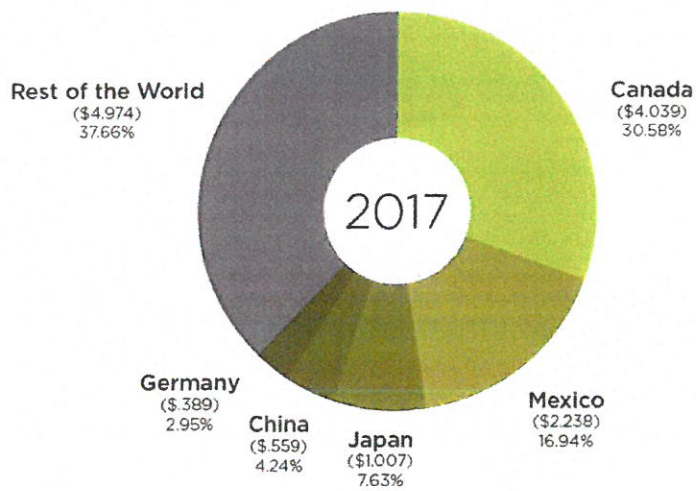


Source: Global Trade Information Services, does not include waterborne bulk commodities

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Iowa Top Export Markets

Billions of USD

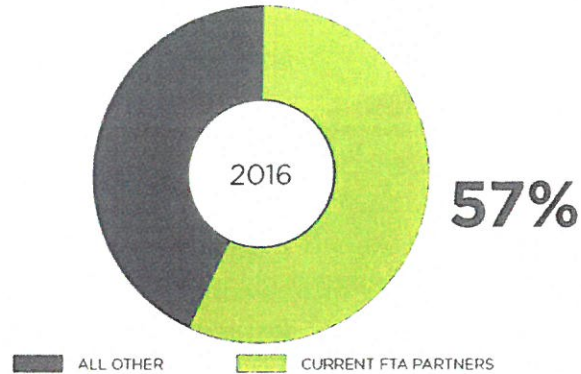


Source: Global Trade Information Services, does not include waterborne bulk commodities

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Free Trade Agreement (FTA) Markets

- Since 2006, exports from Iowa to FTA markets have grown by 37%



International Trade Administration <https://www.trade.gov/mas/ian/statereports/states/ia.pdf>

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Top Iowa Export Product Categories

Per HS Category – Billions of USD



MACHINERY
\$2.051



MEAT
\$1.449



CEREALS
\$1.324



VEHICLES / NOT RAILWAY
\$1.535

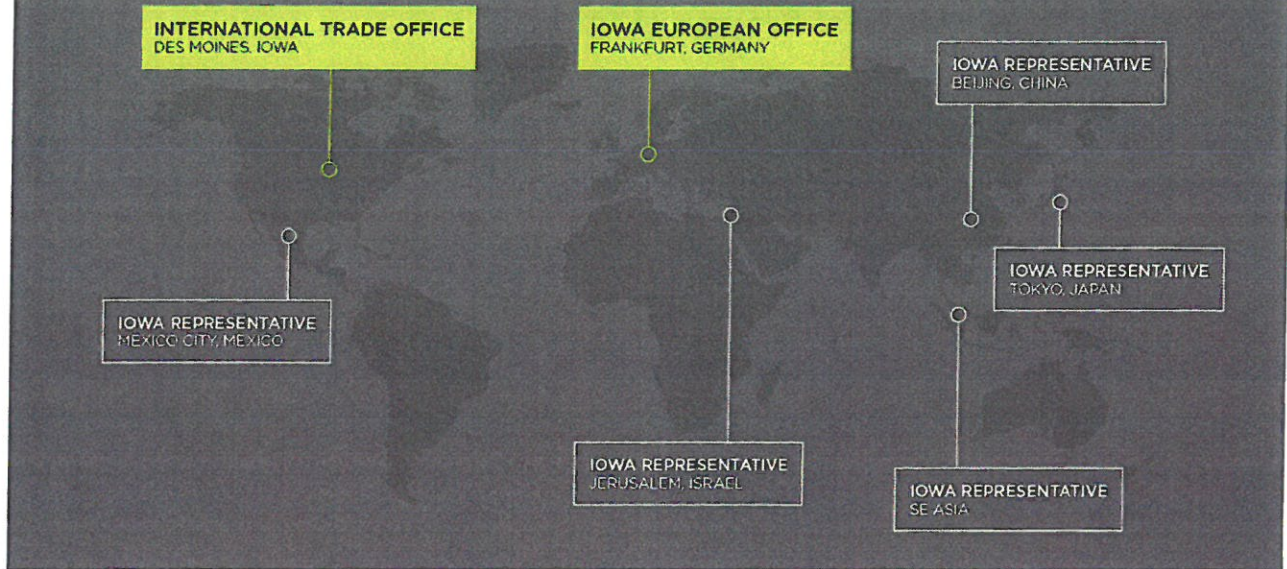


FOOD WASTE; ANIMAL FEED
\$.923

Source: Global Trade Information Services, does not include waterborne bulk commodities

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Global Presence



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International Trade Assistance

- Trade missions
- Trade shows
- Buying delegations
- Individual Company Assistance
- Market Information and Research
- Individual Consultation
- Education

