



International Trade Office

January 2023

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Today's Global Economy – Why Export?

- 80% of the world's purchasing power is outside the U.S.
- 92% of the world's economic growth is outside the U.S.
- 95% of the world's consumers live outside the U.S.
- 98% of America's exporters are small businesses
- Today more than 40 million American jobs depend on trade
- Access to imports boosts purchasing power of average household \$18k annually
- Foreign companies directly employ nearly 8 million Americans

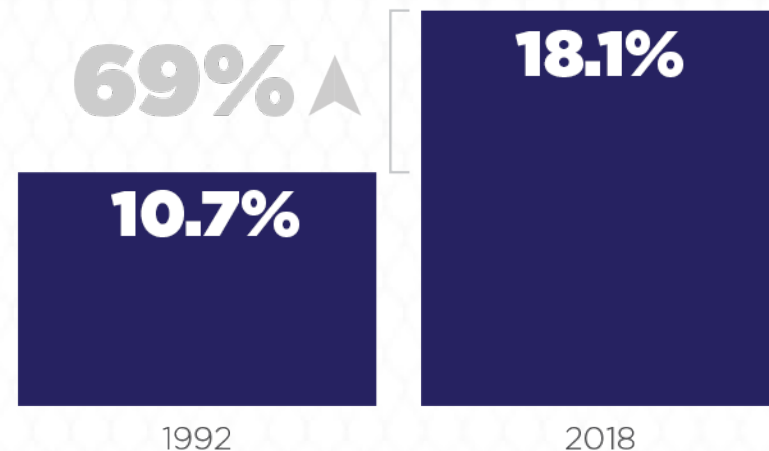
Exports = Jobs

- International trade (exports & imports) supported 379,400 Iowa jobs – nearly one in five in 2019
- Trade-related jobs grew five times faster than total employment from 1992 to 2019
- Jobs in export-dependent industries pay about 16% more than jobs in less export-intensive industries
- U.S. exporting plants increase employment 2 to 4% faster annually than plants that do not export
- Exporting plants less likely to go out of business

379,400

JOBS IN IOWA
SUPPORTED BY TRADE

**SHARE OF JOBS TIES TO TRADE
INCREASED 69% FROM 1992 TO 2018**



Exports Sustain Business

- A total of 3,140 companies exported from Iowa in 2020
- 82% were SMEs (typically under 500 employees)
- Large companies account for 82% of the value of Iowa's goods exports
- Many SMEs export indirectly when they sell goods and services to large U.S. exporters
- Based on direct and indirect export activity combined, SMEs represent more than 40% of the value of U.S. exports

