



State Trade & Export Promotion (STEP)

(801) 538-8778

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.

International Trade Shows



Small businesses with prior trade show experience (domestic or international) will definitely want to take advantage of this unique opportunity to receive a matching grant up to \$10,000 requiring a 100% cash match. Funds may be used to exhibit at an international trade show where the business is establishing a new international market. Recipients

will demonstrate an ability to make immediate sales and meet STEP return on investment (ROI) expectations.



Foreign Market Trade Events

Foreign market sales trips, trade missions, and trade shows are excellent ways to take your business global. Matching grants up to \$3,000 are available to qualifying small businesses. Recipients are required to make a 25% cash match up to \$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.



Utah Pavilion Exhibitor



Exhibiting at trade shows is one of the most effective ways to sell your product globally. The State of Utah will have a Utah Pavilion at four international trade shows ([see reverse side](#)). Opportunities are available for a select number of small businesses to exhibit their products in the Utah Pavilion at each trade show.

Certificate of Global Business Management

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 Certificate of Global Business Management course, which will broadcast via the Utah Educational Network (UEN) to rural Utah. Tuition is \$995 for the 10-week course. Grants of \$500 are available to qualifying small businesses.





Governor's Office of Economic Development

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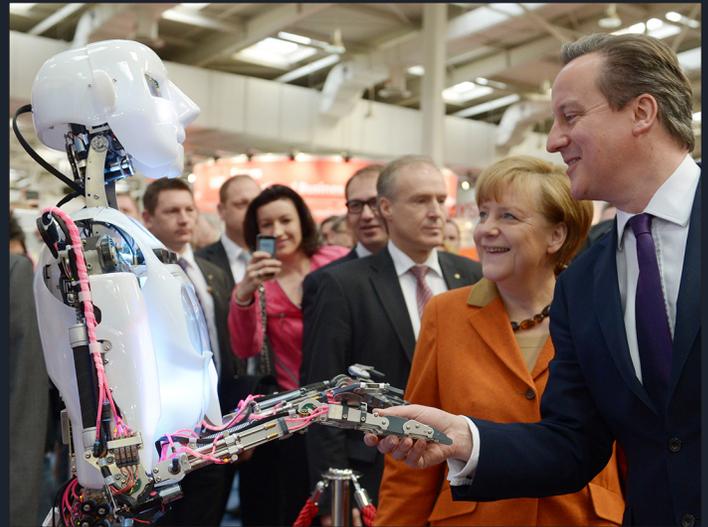
2015 Trade Shows

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