



## State Trade & Export Promotion (STEP)

### 2014-2015 Matching Grants

More than 70-percent of the world's purchasing power is located outside of the United States making the export of Utah's high-quality, innovative goods and services very profitable for Utah businesses. On average, businesses that export experience faster sales, increased job creation, and higher employee wages over non-exporting businesses. Additionally, businesses that export are generally more stable and able to weather economic downturns more successfully due to their diverse portfolio of global markets.

Our 2014-2015 matching grants can help your business enter dynamic global markets that will make your business even more successful. Activities have been designed to assist small businesses at every stage of export development.

Visit our website listed below to learn more about STEP matching grant opportunities and join thousands of small businesses across the nation in exporting your product and growing our global economy.

### New-to-Export Small Businesses



#### Certificate of Global Business Management, Salt Lake Community College

98-percent of firms exporting are small businesses that have developed their global markets based on a solid understanding of exporting. Learn how to take your business global by attending the

spring 2015 course which will broadcast via the Utah Educational Network (UEN) to rural Utah. Tuition is \$995 for the 10-week course and (20) STEP matching grants of \$500 are available to qualifying small businesses.

#### Market Analysis, Trade Missions, Independent Trade Shows, and Independent Business-to-Business Meetings

(30) STEP matching grants will be awarded to qualifying small businesses to facilitate market analysis and business-to-business meetings as part of foreign market sales trips, trade missions, or trade shows. Maximum awards are \$3,000 and require a 25% recipient cash match of \$1,000. Awards may reimburse qualifying travel expenses; participation in international trade training workshops; qualifying expenses related to translation of marketing

materials; market analysis, business-to-business meetings, and related services offered by the Utah Export Assistance Center and World Trade Center Utah.

#### Exhibit in the Utah Pavilion at One of Four International Trade Shows (see the reverse side for the list of trade shows)



Exhibiting at trade shows has proven very successful for previous STEP matching grant recipients. Opportunities are being offered for a select number of small businesses to exhibit their products in the Utah Pavilion at the trade shows listed on the reverse side of this brochure. The trade shows selected support small businesses within four of Utah's economic clusters: life sciences; information technology and software development; aerospace and defense; and outdoor products.

### New-to-Market Small Businesses



#### Independent Trade Show Exhibitor

(24) STEP matching grants up to \$10,000 requiring a 100% recipient cash match will be awarded to qualifying small businesses to exhibit at international trade shows where they are establishing a new international market. Recipients will

have prior trade show experience (domestic or international) and will demonstrate an ability to make immediate sales and meet STEP project return on investment (ROI) expectations.





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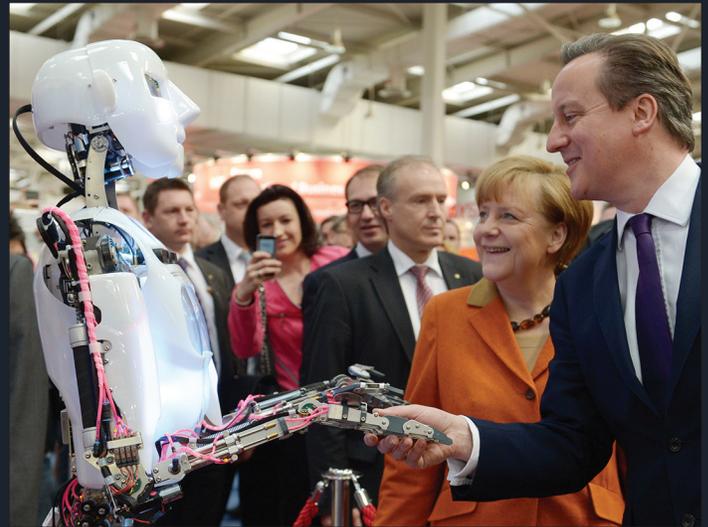
### 2015 Trade Shows

The State of Utah will have an exhibitor booth at the following four trade shows during 2015. Visit our website listed below to learn more about STEP matching grant opportunities to exhibit your product in the Utah booth.



**ARAB HEALTH - Dubai, UAE**

January 26-29



**CeBIT - Hannover, Germany**

March 16-20



**PARIS AIR SHOW - Paris, France**

June 15-21



**OUTDOOR - Friedrichshafen, Germany**

July 15-18