



# INTERNATIONAL TRADE

# GLOBAL FOCUS

Marketing managers of the Iowa Economic Development Authority's (IEDA) International Trade Office assist Iowa companies in developing and expanding export markets by offering:

**Individual Consultation** - Marketing managers serve as a valuable resource for export questions. From cultural etiquette to international documentation or market research, the International Trade Office provides solutions and resources to address export needs. Managers also provide tips regarding how to close the deal.

**In-house Training** - Specifically designed Training sessions include information on finance, documentation, marketing, transportation and other areas of the international transaction specific to a company and its products.

**Educational Seminars** - Seminars and workshops are held throughout the year at various locations around the state. Topic suggestions from Iowa companies are welcome.

**Trade Shows** - Trade shows are a great opportunity to meet potential buyers, test market interest and evaluate the competition. Receive help selecting appropriate international trade fairs and assistance with logistical support, show planning and follow-up.

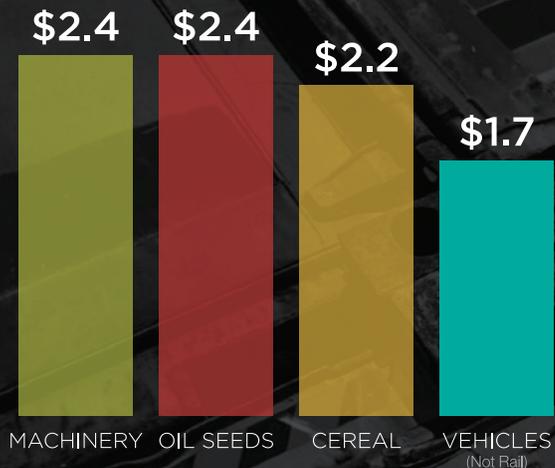
**Trade Missions** - Trade missions are efficient and cost effective to meet potential distributors, end-users and collaborative partners. The International Trade Office arranges trade missions throughout the year to various countries. A complete itinerary is arranged for each company, including individual, pre-qualified appointments. Current trade mission information is available at [iowaeda.com/intlevents](http://iowaeda.com/intlevents).

**Targeted Market Research and Support** - Iowa companies gain access to individualized assistance and support from Iowa's network of foreign offices and representatives in Asia, Europe and the Americas.

IN 2018,  
IOWA EXPORTED MORE THAN  
**\$18 BILLION**  
IN MANUFACTURED GOODS  
AND AGRICULTURAL PRODUCTS

## IOWA'S TOP EXPORT CATEGORIES

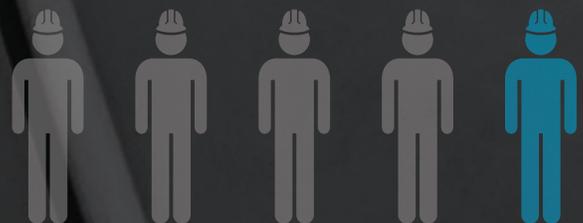
IN BILLIONS USD



SOURCE: WISERTrade, 2018

IOWA'S EXPORTS  
HAVE GROWN MORE THAN  
**5X FASTER**  
THAN STATE GDP SINCE 2003

SOURCE: WISERTrade and Bureau of Economic Analysis, 2018



INTERNATIONAL TRADE  
SUPPORTS OVER  
**1 IN 5 JOBS**  
IN IOWA

SOURCE: Business Roundtable, 2016

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

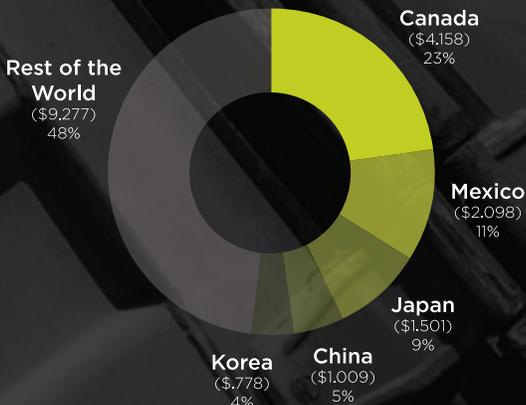
**CHINA**  
REPRESENTATIVE OFFICE  
Phoenix Consulting, LLC  
Beijing, China

**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  
**200**  
COUNTRIES AND TERRITORIES  
PURCHASE  
IOWA-MADE GOODS  
AND SERVICES



SOURCE: WISERTrade, 2018



# GLOBAL REACH

The International Trade Office collaborates with Iowa's global offices and representatives to provide individualized services to Iowa companies:

**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

**Trade Show Marketing and Support** - Helps Iowa companies identify trade show opportunities abroad, facilitates pre-show promotion and arranges meetings during or outside show times

**Customized Business Appointments** - One-on-one appointments and site visits 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  
[iowaeda.com/exports](http://iowaeda.com/exports)



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