



**KANSAS INTERNATIONAL
TRADE DAY**
June 5, 2018



Trade Promotion

- Promotion of Kansas products and services worldwide
- Individual export assistance for Kansas companies

International Recruitment

- Recruit companies to Kansas from around the globe



- Export Counseling
- Market Research
- Business Partner Search
- Certificates of Free Sale
- International Credit Report

Export Assistance

Outreach & Coordination

- Global Connections Newsletter
- Global Cities Initiatives
- Local Partners
- Speaking Engagement

Marketing Support

Export Promotion

- Kansas Int'l Trade Show Assistance Program (KITSAP)
- State Trade Expansion Program (STEP)

- Trade Shows & Missions
- Host Foreign Delegations
- Governor's Exporter of the Year Award



State Trade Expansion Program

- What is it? U.S. Small Business Administration (SBA) and state-funded export initiative.
- Why?
 - Help non-exporters to get started
 - Help existing exporters to export more
- When? September 30, 2017 to September 29, 2019



State Trade Expansion Program

Who? Kansas-based eligible small business concern

- Product must be produced or value added in Kansas;
- Not an export service provider;
- Complies with SBA size standards;
- Has been in business for not less than one year;
- Demonstrated understanding of the costs associated with exporting and doing business with foreign purchasers;
- Eligible to participate in transaction by any federal department or agency (e.g., not debarred, suspended, etc.)



State Trade Expansion Program

How much?

- Funding varies depending on activity;
- All STEP companies must cover some of the cost of participation in STEP supported activities;
- For example, STEP will provide up to \$2,000 for a translation project which covers website, marketing material, and product label. The applicant will be responsible for any overage.



STEP GRANT OPPORTUNITIES



EXPORT TRAINING

Use the STEP grant to off-set export training costs!



TRADE SHOWS & TRADE MISSIONS

- Farnborough Air Show
- Int'l Buyer Program
- Certified Trade Shows
- Federal Trade Missions
- Kansas Trade Missions



MARKET ENTRY SUPPORT

- US Commercial Service Programs
- Marketing Materials
- Regulatory Compliance



STEP Grant - Opportunities

Kansas STEP Program (FY17)

Export Training

KSBDC
Riddle of the Exporter
Training

SBA/USCS sponsored,
endorsed, or partnered
export training events

USCS Discover Global
Markets

USCS Discover Trade
Winds

Beginner

Eligibilities:

- Meets SBA's ESBC standards
- Must be a Kansas company
- Product must be produced or value added in KS
- Not a service provider

Trade Shows and Trade Missions

Farnborough
Air Show

International
Buyer
Program

Certified
Trade Fair

Federal Trade
Missions

State Trade
Missions

Intermediate

Eligibilities:

- Meets SBA's ESBC standards
- Must be a Kansas company
- Product must be produced or value added in KS
- Not an export service provider
- To access these intermediate level programs, a new-to-export participant must complete necessary trainings

Market Entry Support

U.S. Commercial Service
Programs:

- Gold Key Matching & Travel Assistance
- International Partner Search
- International Market Check

Website, marketing material,
and product label translation

Search engine optimization

Foreign Regulatory Compliance
Certification Assistance - CE
Marking, CCC, etc.

STEP Grant - How to apply?

- Download STEP grant application packet from KansasCommerce.gov/STEP
- Fill out and sign the following documents:
 1. Application form
 2. SBA Self-Representation as an 'Eligible Small Business Concern' Form
 3. SBA Form 1624 'Certification Regarding Debarment' Form
 4. Kansas STEP Grant Export Readiness QuestionnaireSubmit completed & signed application
- Submit the application packet via email to Chang.Lu@ks.gov.





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