



State Trade & Export Promotion (STEP) Global NY Exports Grant Application

INTRODUCTION

The U.S. Small Business Administration (SBA) and Empire State Development (ESD) are offering funds through the State Trade and Export Promotion (STEP) Global NY Exports Grant Program to qualifying small businesses. This program seeks to increase the number of small businesses that begin to export and increase the value of exports for small businesses that currently export. Approved funds under the STEP Global NY Exports initiative will assist New York State small businesses in:

- Participation in foreign trade missions
- Foreign market sales trips
- Subscription services provided by the U.S. Department of Commerce
- Website and/or marketing material translation services
- Export trade show exhibits
- International trade workshops that align with the program objectives

Eligible small businesses must meet SBA size standards, be operating profitably for the past year, must have a product for export, and meet the standards and mission of the STEP Global NY Exports Program. Ineligible small businesses are those acting as intermediaries for other companies, law firms, non-profit organizations, educational institutions, retail, and companies that are recruiting foreign investment.

Awards will be given to New York State based small businesses on a first come first served basis until the program funds are expended. Events must occur by September 29, 2015, and special consideration will be given to companies that are certified MWBE firms and to businesses that are classified among New York State's manufacturing strategic industries including: Aerospace, Agriculture, Beverages & Processed Foods, Biotech & Life Sciences, Cleantech & Renewable Energy, Nanoelectronics and Nanotechnology, among others. Businesses may apply for only **ONE** STEP Global NY Exports event or other trade promotion activity at a time, and then may reapply for a different event or activity after demonstrating successful completion of the elected event or activity and satisfying all reporting requirements. There is a maximum limit of three different types of event or activity awards per small business, provided that program funds are available.

Site visits and/or telephone interviews may be conducted to further determine a company's eligibility.

For more information regarding the STEP Global NY Exports Grant Program call (212) 803-2300 or email @ globalny@esd.ny.gov

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STEP Global NY Exports Application Form

This application and associated forms must be completed in their entirety to be considered eligible. Incomplete applications will be disqualified. You will be notified whether or not your company qualifies to receive a STEP Global NY Exports grant, upon completion of the evaluation of your application.

1. COMPANY AND CONTACT INFORMATION:

| | |
|--|---------|
| Company Name: | |
| Address (include Street, City, State, Zip Code): | |
| Contact Person: | Title: |
| Telephone #: | E-Mail: |
| Secondary Contact Person: | Title: |
| Telephone #: | E-Mail: |
| Website: | Fax #: |

2. COMPANY DESCRIPTION:

Company Activity (check all that apply)

- Manufacturer
 Distributor
 Service Company
 Franchisor
 Other: (specify)

Industries (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Aerospace, Aviation & Defense | <input type="checkbox"/> Clean Technology, Recycling & Renewable Energy |
| <input type="checkbox"/> Advanced Materials & Chemicals | <input type="checkbox"/> Jewelry Manufacturing |
| <input type="checkbox"/> Agriculture & Processed Foods | <input type="checkbox"/> Products and Service Technologies |
| <input type="checkbox"/> Beer, Wine & Spirits | <input type="checkbox"/> Software / IT & Communications |
| <input type="checkbox"/> Biotech, Medical Device & LifeSciences | <input type="checkbox"/> Nanoelectronics / Nanotechnology |
| | <input type="checkbox"/> Other: (specify) |

Provide a brief company description.

| | | |
|--|--|------------------------------|
| Primary NAICS Code (If known): | Year business established: | Employees in New York State: |
| Company Annual Sales: | Business Facility Area Size (Square feet): | |
| Annual Exports: <input type="checkbox"/> Not Exporting/New to Exports <input type="checkbox"/> Current export percentage of annual sales: _____ % | | |
| Do any of the following apply to your business? (check all that apply) <input type="checkbox"/> Minority-owned business <input type="checkbox"/> Veteran-owned business <input type="checkbox"/> Rural business <input type="checkbox"/> Woman-owned business | | |
| Is your business M/WBE certified in New York State? <input type="checkbox"/> Yes <input type="checkbox"/> No | | |



3. PRODUCT / SERVICE INFORMATION:

Describe the product/service(s) you seek to promote including its comparative advantages and unique selling proposition.

Who are your major competitors at home and abroad?

