



Office of International Business Development

# Export Development Program

Friday 22 January 2021  
The Greater Scranton Chamber of Commerce

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## OIBD : OUR MISSION

With one of the largest networks of overseas offices of any state in the U.S., **Pennsylvania's Office of International Business Development** is committed to supporting Pennsylvania companies by working with them to increase their export sales, and to encouraging foreign companies to invest in Pennsylvania.



## PENNSYLVANIA : EXPORT DEVELOPMENT PROGRAM

**Confidential, personalized consulting services to assist Pennsylvania businesses with exporting their goods or services**

- One of the largest state-sponsored trade development programs in the U.S.
- Works with 900+ companies each year

### Our Team

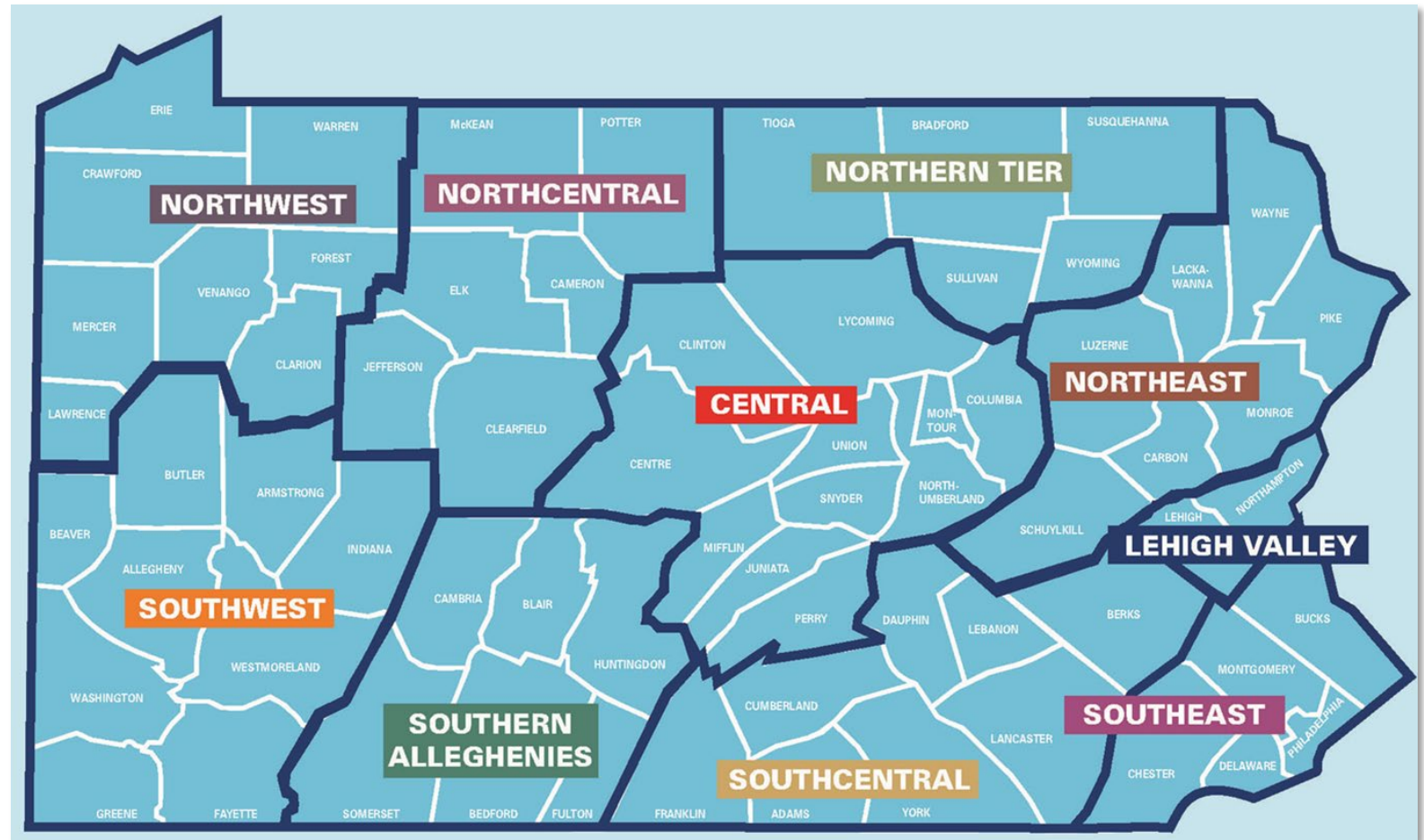
- 4 international trade professionals in Harrisburg
- 10 Regional Export Network partners
- 11 trade representatives around the world covering 44 countries



