

## GLOBAL FOCUS

The Iowa Economic Development Authority's (IEDA) International Trade Office 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 (see reverse), 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.

## IOWA OFFICE

A company interested in extending its global reach may contact an IEDA International Trade Office staff.

### Europe, North Africa and Middle East

- Peggy Kerr  
Team Leader  
515.348.6242 | [peggy.kerr@iowaeda.com](mailto:peggy.kerr@iowaeda.com)

### Americas and Southern Africa

- Andrea Smith  
Marketing Manager  
515.348.6240 | [andrea.smith@iowaeda.com](mailto:andrea.smith@iowaeda.com)

### Asia/Pacific

- Joseph Rude  
Marketing Manager  
515.348.6244 | [joseph.rude@iowaeda.com](mailto:joseph.rude@iowaeda.com)

### Agricultural Products – Worldwide

- Brad Frisvold  
Marketing Manager  
515.348.6241 | [brad.frisvold@iowaeda.com](mailto:brad.frisvold@iowaeda.com)

### Financial Assistance

- Lisa Longman  
Financial Assistance Administrator  
515.348.6243 | [lisa.longman@iowaeda.com](mailto:lisa.longman@iowaeda.com)

## IOWA ECONOMIC DEVELOPMENT AUTHORITY

1963 Bell Avenue, Suite 200  
Des Moines, Iowa 50315 USA

International: +1.515.348.6200

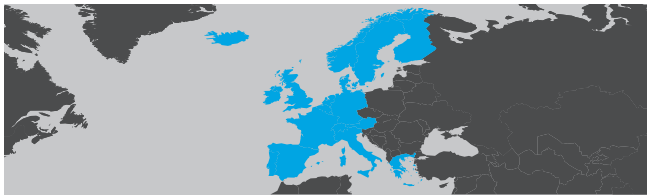
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### GLOBAL PRESENCE

The International Trade Office provides individualized services to Iowa companies utilizing IEDA's in-country representatives in the following markets:



**China** – Tractus Asia Ltd., providing services in China.



**Europe** – Iowa European Office, providing services in Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Malta, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom.



**Latin America** – Global BMT, providing services in Brazil, Chile, Colombia, Mexico and Peru.



**Southeast Asia** – Orissa International Pte Ltd., providing services in Hong Kong, Indonesia, Malaysia, Philippines, the Republic of China – Taiwan, Singapore, Thailand and Vietnam.

### GLOBAL SERVICES FOR IOWA COMPANIES

**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.

### MORE INFORMATION

For more information on the Iowa Economic Development Authority International Trade Office, visit: [iowaeda.com/exports](http://iowaeda.com/exports).