



Global Business Services

Anne McMahon | Business Development Manager
Iowa Economic Development Authority

Global Business Services

- Business Development
- International Trade
- Partner State Program

Global Business Services

○ **Business Development**

○ International Trade

○ Partner State Program



Business Development

- Expands and attracts business development in Iowa
- Fields of focus and expertise:
 - Advanced Manufacturing
 - BioScience
 - Renewable Fuels
 - Insurance / Financial Services
 - Data Centers
- Exercises Economic Development Approaches
 - Understand and nurture existing industry
 - Entrepreneurial development
 - Recruit new industry

Business Development Contacts



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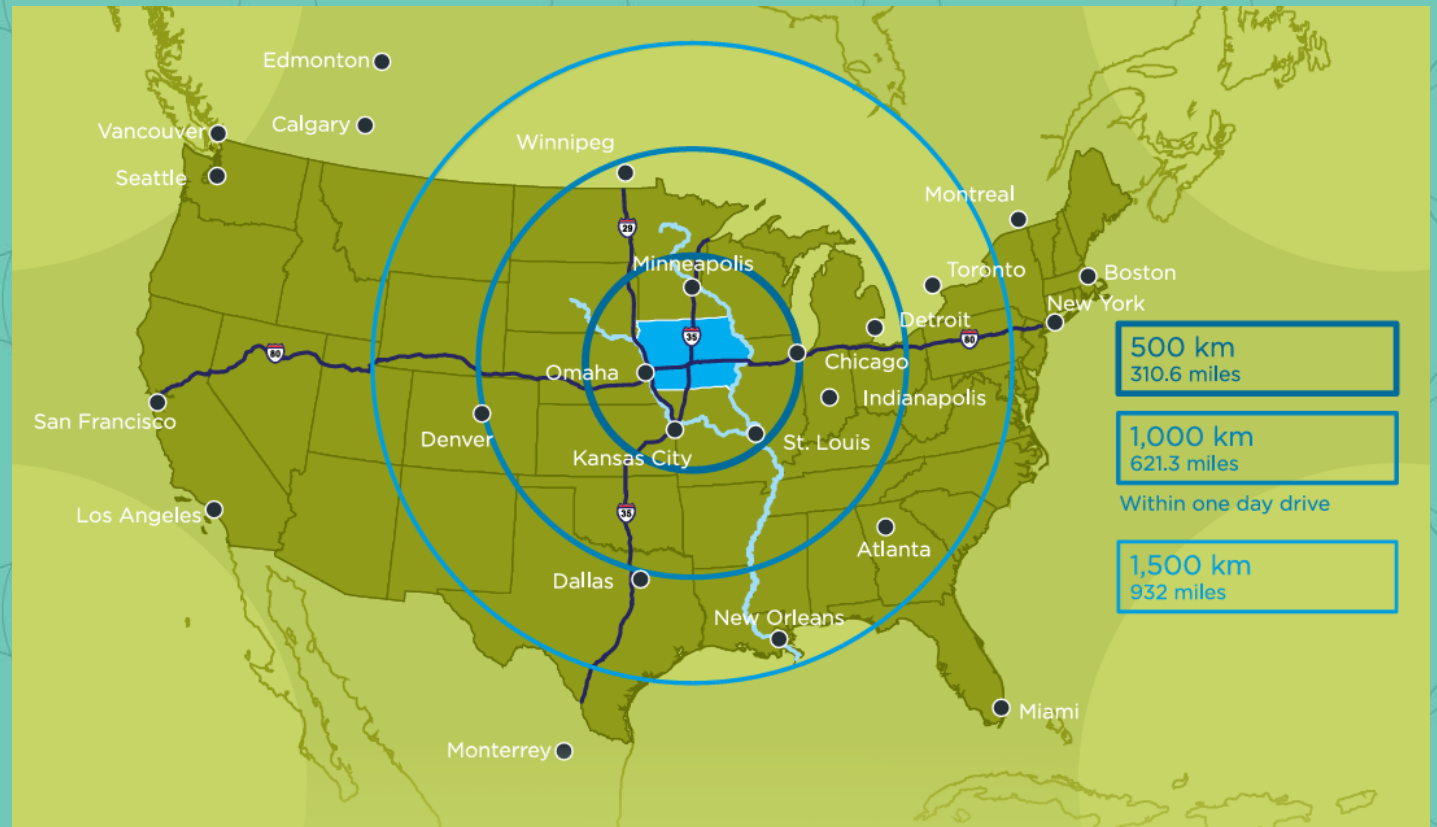
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Importance of Existing Industry

- 70-80% of job creation comes from existing industry.
 - Creating jobs from existing Iowa companies is key to growing our state's economy.
- IEDA works closely with community/county/regional economic development contacts to communicate with existing industry and to understand their needs.
- Out-of-state headquarter calls are important.
 - Governor Trips and Project Manager Territory Sales Trips