3,140

IOWA BUSINESSES
THAT EXPORTED IN 2020

SHARE OF IOWA EXPORTERS
THAT ARE SMALL/MEDIUM-SIZED BUSINESSES



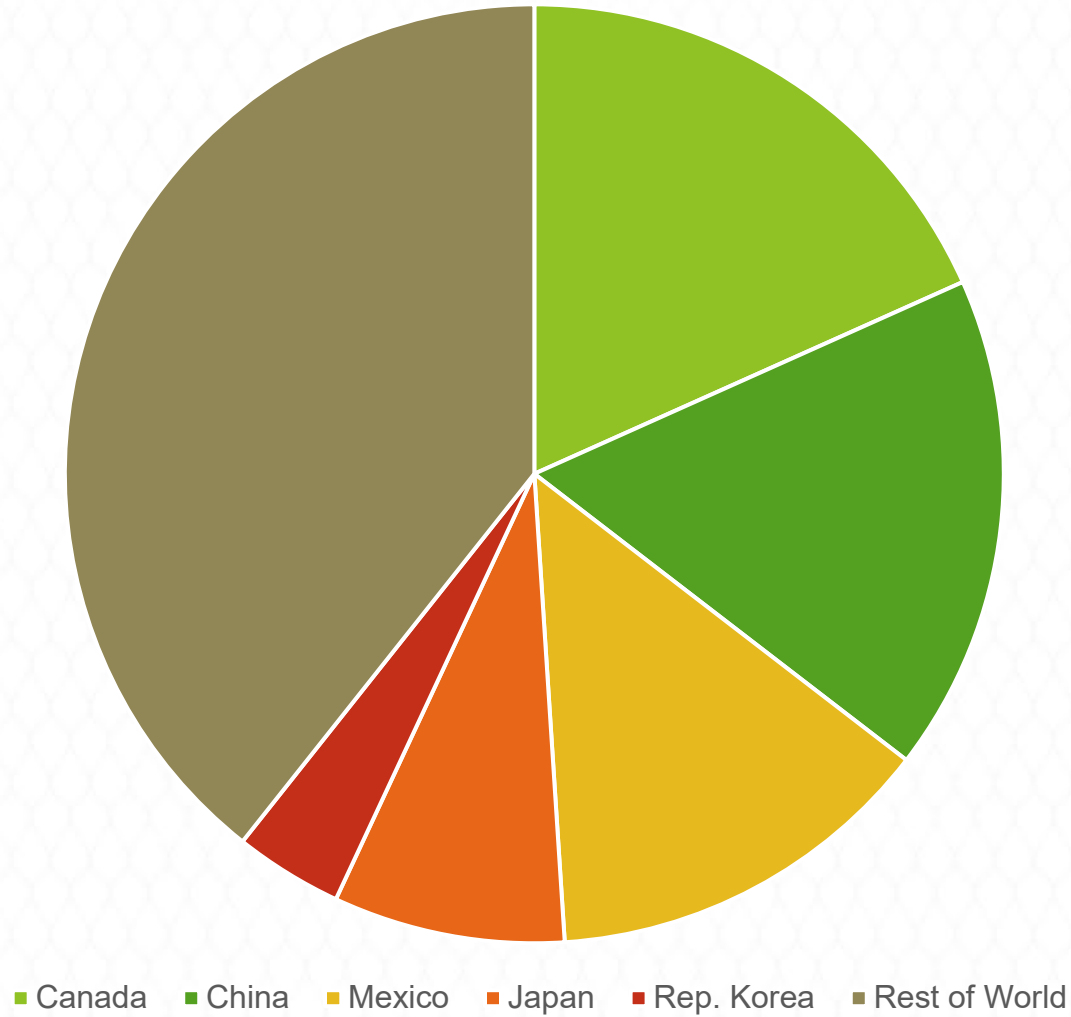
Iowa Export Performance

US\$ Billions



Source: WISERTrade, includes agriculture adjusted data

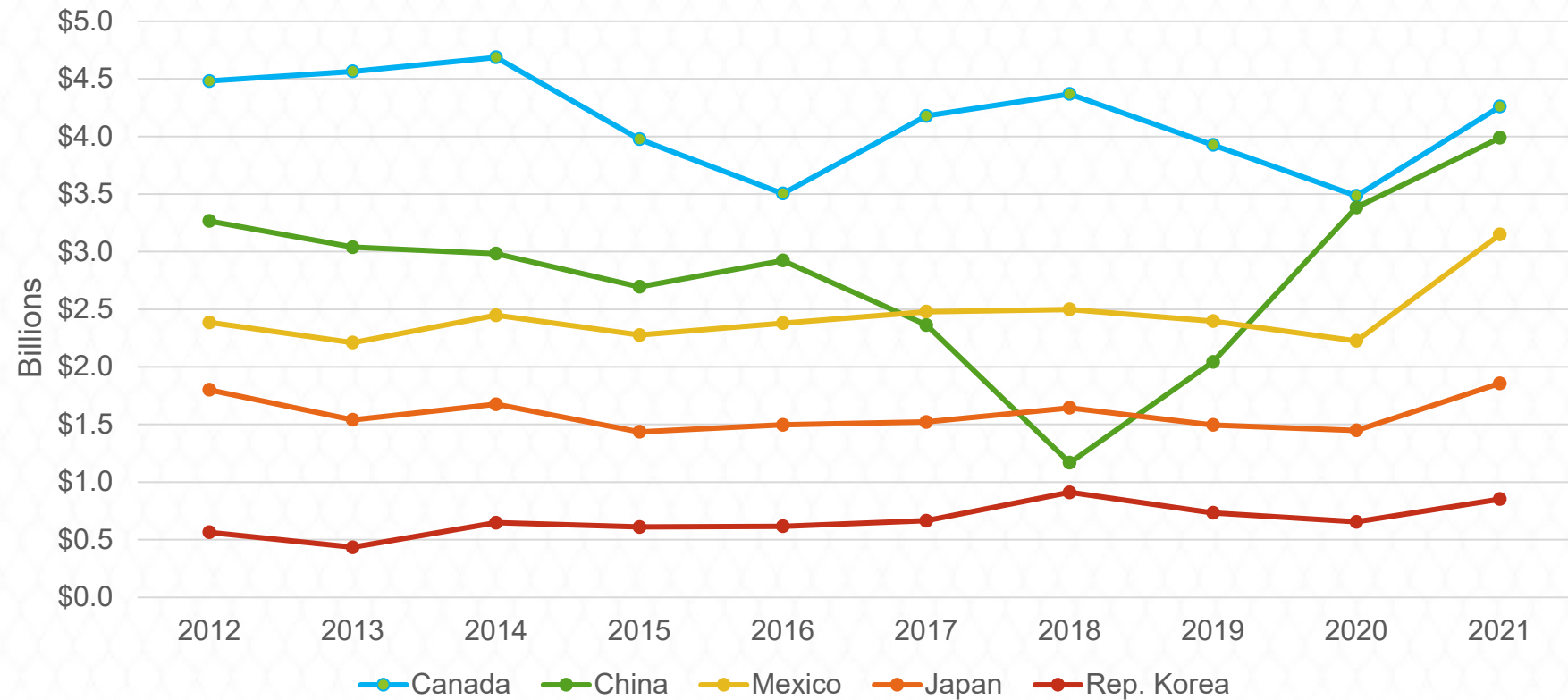
Iowa Top Export Markets 2021



Source: WISERTrade, includes agriculture adjusted data

Iowa Exports

Commercial and agricultural



Source: WISERTrade, includes agriculture adjusted data

Top Iowa Export Categories 2021

Per HS Category- Billions of USD



Oil Seeds
\$3.9



Cereals
\$3.2



Meat
\$3.0



Machinery
\$2.1



**Food Waste;
Animal Feed**
\$1.8

International Trade Office Team

- Peggy Kerr, Team Leader and Marketing Manager, Europe/Middle East Trade Promotion Programs
- Brad Frisvold, Marketing Manager, Agricultural Trade Promotion Programs
- Joseph Rude, Marketing Manager, Asia/Pacific Trade Promotion Programs
- Andrea Smith, Marketing Manager, Americas/Southern Africa Trade Promotion Programs
- Lisa Longman, International Financial Assistance Administrator
- Paige Dvorak, Food Export Association of the Midwest Intern





EXPORT SERVICES

The Iowa Economic Development Authority's (IEDA) International Trade Office (ITO) provides various services to Iowa companies interested in, or currently exporting. IEDA's marketing managers assist companies in developing and expanding export markets by offering:

