

# 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 grant 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.

### Program Benefits

**Target** key markets

**Focus** on successful country launch strategies

**Expand** your overseas promotion campaign options

### Cost to Qualifying Company - \$500

The cost for preparation of an Export Marketing Plan is **\$5,000**. Qualifying companies are eligible for a **\$4,500** scholarship from SelectFlorida, making the cost to your company **\$500**.

### Grant for Overseas Opportunities

Upon acceptance of the Export Marketing Plan, your company may be eligible to apply for a reimbursable trade event grant administered by SelectFlorida, which may cover a percentage of eligible trade show or trade mission expenses in connection with SelectFlorida-hosted events listed on the SelectFlorida Calendar of Events.

Additional information about these opportunities is available at <https://selectflorida.org/export-from-florida/trade-grants/export-marketing-plans/> or by contacting the SelectFlorida grant representative. In addition, you may be invited to participate as a success story for the program. Participation is voluntary, and if you agree, you will be asked to sign a separate information release authorizing the use of your name and likeness for promotional purposes.

“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/>

Export Marketing Plan - Revised 6/16/2026

*The Florida SBDC Network is a statewide partnership program nationally accredited by the Association of America’s SBDCs and funded in part by the U.S. Small Business Administration, Department of War, State of Florida, and other private and public partners, with the University of West Florida serving as the network’s headquarters. Full funding disclosure available at [www.floridasbdc.org/funding-disclosures/](http://www.floridasbdc.org/funding-disclosures/). Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for individuals with limited English proficiency.*