

Ready for new markets?

Our Export Marketing Plan Service will position your company for growth!



SelectFlorida and the Florida SBDC Network, in partnership with the U.S. Commercial Service, are excited to offer a scholarship to assist qualified Florida “new-to-export” manufacturers and services providers to identify overseas growth strategies through the development of a customized **Export Marketing Plan**.



Why Export?

- Over 95% 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% higher than non-export wages.



The Process

You will meet with a Florida SBDC International Trade specialist to conduct a confidential, in-depth business assessment. The Specialist will prepare and provide your company with a customized **Export Marketing Plan**.

Qualifications

- Florida manufacturers and professional services providers only.
- Products must be produced in the state of Florida or services must be provided from a Florida location.
- New-to-export or infrequent exporters preferred.
- Minimum of two years in business.
- Three or more employees (excluding 1099) but no more than 500.
- Minimum of \$250,000 in annual sales.

Cost to Qualifying Company - \$500

The cost for preparation of an Export Marketing Plan is **\$7,500**. Qualifying companies are eligible for a **\$4,500** scholarship from SelectFlorida and a **\$2,500** STEP Grant, making the cost to your company **\$500**.

Grant for Overseas Opportunities

Upon acceptance of the Export Marketing Plan, companies may apply for grants from SelectFlorida that will help them enter or expand in new markets. Reimbursable Gold Key/Matchmaker grants are available for export sales missions. Trade Show Grants will cover a portion of select turnkey booth package costs when exhibiting at an overseas trade show in which SelectFlorida is participating. For more information, please visit <https://www.selectflorida.org/tradegrants> or contact your local SelectFlorida trade representative.

In addition, through the State Trade Expansion Program (STEP), your business may be eligible for reimbursement for costs incurred for trade mission and trade show travel expenses, product sample shipments, translation services and more. Visit floridasbdc.org/step-grant for more information.

Program Benefits

Target key markets

Focus on successful country launch strategies

Expand your overseas promotion campaign options

“Since connecting with the FSBDC, our export volume has increased by 400% and we’re expecting to grow even faster from there...Being able to connect with the FSBDC and take advantage of the Export Marketing Plan and the consulting services they offer was a huge help in getting us where we needed to be to export.”

-Jeff Woodson, VP - CURIS System, LLC

APPLY ONLINE

<https://floridasbdc.org/request-emp/>



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