

State Trade and Export Promotion (STEP)

Global NY Exports Grant Program



September 30, 2014 - September 29, 2015
SBAHQ-14-IT-0001

SBA.GOV
The U.S. Small Business Administration

Empire State Development

New York State Received SBA FY 2014 STEP Award:

The U.S. Small Business Administration (SBA) announced recently that New York State will receive one of 24 awards made to States to support activities to increase exporting by small businesses through the State Trade and Export Promotion (STEP) Program.

The State of New York will receive \$311,366 to support small businesses with the STEP Global NY Exports initiative. The award will be managed through Empire State Development's International Division.

STEP Global NY Exports Objective:

This public-private partnership is designed to increase job creation and retention by providing New York State small businesses with the tools and assistance they need to export their products in the global marketplace.

The STEP Global NY Exports 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 available under STEP Global NY Exports 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

Eligibility for funds under STEP Global NY Exports:

- **Applicant must be a for-profit manufacturing or service business located in New York State.**
- **Applicant must be an eligible small business concern that complies with SBA size standards found at 13 C.F.R. Part 121.**
- **Applicant has been in business for not less than the 1-year period ending on the date on which assistance is provided under a STEP grant and is operating profitably.**

Eligibility for funds under STEP Global NY Exports (Continued):

- Business has demonstrated understanding of the costs associated with exporting and doing business with foreign purchasers, including the costs of freight forwarding, customs brokers, packing and shipping; and has in effect a strategic plan for exporting.
- The business may be asked to provide an “Export readiness score” by completing Export.Gov’s online Export Questionnaire
<http://www.export.gov/begin/assessment.asp>

Eligibility for funds under STEP Global NY Exports (Continued):

- **For businesses seeking to participate at trade events with an international focus, such trade exhibitions must be held outside the United States.**
- **Special consideration will be given to 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, among others.**
- **Applicants may be awarded a maximum total of three (3) different types of event or activity STEP grants within the Federal fiscal year 2014-2015, corresponding from September 30, 2014 through September 29, 2015.**

Application Process for STEP Global NY Exports:

Applicants must complete and submit to ESD the following documentation:

- STEP Global NY Exports Application – Available to be downloaded or completed online through ESD's International Division website.
- Self-Representation as an Eligible Small Business Concern ; and
- Debarment, Suspension, and Other Responsibility Matters Primary Covered Transactions available on Page 4 of the STEP Global NY Exports Application.
- Export Questionnaire - The applicant may be asked to complete this nine-question questionnaire highlights.

Application Process for STEP Global NY Exports (Continued):

- **Email electronic copies of the completed and signed application and certification forms to STEP GLOBAL NY Exports @ globalny@esd.ny.gov**
- **Mail original signed hard copy of application and certification forms to:**
International Division
Empire State Development
633 Third Avenue, 36th Floor
New York, NY 10017

Attn: STEP Global NY Exports

Application Process for STEP Global NY Exports (Continued):

- Applications for funding under the STEP Global NY Exports initiative will be processed on a first-come, first-served basis during said time period, and a limited number of grants are available for each event.
- Businesses may apply for only ONE STEP Global NY Exports event or other trade promotion activity at a time, and then may reapply for assistance 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 and activity awards per small business, provided that program funds are available.
- Qualified applicants must meet all criteria listed herein, follow the application process as stated above, and agree to the terms and conditions as follows.

STEP Global NY Exports - Terms and Conditions:

- **Evaluation Process:** 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.
- **Funding:** The STEP Global NY Exports grant is awarded in the form of a reimbursement.

STEP Global NY Exports Activities:

STEP Global NY Exports Trade Shows and Missions
JOVELLA International Jewelry Exhibition – June 30 – July 1, 2015
China Import Expo (CIE) – May 20-23, 2015
Mexico Trade Mission (CGLG) - March 1- 7, 2015
Québec Trade Mission (CGLG) – June 15-17,2015
New York State Wine Outlet - Xi'an China – April/May 2015 (TBD)

STEP Global NY Exports Activities:

STEP Global NY Exports Trade Shows and Missions
Eligible SBEs to participate in EMAS Plus
Eligible SBEs to participate in Gold Key Matching Services
Eligible SBE to participate in foreign translation(s) of e-commerce portal
Eligible SBEs to participate in international training workshops
Participation at Trade Exhibit

STEP Global NY Exports - Terms and Conditions:

Reimbursement of Funds:

- (a)** Applicants will need to obtain a NYS Vendor ID Number. Following the receipt of the NYS Vendor ID Number applicants must complete and submit a Claims for Payment Form.

- (b)** Grantees will be required to submit valid receipt(s) and a report to ESD in order to receive reimbursement. Reimbursement will be made to the grantee in one payment following ESD's receipt of required documents.

STEP Global NY Exports - Terms and Conditions:

Reimbursement of Funds:

- c) For activity events that include travel and lodging, the actual cost of travel must be on a U.S. flag carrier (pursuant to the Fly America Act provisions), lodging, plus applicable hotel tax and service charges 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

STEP Global NY Exports - Terms and Conditions:

Reporting:

- Participation in the STEP Global NY Exports initiative requires the completion and submittal of the Program Impact Report, which is available on the ESD's website @ http://esd.ny.gov/International/STEP_NYS.html
- The report requests information about actual sales and commercial transactions that were made during the event and the projected sales/revenue over the next twenty-four (24) months, as a result of participating in the STEP Global NY Exports program.

STEP Global NY Exports - Terms and Conditions:

Non-Compliance:

- **If the participating business receiving the funding assistance through the STEP Global NY Exports initiative does not submit the valid receipt(s) and post-event Program Impact Report within 60 calendar days of the end of the trade show or event, ESD reserves the right to cancel the STEP Global NY Exports award. If ESD learns that any of the information provided on the application is false, ESD has the right to cancel the award if not already paid, or require repayment of funds already disbursed.**

STEP Global NY Exports - Terms and Conditions:

Limited Funds:

- **Applications for funding under the STEP Global NY Exports initiative will be processed on a first-come, first-served basis during said time period, and a limited number of grants are available for each event.**
- **ESD will offer funding assistance awards under the STEP Global NY Exports initiative as long as funds are available.**

STEP Global NY Exports Questions?



For further information please visit www.esd.ny.gov
or call (212) 803-2300 or email @ globalny@esd.ny.gov