How We Market Iowa

- ThisIowa.com
 - Marketing campaign – Economic Development & Tourism
 - Quality of Life
 - Attractions
 - Talent Attraction
 - Message Pillars:
 - Affordability
 - Economic Viability
 - Natural Beauty
 - Culture & Lifestyle
- Work closely with local economic development partners
- Existing industry calls; out-of-state HQ calls



How We Market Iowa

- Attend targeted trade shows, conferences, and other networking events
- Conduct staff territorial sales visits
- Governor business calls
- Work with site selection consultants
- Advertising campaigns; social media
- IEDA Website
- LOIS (Location One Information System)



Iowa's Value Proposition

- Central North America geographic location for effective global supply chain logistics
- Low cost of living and doing business
- Right-to-work state
- Refundable research and development activities tax credit
- Educated, productive and stable workforce
- Flexible job training programs that provide customized training for new and current employees
- Direct financial assistance and tax benefit programs for job creation and new capital investment projects
- National leader and key innovator in renewable energy and sustainability

Iowa Business Advantages

- Tax reform:
 - Flat income tax for all Iowans – reached 3.8% in 2025!
 - Also eliminated taxes on retirement income and inheritance.
 - Lowers Corporate income tax rate gradually to 5.5%
- Single-factor, non-unitary corporate income tax structure
- No personal property tax in Iowa
- No property tax on new machinery and equipment purchases
- No sales and use tax on industrial machinery and equipment purchases
- No sales tax on materials used in the manufacturing process
- No sales tax on purchases of electricity or natural gas used directly in the manufacturing process

Business Recruitment Process – How We Work

- Identify the needs of client/project
- Perform research
 - Location One Information System (LOIS) - website that inventories Iowa available buildings, sites and community information
- RFI's (Request for Information) sent to regions/communities that can meet the needs of the client – depending on project request
- Package response information and provide to client
- Client assesses the information and decides the next step – which areas to pursue

Business Recruitment Process – How We Work

- Client continues to narrow the options; we continue to position Iowa as the expansion location
- We manage the process and continue communication with the company through the decision-making process
- Represent appropriate assistance programs
- Connect the company with IEDA finance team, who manages the application process

Recruitment projects can take years to make a final decision.

Business Development Highlights

The IEDA's business development contacts:

- Work directly with companies on expansion and retention projects
 - Existing industries
 - Recruitment of businesses
- Position Iowa as the location for business and business growth
- Address all questions and information needs of businesses
- Work directly with community/county/regional economic developers

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International Trade Contacts



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International Trade

- Provides technical trade assistance for product exportation
- Offers trade assistance grant opportunities
- Conducts international trade missions

Iowa's Global Presence



Available services:

- Market Representation
- Overseas Business Development
- Agricultural-Focused Trade Initiatives
- Commercial Industry Interests

Iowa Needs Exports

- 80% of the world's purchasing power is outside the US
- 92% of the world's economic growth is outside the US
- 95% of the world's consumers live outside the US
- 98% of America's exporters are small businesses
- Today more than 40 million American jobs depend on trade



2,823 Iowa Companies

Source: ITA 2022

Iowa Top Export Categories 2024

(Per HS Category - Billions of USD)



