

INTERNATIONAL TRADE FINANCIAL ASSISTANCE PROGRAMS



Funding period: July 1, 2024 – June 30, 2025

The Iowa Economic Development Authority's (IEDA) Global Business Team 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 grant of \$8,000. Companies may receive one grant for any of the below project items per funding period (July 1 – June 30).

- Design, translation and localization of brochure(s)/product information.
- 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.
- International attorney fees for distributor contracts.

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.

Eligible expenses reimbursed at 75% up to the maximum grant amount \$4,000

ETAP/DTAP Eligible Expenses:

- Booth space or trade mission participation fee
- Booth furnishings rental
- Booth construction, cleaning and utilities
- Shipping to and from the trade show
- Show media services (i.e. lead retrieval system)

Applications must be submitted at least 45 days prior to the start of the event. Please note: Travel expenses are not eligible expenses.

ETECH (ExporTech™)

Participate in the ExporTech™ program through the Center for Industrial Research and Service (CIRAS). One grant per company. Reimbursed at 75% up to a maximum of \$2,500.

Apply two weeks or more before starting program.



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.
- 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 grant(s) reporting (9- and 18-month result surveys) and in good standing on other IEDA programs.

In addition to the above criteria, companies must qualify under STEP and/or State specific requirements below:

- 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 (size includes all affiliate companies).*
- 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.).

AND/OR

- By EIN, 500 or less employees with at least 75% employed in Iowa.

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/internationaltrade/financial-assistance/.

It is strongly recommended to use the instructions for a complete and efficient submission.

Required Documentation (at time of application):

- Certification of Small Business Concern and Certification of Debarment forms (dated in this funding period AND prior to event or start of project. Funding period noted on page 1 in the header.)
- Events: Paid booth/registration fee (deposit or in full), signed legal contract or for MTAP projects quote from selected third party you choose
- Event/Project documentation (name, location, dates; scope of work) NOTE: If DTAP, must include the show organizers documentation of international attendance at previously held event
- Electronic copy of your company brochure or product brochure (screenshot of website will be accepted)

LIMITATIONS

- Companies may receive up to three grants in a funding period of which there is a maximum of two DTAP grants.
- 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: travel, printing, purchased equipment, airfare, and memberships/sponsorships.
- 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 before July 30 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 the Global Business Team's membership with

[Food Export-Midwest](#).

To learn more, contact the Iowa International Trade Office:
515.348.6159 | etap@iowaeda.com