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Financial Assistance

- **Export Trade Assistance Program (ETAP)**
 - International trade shows
 - IEDA Trade missions
- **Domestic Trade Assistance Program (DTAP)**
 - Targeted domestic trade shows with a focus on international trade
- **Market Trade Assistance Program (MTAP)**
 - Market Compliance Expenses
 - Export Marketing Expenses
- **ExporTech Assistance Program (ETech)**
 - Participate in ExporTech through the Center for Industrial Research and Service (CIRAS)

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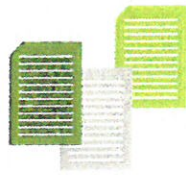
CY19 International Programming

Date	Event	Location
January 11-19	Staff FDI trip	China
February 2-9	Trade Mission	Colombia & Panama
March 1-8	FDI & Accelerator Mission to Israel	Tel Aviv & Jerusalem, Israel
March 15-23	SE Asia Trade Mission	Philippines & Vietnam
April 1-3	2019 World Bio Markets Congress & Exhibition	Amsterdam, The Netherlands
April 8-14	bauma 2019	Munich, Germany
April 30-May 2nd	SIAL Canada	Toronto, Canada
June 4-7	Agro 2019	Kiev, Ukraine
June 5-7	World Pork Expo	Des Moines
July 8-11	2019 BIO World Congress	Des Moines
September	Midwest U.S.-Japan Association	Tokyo, Japan
November 8-17	China Trade mission	China - Shanghai, Beijing, Hebei
November 9-20	Meat Trade Mission	Japan, Korea, Taiwan
November 7 - 17	Insurance Investment Development / Insurtech Cultivation	London, England, Munich/Cologne/Dusseldorf, Germany; Zurich, Switzerland
November 10-16	Agritechnica	Hannover, Germany

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Financial Assistance

(FY 2012 - 18 State and Federal Funds)



NUMBER OF GRANTS

594



NUMBER OF COMPANIES

216



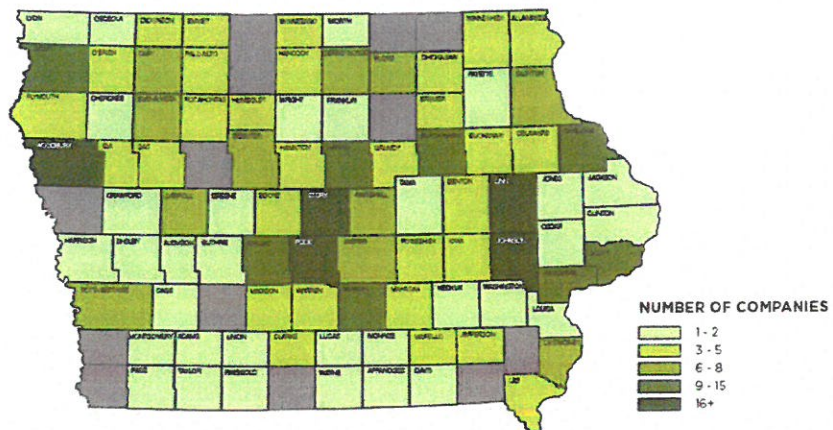
RETURN ON INVESTMENT

\$445.51

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Geographic Distribution of Company Assists

FY 2012 - 18



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<p>Sub-Saharan Africa 2018 "We would love to do another mission, the whole organization and the knowledge brought to the table was outstanding. We were allowed to focus on selling our product and not worry about logistics, very impactful." Cedar Ridge Distillery Swisher, IA</p>	<p>Korea Meat Mission 2017 "Overall, one of the best trade missions we have been on, and it exceeded our expectations. Time will tell how much business comes from the mission, but we are very optimistic." Thunder Ridge Beef Company, LLC Sigourney, IA</p>
<p>EMS World Expo – Las Vegas "We have started shipping product to Canada and we are very close to establishing distributors in Israel and Saudi Arabia. If we are successful closing the business with Israel and Saudi Arabia there is a chance we would do \$250,000 new international business this year." Athena GTX Johnston, IA</p>	<p>IWA Nuremberg, Germany "This is a show where we support our distributors, introduce new products. This show was very successful and will generate a lot of new international business for us. STEP allowed us to attend the show and meet with our European partners and distributors." Brownells Montezuma, IA</p>

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t BusinessIowa

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

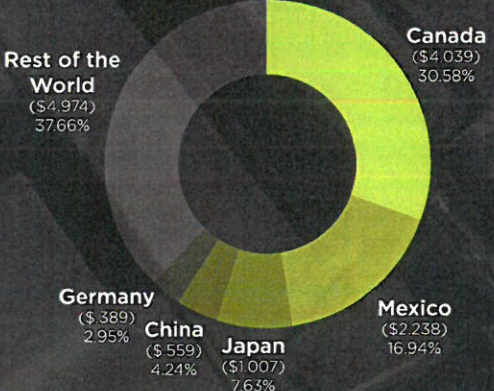
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 Beijing, China

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
185
 COUNTRIES AND TERRITORIES
 PURCHASE
 IOWA-MADE GOODS
 AND SERVICES



SOURCE: Global Trade Information Service, 2017



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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