

Global Opportunities

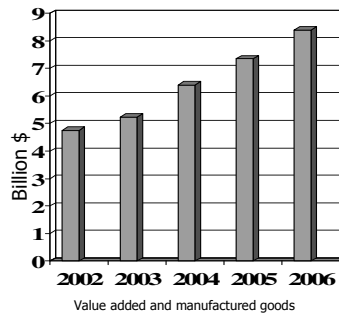
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IOWA
life | changing

Panama Canal

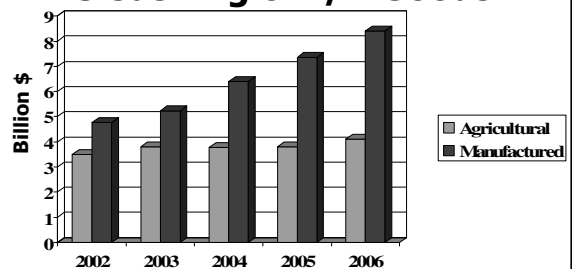
Exports = Jobs

- More than one in 16 jobs relies on non agricultural exports
- 6.8% of Iowa's total private sector employment
- 15.5% of Iowa's manufacturing workforce



Source: Int'l Trade Administration, Bureau of Census, 2003 data (does not include export of services)

Comparison of Agricultural versus Mfg & V/A Goods



Ag statistics provided by USDA
Mfg and V/A statistics provided by Global Trade Information Services (Does not include export of services)

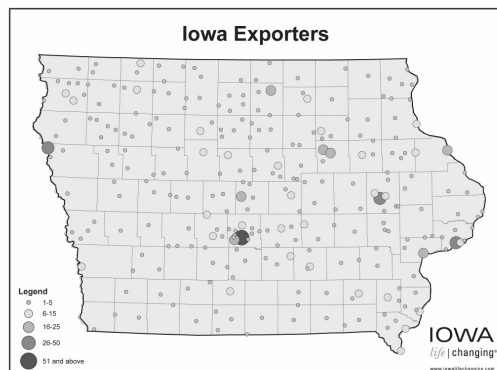
Iowa's products and services were exported to more than 185 countries in 2006

2,245 companies exported goods from Iowa locations in 2005

Of those companies, 81% (1,811) have fewer than 500 employees (Small and Medium Size Enterprise – SME)

Source: Exporter Data Base, ITA, Bureau of Census (Does not include export of services)

Iowa Exporters



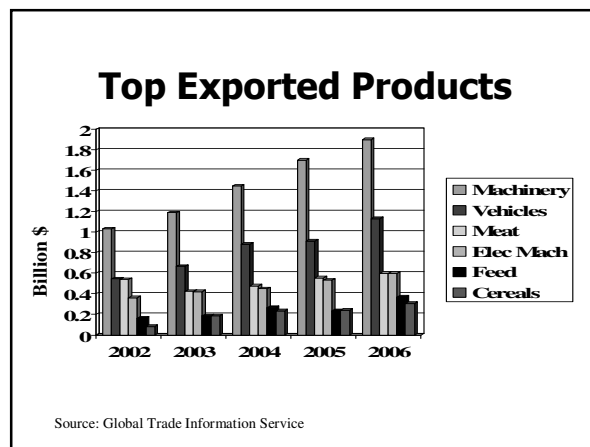


Iowa's Top 10 Export Markets-2006

Country	\$ Billion	% Change (2005/2006)
Canada	\$3.065	20.0
Mexico	1.284	15.3
Japan	.654	-2.2
Germany	.396	4.7
UK	.245	-4.4
China	.244	25.5
France	.243	5.4
Australia	.199	8.3
S. Korea	.187	34.0
Russia	.122	73.7
		Hong Kong

Top Export Products - 2006

Machinery	\$1.903 Billion
Vehicles	1.137
Processed Meat	.597
Electric Machinery	.596
Food Waste/Animal Feed	.368
Cereals	.306
Iron & Steel	.288



1st & 2nd Qtr. 2007 Exports to Japan

Overall exports are up more than 13%

- Meat exports increased 10.7%
- Animal Food and Feeds increased 38%
- Electrical Machinery increased 42%
- Oils Increased 2,932%

IDED's International Marketing Office

Strengthen Iowa's presence in the international marketplace

Promote Iowa products and services internationally

Educate Iowa business people on topics related to exporting and doing business in other countries.

Attract foreign investment into the state

Foreign Direct Investment

- More than 200 foreign-controlled companies
- Employing over 36,200 Iowans
- 54% of FDI jobs in the manufacturing sector
- FDI = 8.7% of Iowa's total manufacturing

Source: 2004, Bureau of Economic Analysis

Iowa - Foreign Offices

- **Des Moines**
- **Frankfurt**
- **Tokyo**
- **Mexico City**
(contract relationship)

Marketing Specialists

- **Grain Products**
- **Livestock Products**
- **Manufacturing**
- **Foreign Direct Investment**

Export Promotion Programs

- Trade missions
- Trade shows
- Hosting foreign delegations
- Educational conferences/workshops
- Company consultations
- Export Trade Assistance Program (ETAP)

Foreign Delegations

- Contacts & itinerary planning
- Business matching
- Logistical support
- Meeting with state leaders
- Tours of Iowa institutions
- Receptions, events

Are You Export Ready?

- The product should be selling profitably in one market first
- The product should have a clear competitive advantage
- Understand the distribution system
- Management must be committed to opening a new market
- Know the culture

Market Entry Strategy

- End User
- Distributor/Representative
- Licensing Agreement
- Joint Venture
- Strategic Alliance



Moving Your Product

Land
Truck
Rail



Air

Ocean



A Company That Exports . .

- Pays higher wages
- Offers better employee benefits
- Spends more on R&D
- Is more productive
- Has higher value sales than non-exporting firms



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