

International Trade Office

Supporting Iowa industries to be more innovative, competitive and profitable by assisting in development and/or expansion of international markets for their company's products and/or services.



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What's the difference between SALES and MARKETING?

Marketing

Create the need

Sales

Satisfy the need

International Marketing

Direct

Indirect

Collateral materials

Web sites

Social web networking



What works at home may not work in another country

Strategic Alliance

Direct Export

Distributor/Representative

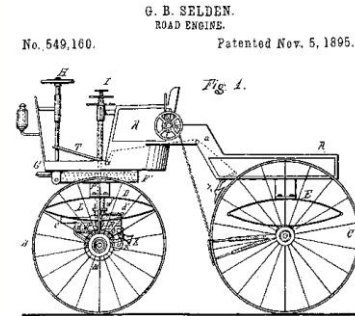
Joint Venture

Licensing Agreement

Outsourcing



Huh??



To Patent or not to Patent

Incoterms Internationally accepted terms of sale

UPC600 The latest version of the rules that govern letters of credit transactions worldwide

Harmonized System & Electronic Export Information (EEI), serves the dual purpose of providing export statistics and export control. The EEI reports all pertinent export data of an international shipment transaction.

Export Compliance – Why you should care



Payment Methods

Open Account

Advance Payment

Documentary Collection

Documentary Credit

International Credit Insurance

Credit Card Payments

Payment by Check (Canada)



Transportation

Land

Truck

Rail

Ocean

Container

Break-Bulk

Bulk

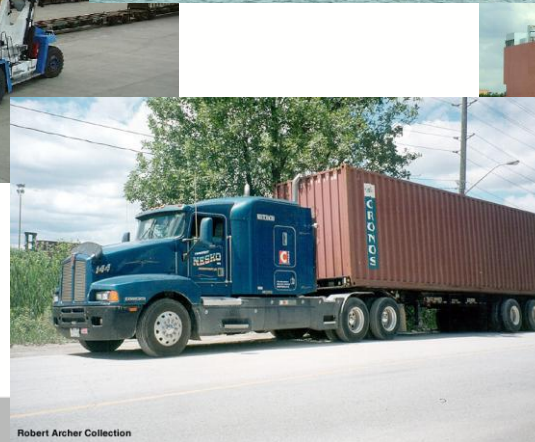
Ro/Ro

Barge

Air

Consolidation

Multi-Modal



Robert Archer Collection

Sourcing Myths

» Evaluating Your Sourcing Decisions

- Rule of Law – protect your product
- Country stability
- Update effect of FTA's
- Keep your process flexible and innovative
- Create an internal infrastructure & establish an evaluation process (do the math!!)
 - Continue to evaluate and reevaluate

Getting Started

- » **What is your product/service and is it exportable?**
- » **Adjust your product/service for the market**
- » **Market Research –**
 - Primary
 - Secondary
- » **Define your global region**
 - Where have those unsolicited trade leads been coming from?
- » **Determine how much money you are willing to lose . . . ?**
 - Due Diligence
- » **Commitment to the international marketplace**
- » **Resources: Federal, State, Local, Free**

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