- [Individual Consultation](#) - Assistance with international questions and export topics, international documentation, market research and more.
- [Global Market Assistance](#) - Support from Iowa's network of global offices and representatives, ready to provide individual assistance in respective markets.
- [Educational Seminars](#) - Seminars and workshops held throughout the year at various locations.
- [Trade Shows](#) - Guidance in selecting appropriate international trade fairs and assistance with logistical support, show planning and follow-up.
- [Trade Missions](#) - Organized annually, opportunities for individual company appointments. A complete itinerary is arranged for each company, including individual, pre-qualified appointments.
- [Financial Assistance Programs](#) - Support for eligible companies exhibiting at international trade shows, participating in a trade mission, or with international compliance and marketing efforts.
- [In-house Training](#) - Specifically designed training sessions with information on finance, documentation, marketing, transportation and other areas of international trade.
- [International Buyer Groups](#) - The ITO works closely with foreign government offices and domestic trade associations to coordinate visits to Iowa for qualified, in-bound international buying delegations and commercial visitors.
- [Trade Resources](#) - Information to enhance your international trade knowledge, including our Iowa Directory of Exporters, the International Service Directory, trade and travel updates and more.

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[Global Services](#)

[Financial Assistance](#)

[Resources](#)

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Global Presence

INTERNATIONAL TRADE OFFICE
DES MOINES, IOWA

IOWA EUROPEAN OFFICE

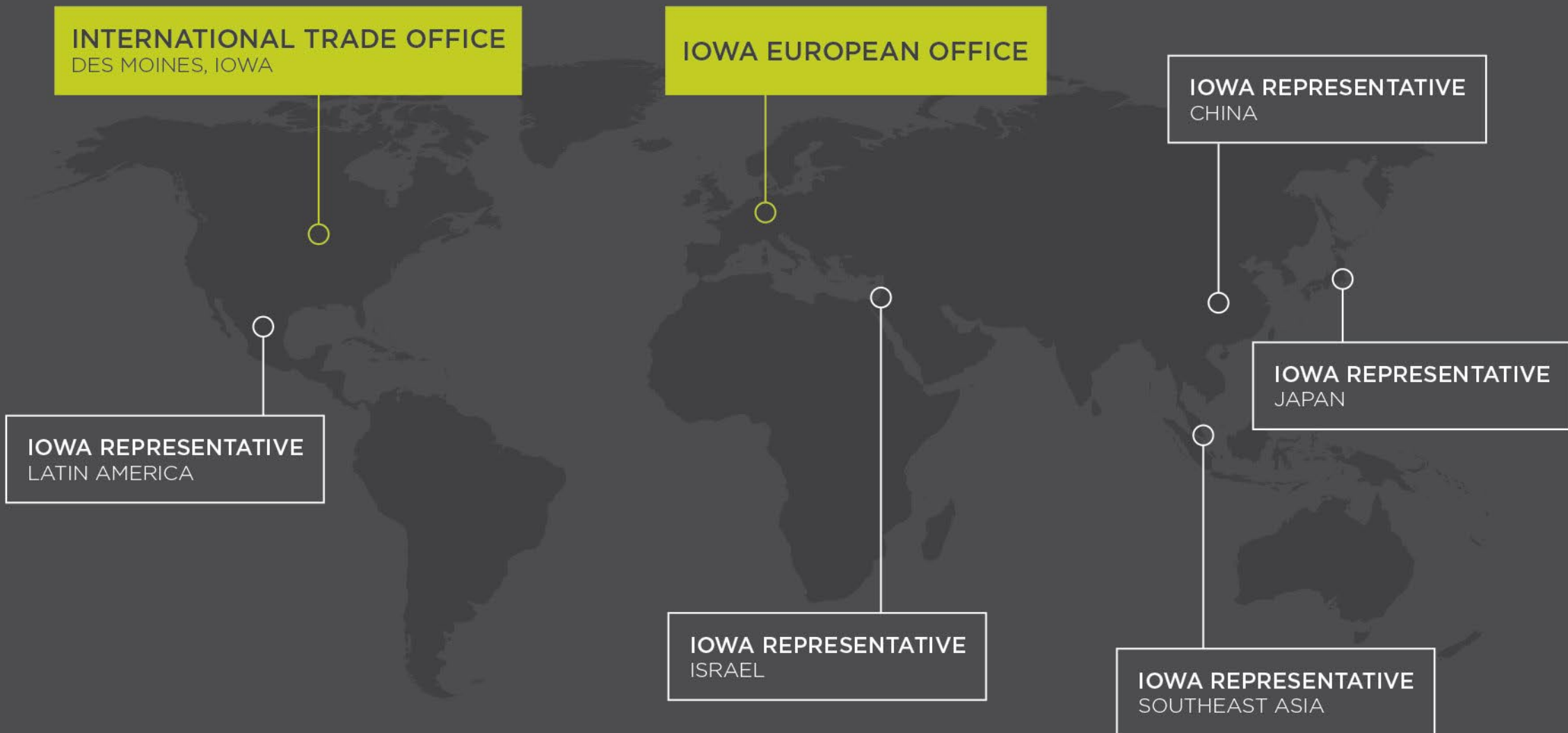
IOWA REPRESENTATIVE
CHINA

IOWA REPRESENTATIVE
JAPAN

IOWA REPRESENTATIVE
LATIN AMERICA

IOWA REPRESENTATIVE
ISRAEL

IOWA REPRESENTATIVE
SOUTHEAST ASIA



GLOBAL SERVICES

The Iowa Economic Development Authority's (IEDA) International Trade Office (ITO) organizes, virtual matchmaking, trade missions, trade shows and in-bound international buyers groups. Iowa businesses can also access international market research through [IEDA's global offices and representatives](#).

Virtual Matchmaking

To develop new markets, or expand existing, for Iowa products and services.

General Market Information

Preliminary market research to help identify market entry or expansion opportunities. Access a variety of data banks, business, economic and political information, trade statistics, directories and more.

