# INTERNATIONAL TRADE FINANCIAL ASSISTANCE PROGRAMS

IOWA economic development

Funding period: July 1, 2023 – June 30, 2024

The Iowa Economic Development Authority's (IEDA) International Trade Office (ITO) has programs to support export efforts of eligible small businesses in Iowa. Programs are funded in part through a grant from the U.S. Small Business Administration's (SBA) State Trade Expansion Program (STEP) Grant program.

## Market Trade Assistance Program (MTAP)

Projects involving a third-party providing any of the below services specific to international markets. Projects are reimbursed at 75% up to the maximum for the category. Companies may receive one grant for any of the below project items per funding period (July 1 – June 30).

- **Category A (Maximum $8,000)**
  - Design, translation and localization of brochure(s)/product information. **Printing not eligible*
  - Design, translation and localization of international advertisement for a specific country/region.
  - Required compliance testing of existing product for entry into an export market.
  - Website design/translation, search engine optimization and localization for a specific international market(s).
  - Oversight and maintenance/monitoring fee for search engine optimization (limited time within funding period).
  - E-commerce platform to accept international payments on company website.

- **Category B (Maximum $8,000)**
  - International attorney fees for trademark registration, foreign sales/distributor contracts.
  - Consultant services to identify and meet regulatory and certification standards of existing product for entry into an export market (i.e. CE, CCC, CUL, etc.).

Applications must be received at least two weeks prior to the start of the project and must be completed by end of funding period. Same projects cannot receive funding more than once.

## Export Trade Assistance Program (ETAP)

Exhibiting in-person at a trade show or participating in an IEDA trade mission outside the U.S.

## Domestic Trade Assistance Program (DTAP)

Exhibiting in-person at an international trade show in the U.S.

**Cap = $4,000 per grant**

ETAP/DTAP Eligible Expenses (reimbursed 75% other than per diem at 50%):

- Booth space
- Booth furnishings rental
- Booth construction and utilities
- Shipping to and from event
- Per diem for one representative (no receipts needed, per diem automatically calculated)

## ExporTech™

Participate in the ExporTech™ program through the Center for Industrial Research and Service. One grant per company.

**Cap = $2,500**

- Grant reimbursements calculated at 75% of actual eligible participation fee, up to maximum allowed amount.

## COMPANY ELIGIBILITY FOR PROGRAMS

Qualified companies must meet all criteria:

- For-profit company operating a facility in Iowa to process, manufacture, add value to product and/or distribute a product or provide an exportable service.
- Meets SBA guidelines of an eligible Small Business Concern on (two certification forms required) – see www.sba.gov/size. *Note: Company's primary NAICS code needed to look up maximum size.*
- Of U.S. origin OR at least 51% U.S. content (U.S. origin is defined as manufactured, processed, assembled, or enhanced in the U.S.).
- At least one company representative participating (if event).
- Be new to exporting, focusing on a new international market or have a new product to promote.
- Current on all past ITO grant reporting (9- and 18-month result surveys).

Only complete applications will be considered. Successful applicants are funded on a first-come, first-served basis to the extent funds remain available. Online application instructions and forms are available at www.iowaeda.com/international-trade/financial-assistance/. It is strongly recommended to use these instructions to obtain a complete and efficient submission, as well as throughout your grant.

Required Documentation (at time of application):

- Certification of Debarment form (dated in this funding period AND prior to event or start of project)
- Certification of a Small Business Concern form (dated in this funding period AND prior to event/start of project)
- Project quote from selected third party you choose; ExporTech™ paid registration; paid booth fee receipt (deposit or in full); signed legal contract; or mission participation fee paid
- Event/Project documentation
    - Event: General information (if DTAP, must include the show organizers documentation of international attendance at previously held event)
    - Project: If translation or website work – electronic copy/screenshot of "before"

## LIMITATIONS

- Companies may receive up to three ETAP/DTAP grants in a funding period (combined ETAP and DTAP) of which there is a maximum of two DTAP grants; one MTAP; and one ExportTech.
- Maximum of two times for the same show (count starts July 1, 2023, participation prior to that date does not count).
- DTAP eligible events: Must have documented, proven significant international attendance.
- MTAP grant limited to one for the same project work.
- Ineligible expense examples: printing, purchased equipment, airfare, memberships/sponsorships and registration fees (except ExporTech).
- Ineligible event examples: attending conferences, virtual shows/meetings, tabletop displays, shows without documented significant international attendance or company not exhibiting for international leads.

## APPLICATION/GRANT PROCESS

**Prior to Project/Event:**

1. Register as a user in idea.force.com (if not already). Approval/denial typically occurs in two business days.
2. Complete application, upload required documents and submit. A completed application approval can take up to two weeks.
3. If approved, the application is locked, and a grant is offered. From this point forward, all work will be completed in the grant.
4. Company signs grant agreement (electronically through Adobe).
5. IEDA signs grant agreement.
6. Company participates in event or completes project.

If exhibiting at a trade show, the Iowa Exporter graphic must be displayed in your booth at the event. A photo of the booth is required for reimbursement.

**After Project/Event:**

7. Within 60 days after project/event completion or by September 1, claim must be submitted. All claims must include proof of payment of expenses to be considered for reimbursement.
    - Booth photo (should include Iowa Exporter signage visible in photo).
    - Translation or website: electronic copy/screenshot of completed project.
    - Final paid receipts for eligible expenses only.
8. As part of the claim, an immediate results survey is required.
9. Complete claims are typically processed within two weeks of submission.
10. Reimbursement check is sent to company in approximately four to six weeks.

Grant recipients are required to provide updated results at nine and eighteen months after the project/event.

Iowa value-added food/wood companies may qualify for services offered through ITO's membership with Food Export-Midwest.

**To learn more, contact the Iowa International Trade Office:**
**515.348.6243 | international@iowaeda.com**

POWERED BY SBA
U.S. Small Business Administration