How is your product /services typically distributed and marketed in the United States (and in other countries if applicable)? And are there any special licenses or registration required in the United States?

Does your product consist of at least 51% New York State content? Yes No
Provide information about where these products are made (New York, USA, overseas, etc...) and who produces them.

Has your product /service been certified to meet domestic or international standards? If so, please indicate.

What domestic and international trade shows are the most relevant to your firm?

Do you actively attend/exhibit at them? Yes No

Are you currently represented in a foreign country? If yes, which country? How are you represented? (e.g., agent, distributor, sales office, etc...)

Are you currently working with ESD or a U.S. Commercial Service Office? Yes No
If yes, please identify the city and Trade Specialist:

4. SELECTION OF TRADE EVENT OR OTHER TRADE PROMOTIONAL ACTIVITY:

Please check the STEP Global NY Exports Trade Event or other Trade Promotional Activity listed below that you are interested in participating and for which you are requesting funding assistance. Businesses may apply for only **ONE** STEP Global NY Exports program at a time and may then reapply for a different event or activity after demonstrating successful completion of the elected activity or event and satisfying all reporting requirements. There is a maximum limit of three different types of event or activity awards per small business, provided that program funds are available and the number of individuals for whom expenses may be reimbursed is limited to one per application.

Trade Event (Missions): In collaboration with the Council of Great Lakes Governors (CGLG), businesses from New York will participate in the following trade missions:

Mexico Trade Mission, March 1-7, 2015 - Project Completed / Activity No Longer Available



Québec Trade Mission (CGLG) Québec Trade Mission, June 15-17, 2015 - A multi-sector trade mission to Montreal, Québec June 15-17, 2015. Held in conjunction with the Governors' and Premiers' Summit scheduled for June 12-14 in Québec City. [More information coming soon.](#)

Trade Event (Shows):

China Import Expo (CIE); advanced technology, key equipment and emerging industries, May 20-23, 2015, Kunshan, China - CIE, is co-hosted by Ministry of Commerce, China Council for the Promotion of International Trade and Jiangsu Provincial People’s Government. As the only professional import expo in China, CIE adheres to the theme of “openness and cooperation, transformation and upgrading”, and carries out exhibition and activities centering on the advanced technology, key equipment and emerging industries with strategic importance. Get more information [here](#)

International Diamond Week Trade Exhibit – August 30 – September 3, 2015, Tel Aviv, Israel. The Israel Diamond Exchange (IDE) trading halls will be the venue for the event. The International Diamond Week in Israel is organized in close cooperation of three diamond exchanges. The Israel Diamond Exchange, Diamond Dealers Club of New York (DDC) and the Antwerp Diamond Bourse (Beurs voor Diamanthatel).

New York Food and Beverage Trade Mission to China – September 13-19, 2015. Eligible New York State food and beverage companies to participate in a join initiative with the NYS Small Business Development Centers (SBDCs) and ESD to open a New York State Merchandise Outlet in Wine Outlet in the Greater Beijing area, China.

OTHER TRADE PROMOTION ACTIVITIES:

Participation in EMAS Plus – Enables eligible small businesses to participate in foreign market sales trips through the “Export Market Assistance Services Plus” program (EMAS Plus) Available to New York State businesses that have completed an EMAS project. The program is currently available in Canada, China, Mexico, Europe, Israel and South Africa. For more information please visit our website @ <http://esd.ny.gov/International/EMAS.html>

Participation in Gold Key Matching Services - Subscription to certain services by the U.S. Department of Commerce – Access [Gold Key Matching Services](#), run through the International Trade Administration’s [U.S. Commercial Service](#), in locations where ESD services are not available.

Participation in foreign translation(s) services of e-commerce portal and/or marketing materials - Translation of company websites and/or marketing materials for export.

Participation in international trade training workshops - Attend seminars or engage in other training activities for company personnel to enhance skills and abilities to export products/services.