Industry/Market Analysis

In-depth market information to determine market potential, competitors, distribution, requirements to conduct business and advertising channels.

Agent/Distributor/Sales Associate Search

Designed to help Iowa companies secure a list of potential collaborative partners, agents, distributors or other sales associates for suitability, capabilities and compatibility.

Customized Business Appointments

One-on-one appointments 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 in a local language or facilitation of a future meeting and next steps.

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Collaborators



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)

Financial Assistance

FY2018-22 (to-date) – State and Federal funding



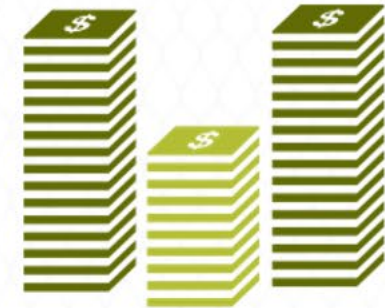
NUMBER OF
GRANTS

293



NUMBER OF
COMPANIES

124



RETURN ON
INVESTMENT

239.09

Colombia-Panama Mission 2019

Good visits with a mix of businesses. Really like the briefings of the markets before the industry visits – great information.

Mexico Mission 2022

This was a very well planned and executed mission. We were very busy but didn't cross into too much. I think we left a very good impression with our hosts. It was seen as a gesture that we went there first and that the trip was led by the Secretary of Agriculture.

DTAP & MTAP Grantee 2022

The STEP program is what has made it possible to have the success we have. All of our distributors have come as a result of STEP shows. We are currently selling into Mexico, India, Vietnam, Japan, Dubai as well as many other countries and all as a result of the STEP program because without this program we would never have been able to afford to attend the shows. . Also, we are working with IEDA on the MTAP program. Our goal is to have our website in 5-6 different languages.

ETAP & DTAP Grantee 2022

We have been tracking sales from shows where we got IDEA support and we feel because of IDEA we have increased our international sales by over a million dollars, and we have added two new full-time jobs in Iowa.

FY23 Inbound Delegations



FY23 International Programming

Date	Event	Location
October 19-22	FIGAP 2022	Mexico
November 15-18	EuroTier 2022	Germany
January 31-February 3	India Trade Mission	India
February 18-25	Agriculture Trade Mission	Japan & Korea
February 20-25	Korea Trade Mission	Korea
March 4-11	VIV Bangkok 2023	Thailand
March 24-April 1	Agriculture Trade Mission	Vietnam & Philippines

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