

# INTERNATIONAL TRADE FINANCIAL ASSISTANCE PROGRAMS



June 1, 2021 – September 01, 2022

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. Projects are reimbursed at 75% up to the maximum for the category. \*Caps are maximum reimbursement during funding period.

### A (Cap = \$8,000)

- Design, translation and localization of brochure(s)/product information (i.e. foreign market compliant labels, packaging, technical manuals/documents)
- Design, translation and localization of all forms and channels of social media
- Design of digital international ad placements
- Design/translation of marketing media, including audio/video

### B (Cap = \$6,000)

- 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.)
- Required Compliance Testing of existing product for entry into an export market

### C (Cap = \$10,000)

- Design and develop websites with an international focus
- Website translation, search engine optimization and localization
- Oversight and maintenance/monitoring fee for search engine optimization (within funding period)
- Online market listing fees
- E-commerce platform, including hosting and/or maintenance fees
- Expenses to set up websites to accept international payments

Applications must be received at least two weeks prior to the start of the project and completed by end of funding period.

## 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.

### Cap = \$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 (maximum is temporarily suspended until December 31, 2022).
- DTAP eligible events: Must have proven significant international attendance.

**ETAP/DTAP Eligible Expenses:**

- Booth space/Virtual booth
- Booth 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

Cap = \$2,500

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

Ineligible expenses: printing, purchased equipment, airfare, memberships/sponsorships, registration fees (except ExporTech)

**COMPANY ELIGIBILITY**

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
- 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](http://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)
- Be new to exporting, focusing on a new international market or have a new product to promote
- Current on all past ITO grant reporting

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.

Required Documentation (at time of application)

- [Certification of Debarment form](#) (dated within last 6 months)
- [Certification of a Small Business Concern form](#) (dated within last 6 months)
- Project quote from selected third party; ExporTech paid registration; paid booth fee receipt or signed legal contract; mission participation fee paid
- Event/Project documentation
  - Event: General information
  - Project: If translation or website work: Electronic copy/screenshot of “before”

## APPLICATION – GRANT 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 works best for this system.*

### Prior to Project/Event:

1. Register as a user in [ieda.force.com](http://ieda.force.com) (if not already). Approval/denial typically 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 and uploads it into the grant system.
5. IEDA signs Grant Agreement and an executed copy is uploaded.
6. Company participates in event or 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 event/project completion or by September 1, claim must be submitted. All claims must include proof of payment of expenses to be considered for reimbursement.
  - Event: include photo of booth or screenshot if virtual
  - Translation or website: electronic copy/screenshot of completed project
8. As part of the claim, an immediate results survey is required.
9. Completed claims typically processed within two weeks of submission.
10. Reimbursement check 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](mailto:international@iowaeda.com)

