

# GLOBAL BUSINESS SERVICES



## IOWA'S GLOBAL FOCUS

The Iowa Economic Development Authority's (IEDA) Global Business team provides various export and trade services to Iowa companies. The team assists companies in developing and expanding export markets by offering:

- **Individual Consultation** – Assistance with export questions and topics such as international documentation, transportation, finance, market research and more.
- **Global Market Assistance** – Support from Iowa's network of global offices and representatives (see map on next page), ready to provide customized assistance in respective international markets.
- **Educational Seminars** – Seminars and workshops held throughout the year at various locations.



- **Trade Shows** – Guidance in selecting appropriate international trade fairs, along with assistance for logistics, show planning and follow-up.
- **Trade Missions** – Annual opportunities for individual company appointments. A complete itinerary is arranged for each company, including individual, prequalified appointments.
- **Financial Assistance Programs** – Support for eligible companies participating in international trade shows, trade missions or international compliance and marketing efforts.
- **Partner State Program** – Coordination of government and business-related exchanges associated with Iowa's seven international partner states, which maintain cultural and educational connections with Iowans.

## GLOBAL BUSINESS TEAM

A company interested in extending its global reach may contact an IEDA Global Business team member.

### Manufacturing and Service Industries

Amber Rodgers  
Global Business Team Lead  
515.348.6188 | [amber.rodgers@iowaeda.com](mailto:amber.rodgers@iowaeda.com)

Andrea Smith  
International Marketing Manager  
515.348.6240 | [andrea.smith@iowaeda.com](mailto:andrea.smith@iowaeda.com)

Madison Nelson  
Global Business Coordinator  
515.348.6239 | [madison.nelson@iowaeda.com](mailto:madison.nelson@iowaeda.com)

### Agricultural Products

Brad Frisvold  
International Marketing Manager  
515.348.6241 | [brad.frisvold@iowaeda.com](mailto:brad.frisvold@iowaeda.com)

### Partner State Program

Leigh Carlson  
International Relations Coordinator  
515.348.6265 | [leigh.carlson@iowaeda.com](mailto:leigh.carlson@iowaeda.com)

### Financial Assistance

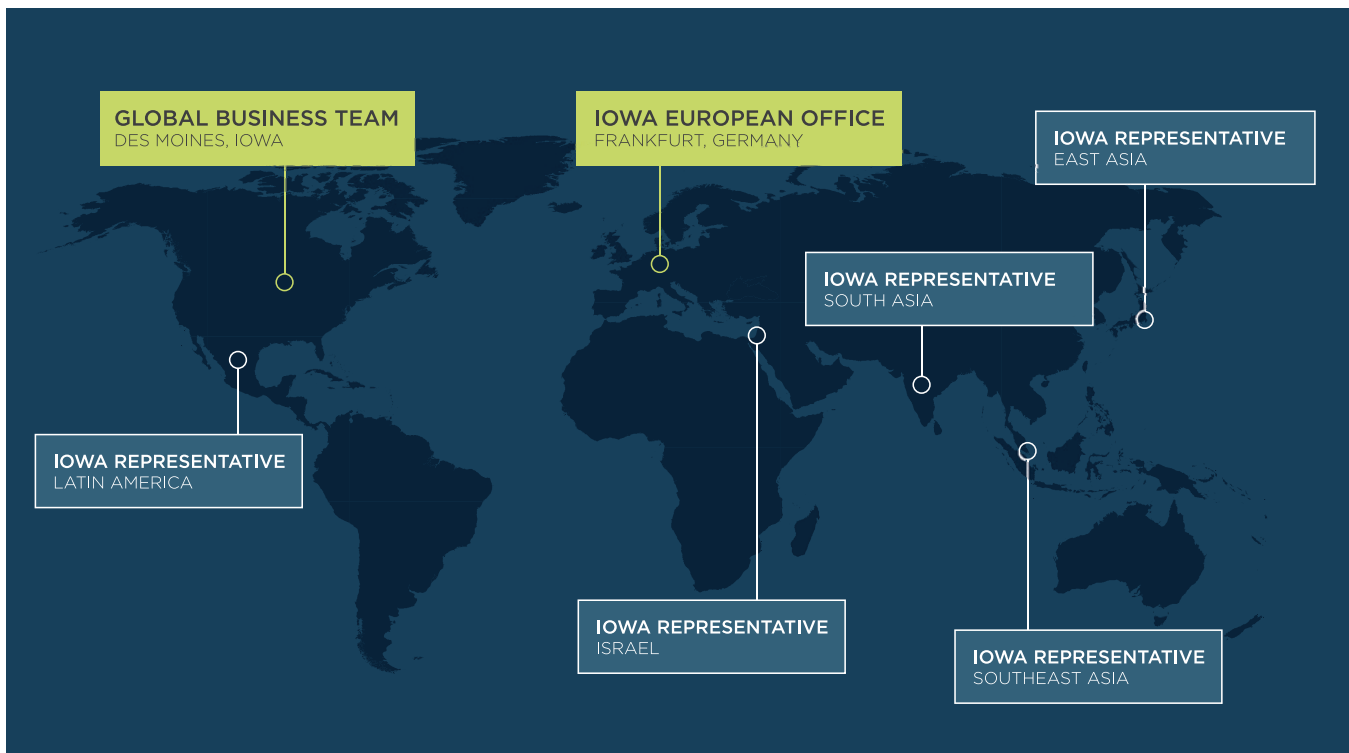
Lisa Day  
Grants Manager  
515.348.6159 | [lisa.day@iowaeda.com](mailto:lisa.day@iowaeda.com)

## IOWA ECONOMIC DEVELOPMENT AUTHORITY

1963 Bell Avenue, Suite 200  
Des Moines, Iowa 50315 USA

International: +1.515.348.6200

Domestic: 1.800.245.4692



## GLOBAL SERVICES FOR IOWA COMPANIES

Iowa companies can utilize IEDA's in-country representatives from various markets around the world for a variety of individualized services.

**General Market Information** – Preliminary research to help identify market entry or expansion opportunities, including business, economic and political data, trade statistics, directories and more.

**Industry/Market Analysis** – In-depth insights on market potential, competitors, distribution channels, business requirements and advertising options.

### **Agent/Distributor/Sales Associate Search** –

Assistance in identifying and vetting potential agents, distributors or other sales associates for suitability, capabilities and compatibility.

**Customized Business Appointments** – One-on-one meetings with prospects or local professional service providers specializing in legal, financial, logistics and other business consulting needs.

**Follow-Up Services** – Assistance with follow-up communications in local languages, as well as facilitation of future meetings and next steps.

## MORE INFORMATION

For more information on IEDA's Global Business services, visit: [iowaeda.com/exports](http://iowaeda.com/exports).