## EXPORT DEVELOPMENT : REGIONAL EXPORT NETWORK (REN)

**REN partners provide manufacturers and service firms with local export development and support services**

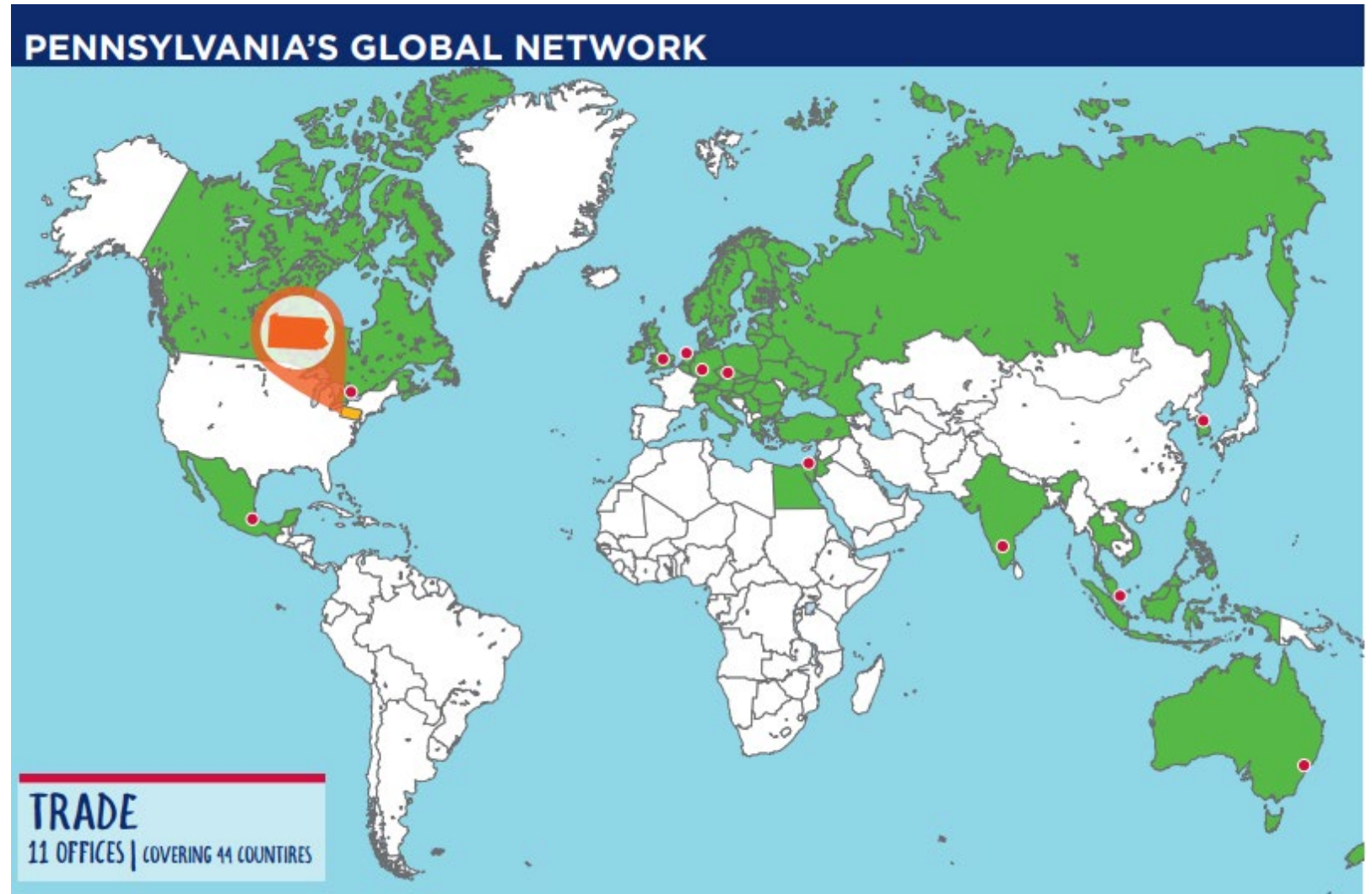
- Market research
- Market entry strategy development
- Technical support
- Training programs, and
- Access to grants and financing programs



