

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).

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 a maximum of \$8,000. Companies may receive one grant for any of these project items per funding period:

- 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 (for a limited time within the funding period).
- E-commerce platform to accept international payments on the company website.
- International attorney fees for distributor contracts.
- Consultancy services for preparing an Export Readiness Report, conducted by a contractor selected by IEDA.

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

ETAP/DTAP projects are reimbursed at 75% up to a maximum of \$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.

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

EXPORTECH™

Participate in the ExporTech™ program through the Center for Industrial Research and Service. Projects are reimbursed at 75% up to a maximum of \$2,500. One grant is allowed per company.

Apply two weeks or more before starting the program.

COMPANY ELIGIBILITY FOR PROGRAMS

Qualified companies must meet all criteria:

- Be a for-profit company operating a facility in Iowa to process, manufacture, add value to a product and/or distribute a product or provide an exportable service.
- (for events) Have at least one company representative participating.
- Be new to exporting, focusing on a new international market or promoting a new product.
- Be current on all past grant(s) reporting — including nine- and 18-month results 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:

- Meet SBA guidelines of an eligible small business concern. Two certification forms are required. See sba.gov/size. Note: A company's primary [North American Industry Classification System](#) code is needed to look up maximum size, which includes all affiliate companies.
- Be 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 employer identification number, have 500 or fewer 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 iowaeda.com/international-trade/financial-assistance/.

It is strongly recommended to use the [instructions](#) for a complete and efficient submission.

REQUIRED DOCUMENTATION

(at the time of application)

- [Certification of small business concern](#) and [certification of debarment](#) forms, which must be dated within the current funding period (July 1, 2024 – June 30, 2025) AND prior to the event or start of the project.
- (for events) Paid booth/registration fee — deposit or in full — and a signed legal contract. Or, for MTAP projects, a quote from a third party of your choice.
- Event/project name, location, dates and scope of work. If a DTAP project, include the show organizer's documentation of international attendance at a previously held event.
- Electronic copy of your company brochure or product brochure. A screenshot of your website will be accepted.

LIMITATIONS

- Companies may receive up to three grants in a funding period, for which there is a maximum of two DTAP grants.
- A maximum of two grants is allowed for the same show. (Participation prior to July 1, 2023, does not count.)
- For DTAP-eligible events, you must have documented and proven significant international attendance.
- MTAP grants are limited to one for the same project.
- **Ineligible expenses:** travel, printing, purchased equipment, airfare and memberships/sponsorships.
- **Ineligible events:** attendance at conferences or virtual shows/meetings, tabletop displays, attendance at shows without documented significant international attendance, as well as exhibits that aren't aimed at international leads.

IOWA ECONOMIC DEVELOPMENT AUTHORITY

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APPLICATION /GRANT PROCESS

Prior to project/event:

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

If exhibiting at a trade show, the [IEDA/SBA logos](#) must be displayed in your booth at the event. A photo of the booth is required for reimbursement.



After project/event:

Within 30 days after the event/project is completed, or before July 30, 2025, a claim must be submitted. All claims must include:

- Proof of payment of expenses to be considered for reimbursement.
- Booth photo, with the IEDA/SBA logos visible.
- (for MTAP translation/website services) An electronic copy/screenshot of the completed project.
- Final paid receipts for eligible expenses only.
- Completion of an immediate results survey.

Complete claims are typically processed within two weeks of submission. If approved, a reimbursement check is sent to the company in approximately four to six weeks.

Grant recipients are required to provide updated results at nine and 18 months after the event or project is complete.

Iowa value-added food/wood companies may qualify for services offered through the Global Business team's membership with [Food Export-Midwest](#).

For more information about the Global Business team, contact the Iowa Economic Development Authority (IEDA)
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