Name of Sponsoring Organization:

Location:

Title of Course/Program:

Training/Workshop Date(s):

Registration Fee (\$):

Participation in Trade Exhibit - Program Funding for Trade Exhibits Expended / Activity No Longer Available



Evaluation Process & Funding: ESD staff will review all applications and make a determination regarding the applicant's eligibility and recommend grant award amounts within 30 days of receipt of the application. The STEP Global NY Exports grant is awarded in the form of a reimbursement. Qualified reimbursable costs/expenses for activity events include: travel and lodging, the actual cost of travel must be on a U.S. Flag Carrier (pursuant to the Fly America Act provisions), plus applicable hotel tax and service charges that apply and cannot exceed the maximum allowed under the federal per diem rates as established by the U.S. Department of State (for more information please visit: http://aoprals.state.gov/web920/per_diem.asp), Gold Key Services, website or marketing materials translation services, trade mission/show registration and booth fees.

5. ADDITIONAL INFORMATION FOR SELECTION OF TRADE EVENT PARTICIPATION:

You are not required to complete this section if you have applied above for participation in international trade training workshops. For applicants that will participate in events that include international travel and lodging, please respond to the following items.

If international travel is involved, please name traveler here:

What date will you leave New York State?

What is city and country of the destination?

What date will you leave the location of the trade event?

Has your company undertaken this event/activity in the past? Yes No

What type of business contacts are you seeking?

Distributor / Wholesaler Joint Venture Partner or Licensee

Agent / Sales Representative Franchisee Other (please specify):

Note: If changes occur to your planned arrangements, failure to provide adequate notice to ESD officials of the changes may void any awarded funds.

6. FEDERAL FORMS AND REPORTING:

Required Federal Forms
In order to be considered to receive a STEP Global NY Exports Program grant, you are required to complete the following forms from the SBA. Please download each form at the link provided and fill it out completely. Once you have completed and signed the forms, please scan them and email them along with this completed application form to globalny@esd.ny.gov.

- 1) [Self-Representation as an Eligible Small Business Concern](#) ; and
- 2) [Debarment, Suspension, and Other Responsibility Matters Primary Covered Transactions](#)

Export Questionnaire - The applicant may be asked to complete this nine-question questionnaire highlights characteristics common to successful exporters. Once you complete the questionnaire, you will receive a score between 0 - 100, which will help you assess your export readiness, as well as identify areas where you can strengthen and improve your business export activities. Select this link, [Export Questionnaire](#), to begin the questionnaire. Once you complete the questionnaire, please print your results, scan them, and email to ESD upon request.



Post-Trade Event Required Metrics and Report

Each grant is made possible in most part through a federal grant award from the SBA. The federal grant requires New York State to report all sales and job creation activity directly derived as a result of your participation in the trade event or trade promotion activity program. You will need to complete and submit after completing your trade event the Program Impact Report that is available to be downloaded @ http://esd.ny.gov/International/Data/09302014_STEPGlobalNYExportProgram_ImpactReportForm.pdf

By signing below, you agree to adhere to all federal and New York State grant requirements, and to provide sales and job creation statistics directly derived as a result of your participation in the trade event as required by the STEP Global NY Exports Program.

7. CERTIFICATION: Information Disclosure Verification

The undersigned: certifies that all of the information contained in this application and in all statements, data and supporting documents which have been made or furnished for the purpose of receiving assistance for the project described in this application, are true, correct and complete to the best of your knowledge and belief; acknowledges that the State of New York or its agencies and political subdivisions may in its discretion, by means which it chooses, verify the truth and accuracy of all statements made herein; and acknowledges that offering a written instrument knowing that the written instrument contains a false statement or false information, with the intent to defraud the State or any political subdivision, public authority or public benefit corporation of the State, with the knowledge or belief that it will be filed with or recorded by the State or any political subdivision, public authority or public benefit corporation of the State, constitutes a crime under New York State Law.

The undersigned agrees to submit with this application the SBA Self Certification and Debarment forms that are available as download documents below. The undersigned also agrees to complete the Program Impact Report in the form attached that is described separately.

| | |
|--|--------------|
| Signature of Authorized Company Official | Date: |
| Print Name: | Print Title: |

Applications **must** be received by **email or mail**. The signed final page may be submitted separately if necessary (either scan and email or postal mail). If you have any questions on how to complete the application, please contact the International Division at Empire State Development at (212) 803-2300 or email @ globalny@esd.ny.gov. Mail the original completed and signed forms to:

International Division
Empire State Development
633 Third Avenue, 36 Floor
New York, NY 10017

Attn: STEP Global NY Exports