

INTERNATIONAL TRADE FINANCIAL ASSISTANCE PROGRAMS



Funding Period: July 1, 2022 – June 30, 2023

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. *These programs are NOT for domestic marketing purposes.*

Applications must be received prior to activity or project taking place: 45 or more days before trade show/mission; 10 or more days before an MTAP project start.

Market Trade Assistance Program (MTAP)

Projects involving a third-party providing any of the below services:

Category A – Maximum \$8,000 per grant

- Design, translation and localization of brochure(s)/product information (i.e., foreign market compliant labels, manuals/documents)
- Design, translation and localization of international advertisement for a specific country/region (digital/print)
- 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
- Online market listing fees

*Note: ITO recommends obtaining the Department of Commerce's Website Globalization Review Gap Analysis prior to application. <https://www.trade.gov/website-globalization-review-gap-analysis>

Category B – Maximum \$8,000 per grant

- 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 10 days prior to the start of the project and completed by end of funding period. Companies are limited to one (1) MTAP grant in each category, during this funding period (July 1 – June 30).

Export Trade Assistance Program (ETAP) – Exhibiting at a trade show or participating in an IEDA trade mission outside the U.S

Domestic Trade Assistance Program (DTAP) – Exhibiting at an international trade show in the U.S

Maximum \$4,000 per grant

- Companies may receive up to three grants in a funding period (combined ETAP and DTAP).
- Maximum of two times for the same show (this maximum is suspended to June 30, 2023).
- DTAP eligible events: Must have proven documented significant international attendance.

ETAP/DTAP Eligible Expenses:

- Booth space and furnishings rental
- Booth construction and utilities
- Shipping to and from event
- Per diem for one representative

ExporTech™

Participate in the ExporTech™ program through the Center for Industrial Research and Service

Maximum \$2,500 per grant

- Participation fee for ExporTech™

All grant reimbursements calculated at 75% (exception: per diem is 50% for travel) of actual eligible expense, up to the maximum allowed amount

Ineligible expense examples: printing, purchased equipment, airfare, memberships/sponsorships, conferences, registration fees (except ExporTech™)

Company Eligibility

Qualified companies must meet all criteria for the international trade financial assistance programs:

- 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
- Must be export-ready and seeking to export goods or services of U.S. origin or have at least 51% U.S. content
- Meets SBA guidelines of Small Business Concern: www.sba.gov/size
Note: Company's primary NAICS code needed to look up maximum size
- Not debarred, suspended, proposed for disbarment, declared ineligible or excluded from participation in programs by any federal or state agency
- Company has been in business a minimum of one year from application
- At least one company representative participating (if event)
- New to exporting, focusing on a new international market or have a new product to promote
- Current on all past ITO grant reporting

Required Documentation with Application:

- [Certification of Debarment form](#) (dated within last 6 months)
- [Certification of a Small Business Concern form](#) (dated within last 6 months)
- Companies are responsible for providing the activity documentation:

MTAP	ETAP	DTAP	ExporTech™
Quote from the selected vendor including scope of work and estimated cost	General show information such as dates, location, etc. (screenshot of website is acceptable)	General show information AND documentation from the last event of: <ul style="list-style-type: none"> • Total number of attendees • Number of attendees outside the U.S. • Total number of countries represented 	ExporTech™ Invoice

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 <https://www.iowaeda.com/international-trade/financial-assistance/>. Use these instructions to obtain a complete and efficient submission.

Application Process:

Detailed instructions are available at <https://www.iowaeda.com/international-trade/financial-assistance/>. It is strongly recommended to use the instructions. The process below is provided as a general overview. *Note: Google Chrome is recommended browser.*

Applications need to be submitted:

ETAP/DTAP: At least 45 days prior to the first day of the event

MTAP Project: At least 10 days prior to starting

Prior to Project/Event:

1. Register as a user in ieda.force.com (if not already). Approval/denial typically occurs in two business days. See instructions if you do not receive an approval/denial within two business days of registration.
2. Complete application, upload required documents and submit. A completed application approval can take up to two weeks. Be sure you have all required documents uploaded or application cannot be approved.
3. If approved, the application is locked, and a grant is offered. From this point forward, all work will be completed in the grant tab.
4. Company signs Grant Agreement through Adobe sign.
5. IEDA signs Grant Agreement and an executed copy is uploaded into ieda.force.com.
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 30 days after event/project completion, claim should be submitted. All claims must include proof of payment of expenses to be considered for reimbursement as well as matching invoice and proof of event or service provided by vendor.
 - Event: Include photo of booth or screenshot if virtual
 - Digital/Website: Electronic copy/screenshot of ad, ranking, translation, etc. (i.e. screenshot of Google Ad, Search Engine ranking)
 - Translation: Copy or document/screenshot of digital translation
8. As part of the claim, an immediate results survey is required.
9. Completed claims are typically processed within two weeks of submission.
10. Reimbursement check is sent to company approximately four to six weeks.

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

To learn more, contact the International Trade Office at 515.348.6243 or international@iowaeda.com

