



# International Trade Administration—Fostering Iowa's **Competitiveness and Job Growth Through Trade**

## Helping Iowa companies export, penetrate new markets, and protect their interests abroad.

As the trade promotion arm of the U.S. Department of Commerce's International Trade Administration, the U.S. Commercial Service (CS) helps thousands of companies—more than 85 percent of which are small and medium-sized businesses—export goods and services worth billions of dollars every year. Located in 109 offices in 48 states, as well as in 124 offices in nearly 80 countries, our global network of trade experts provides U.S. companies with the market intelligence, trade counseling, business matchmaking, and commercial diplomacy they need to succeed in international markets.

## Why Iowa companies should export:

- Over 95 percent of the world's customers are located beyond U.S. borders
- Exporters realize higher employment growth than non-exporters
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business
- Export wages are typically 13–18 percent higher than non-export wages

## Export Successes in Iowa

**Cemen Tech** is an Indianola, IA, manufacturer of truck mounted cement mixing products that sought CS Des Moines office expertise to discuss a potential export sale to Kazakhstan. The CS provided counseling, market research, information on certificates of origin, harmonized tariff schedules, and U.S. Export-Import Bank financing. After leveraging these services, Cemen Tech successfully completed its sale to Kazakhstan.

**Diamond V Mills, Inc.** of Cedar Rapids, a manufacturer of animal feed products, tapped CS Des Moines for assistance in obtaining the release of its product shipments to Turkey. Turkish authorities had refused to clear the shipment due to a health certificate technicality. The CS in Istanbul and USDA Foreign Agricultural Service were contacted and began advocating on Diamond's behalf, consulting with the Turkish Ministry of Agriculture. After many phone calls, e-mails, and direct advocacy on the part of CS Istanbul, the goods were finally released from customs with no special or "new" forms required, resulting in a \$1 million export.

## *ITA Impact on Iowa (FY 09–10)*

- *CS-Facilitated Export Value: \$1,040,026,940*
- *Companies Served: 110*
- *Jobs Supported by Exports: 5,622*
- *Top Industries Served:*
  - *Construction Equipment*
  - *Electrical Power Systems*
  - *Agricultural Machinery, Eq. & Services*
- *Export Markets: 60*
- *Active CS Clients: 459*

## U.S. Commercial Service Iowa

Des Moines  
(515) 284-4590  
[buyusa.gov/iowa](http://buyusa.gov/iowa)

**The U.S. Commercial Service supports the President's National Export Initiative**