Oil Seeds
\$3.62



Meat
\$3.19



Cereals
\$2.52



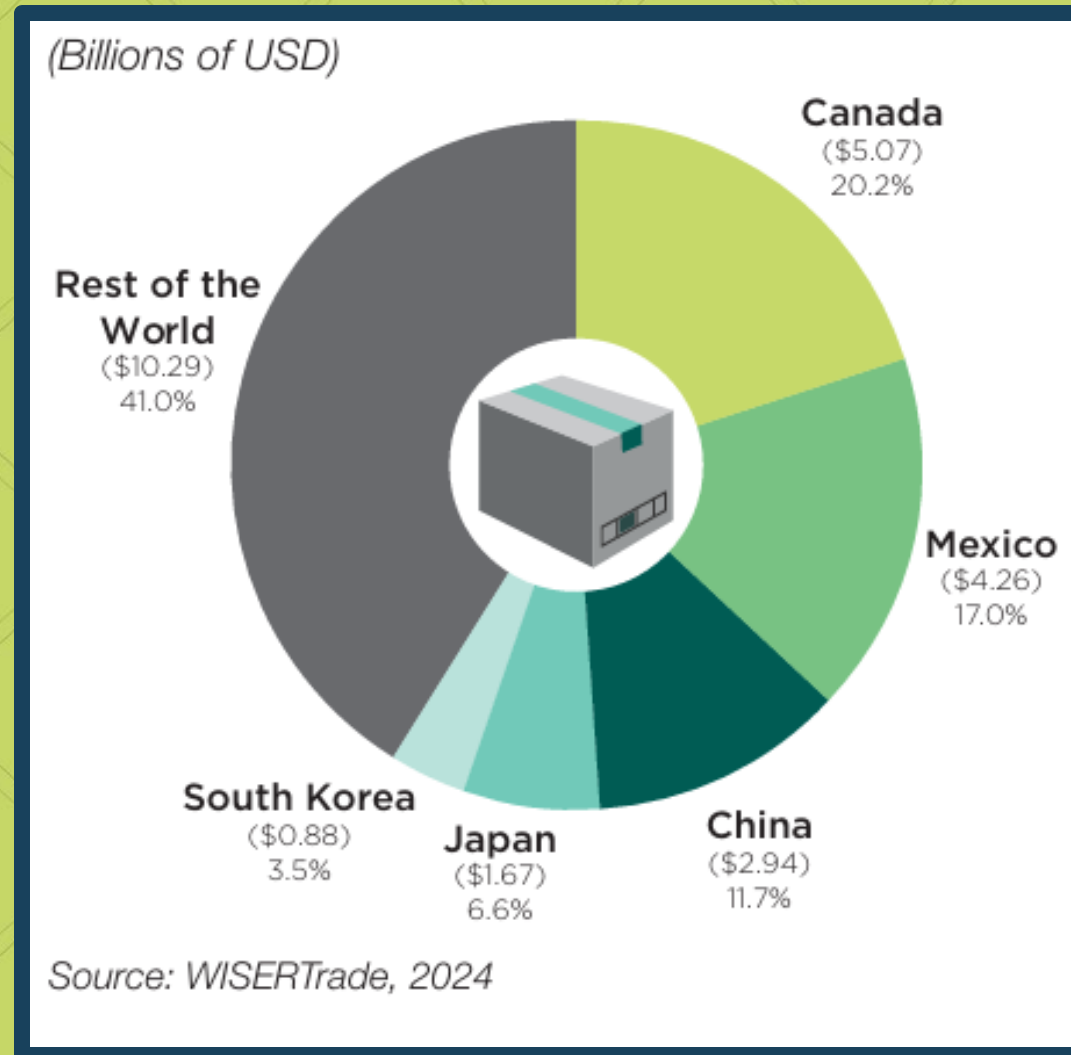
Machinery
\$2.30



Animal Feed
\$2.03

Source: WISERTrade, 2024

Iowa Top Export Markets 2024



Iowa Export Facts – Agriculture

- Overall Value of Agriculture Exports – \$13.7 billion
 - Second only to California
- First in the Nation
 - Pork: \$2.9 billion
 - Corn: \$2.4 billion
 - Feed Grain: \$1.7 billion
 - Eggs: \$270 million
- Second in the Nation
 - Soybeans: \$3.5 billion
- Fourth in the Nation
 - Beef: \$578 million



Technical Trade Assistance

- Individual Consultation
- In-house Training
- Educational Seminars
- Online Education Calendar
- Online Trade Resources
- General Market Information
- Market Research
- Pre-screening of Potential Customers/Partners
- Appointment Scheduling
- Trade Show Support
- Virtual Match-making
- Trade Missions

Grant Opportunities – STEP

○ MTAP

- Market Trade Assistance
- Cap= up to \$8,000 (75% reimbursed)
- Projects involving a third-party providing variety of international marketing services

○ ETAP

- Export Trade Assistance Program
- Cap= \$4000 (75% reimbursed)
- Exhibiting at a trade show or IEDA trade mission outside of the USA

○ DTAP

- Domestic Trade Assistance Program
- Cap= \$4000 (75% reimbursed)
- International Trade Show in the USA – must have significant international attendance
- Examples: World of Concrete, ConExpo, Farm Progress Show, World Dairy

IEDA Led Trade Missions

- Trade missions offer a cost-effective means to meet potential international customers and partners
- IEDA has partners or consultants in local markets
- Pre-trip market research and vetting
- IEDA/Consultant arrange business appointments for each mission member with detailed planning and screening process
- Itineraries are individualized
- Travel and logistics support as a group
- Virtual or individual options available

Trade Missions to India

September 2024 & 2025

Governor Led
Secretary of Agriculture
Commodity Groups
Economic Development
Commercial Companies



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Partner State Program Contacts

Iowa's Partner State Program is administered between a public private partnership between the IEDA and the Iowa International Center (IIC) who oversee Iowa's official international partnerships.



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Partner State Program's Purpose

Iowa's Partner State Program exists to serve Iowans by providing opportunities to further civilian's engagement with the world in economic and cultural capacities.

People do business with people they know.

- IEDA business services, when coupled with regional contacts, further open doors.
- Cultural projects and events are driven by citizen volunteer committees – all are welcome to join the fun!



Partner State Program – Our Partners

A partner state is a foreign territory (state-equivalent or country) that participates in a commitment with Iowa to be friendly partners.



The Typical Partner State Process

- Organic friendships among citizens
- Conversations between governments
- Establishment
 - The partner state status is established via a memorandum of understanding (MOU) that outlines areas of cooperation such as industry sectors, education, and the arts
- Maintenance
 - Government leaders, their staff, and their citizens are responsible for recognizing, enjoying, and maintaining the partner state relations.



Partner State Programming Specialties



Public Diplomacy

- Government (State and Municipal)
- Trade and Commerce
- Business Investment
- Agriculture
- Judicial
- Military (National Guard)



Citizen Diplomacy

- Social
- Education (K–12, University)
- Health
- Sports
- Arts

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