

EXPORT TRADE ASSISTANCE PROGRAM

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Iowa Department of Economic Development International Trade Office

SUPPORTING IOWA COMPANIES IN THE GLOBAL MARKET

ENTER NEW MARKETS

Participating in international trade shows and trade missions are among the most effective ways for companies to enter into new international markets or expand their visibility in existing markets. Trade shows offer the opportunity to meet potential buyers, test market interest and evaluate the competition. A trade mission can be a very efficient and cost effective means to meet potential distributors and buyers. Licensing agreements and joint ventures have also resulted from trade missions.



RECEIVE FINANCIAL ASSISTANCE

The State of Iowa offers financial assistance to Iowa companies who wish to take advantage of international trade shows and trade missions to enter new markets. Through the Export Trade Assistance Program (ETAP), the International Office will reimburse up to 75 percent of an Iowa company's eligible direct expenses in attending a qualified trade show/mission taking place outside of the United States, up to \$3,000 per pre-approved event. Companies can access these funds up to two times during the fiscal year.

ETAP ELIGIBILITY REQUIREMENTS

To be eligible to participate in ETAP, applicants must meet the following criteria:

- Employ fewer than 500 individuals
- At least 75 percent of applicant's total number of employees must be located within Iowa
- Exhibit products or services or samples of Iowa manufactured, processed or value added products or agricultural commodities in conjunction with a foreign trade show or trade mission
- Have at least one full-time employee or sales agent participate in the event
- If company has utilized the ETAP program in the past, they must have completed follow up surveys from previous grants

Utilization of the ETAP funds shall be limited to the following:

- Two events this state fiscal year (July 1–June 30)
- Participation in the same trade show not allowed in consecutive years
- Participation in the same trade show a maximum of two times
- One trade show in a specific country per state fiscal year

Qualifying expenses from trade shows include:

- Booth space rental
- Booth construction at show site
- Booth equipment and/or furniture rental
- Booth utility costs
- Freight costs of equipment and/or exhibit materials to and from show
- Interpreter fee
- Per diem for one employee for the duration of the event (per diem rates calculated at 50 percent of the U.S. Dept. of State Standardized Regulations)



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Qualifying expenses from trade missions include:

- Participation fees for trade missions sponsored by the Iowa Department of Economic Development, U.S. Department of Commerce or the U.S. Department of Agriculture.
- Per diem for one employee for the duration of the event (per diem rates calculated at 50 percent of the U.S. Dept. of State Standardized Regulations)
- Interpreter, if not included in participation fee
- Freight costs of product samples for meetings



APPLY NOW

Applications for the Export Trade Assistance Program should be submitted at least 30 days prior to the event to ensure ample time for review, approval and signatures to be obtained prior to the event. Successful applicants will be funded on a first-come, first-served basis to the extent funds are available.

To receive an ETAP application, contact:

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Iowa Department of Economic Development
200 E. Grand Avenue
Des Moines, Iowa 50309 USA
Telephone: 515.725.3139
Fax: 515.725.3010
Email: international@iowa.gov

For more information on these and other programs, contact the Iowa Department of Economic Development (IDED)
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