



State Trade Expansion Program – STEP Client Services List

October 2022 - September 2024 (2-year funding period)

Available Services for Eligible Export Clients*:

Travel Reimbursement – Trade Shows & Export Missions

The Florida SBDC will use STEP funding to provide reimbursement of up to \$2500 in export/trade show related travel costs for export clients attending approved trade/export related events. Allowable costs include airfare, lodging, trade show fees, transportation, & sample shipment fees (not to exceed \$2000).

Trade Mission Support - Concierge Services

The trade show concierge service will offer export clients the opportunity to have a FL SBDC International Trade Business Consultant to accompany them to an eligible exporting/trade event for education/training, assessment, and support. STEP funding will cover up to \$2500 in travel costs for each consultant to provide concierge services to eligible export clients.

US Commercial Service Products - Department of Commerce Single Company Promotion

The Florida SBDC will use STEP funding to support FL export clients participating in US Department of Commerce ITA (International Trade Administration) single company promotion. Eligible export clients will be reimbursed with up to \$3000 in allowable costs. Under this service, US DOC/ITA organizes promotional events to reach US exporting companies' preferred audiences and decision makers in international markets.

Translation of Trade Show Materials

The FSBDC will reimburse export clients with up to \$750 in allowable costs related to translation services in conjunction with attendance at trade show events. These services may include translation of digital assets, websites, printed marketing materials, order forms, product packaging, etc.

Export Credit Insurance (EXIM or private)

Reimbursement for application fees and export credit insurance coverage up to \$2000 per client.

Export Marketing Plans (EMP)

Customized Export Marketing Plan prepared by a certified FSBDC International Trade Consultant; each EMP includes a thorough readiness assessment, Industry/Market/SWOT analysis, review of trade opportunities, and an action plan. Export Marketing Plans are valued at \$7,500. Operating as a partner of FSBDC, Enterprise Florida, Inc. subsidizes \$4,500 of that cost through the state international trade program, FSBDC utilizes STEP funding to cover \$2,500 of the cost, and the export client would be responsible to pay a \$500.00 fee.

*FSBDC Trade Consultants will determine export client eligibility. Maximum total reimbursement cannot exceed \$8000 per export client per 2-year funding period (\$15,000 for export clients that execute an EMP during the same funding period). Reimbursement amount cannot exceed costs incurred.

Funded [in part] through a Cooperative Agreement with the U.S. Small Business Administration.