## EXPORT DEVELOPMENT : AUTHORIZED TRADE REPRESENTATIVES

**Provide on-the-ground knowledge and in-market support**

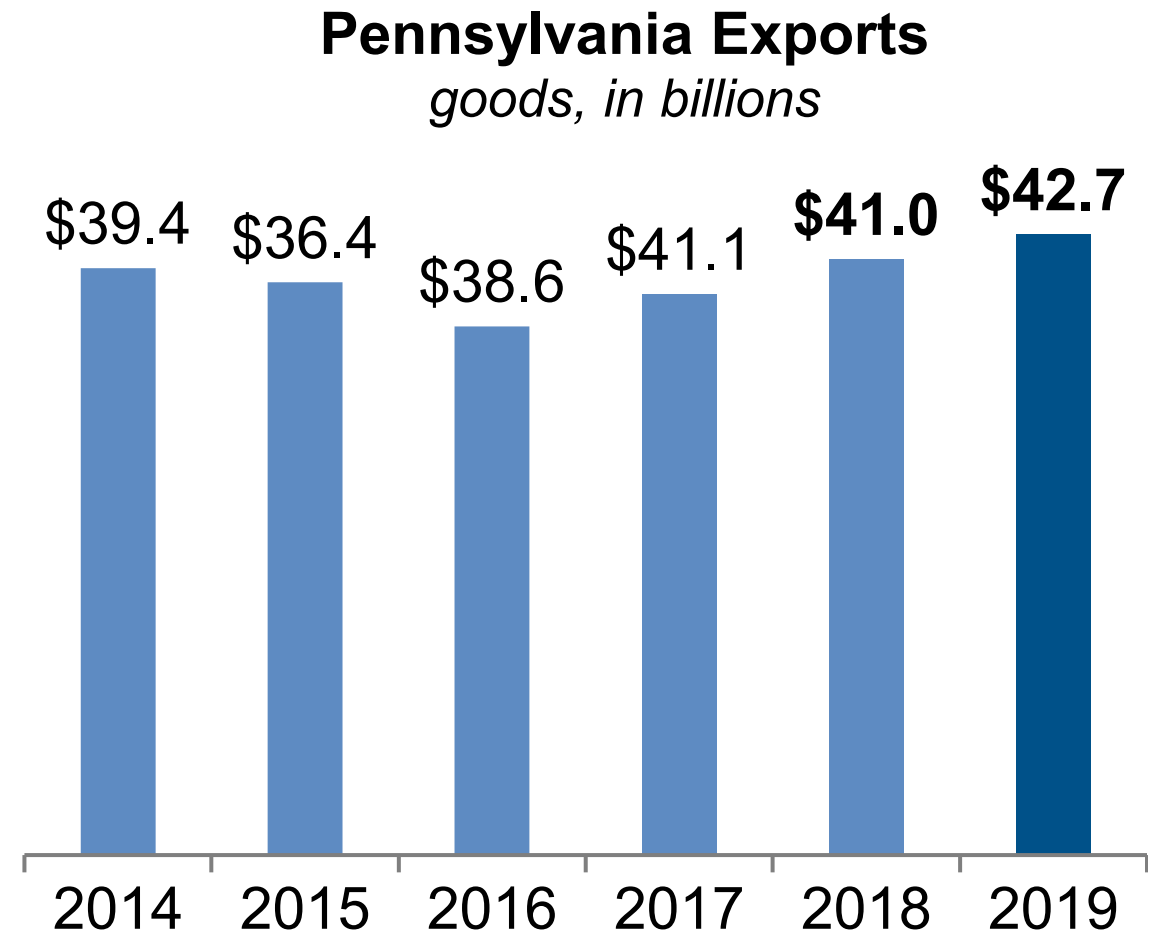
- Market research
- Competitive analysis
- Customized business matchmaking and partner searches
- Industry contacts
- Background checks



## PENNSYLVANIA : EXPORTS WORLDWIDE

- Ranks 10<sup>th</sup> among U.S. States in the value of goods exported worldwide
- Companies sell to customers in 215 countries & territories
- Top 5 export markets: Canada, Mexico, China, Japan, United Kingdom

Source: WISER, 2019 (Nov 2020)



## EXPORT DEVELOPMENT : RESULTS DRIVEN

### Performance Metrics

Metric	Definition	FY 2019-2020
<b>Active Clients</b>	Companies assisted	<b>707</b>
<b>Projects</b>	Individual requests from clients for international business development services (e.g. market research, business partner searches, foreign company background checks, etc.)	<b>1,213</b>
<b>Export Actions</b>	Measurable and significant actions taken by clients to expand their export business (e.g. meeting with potential business partner abroad, signed distributor agreement, etc.)	<b>2,025</b>
<b>Exporting Companies</b>	Companies that reported export sales as a result of the assistance they received from OIBD, REN and/or ATRs	<b>217</b>
<b>Export Sales</b>	Value of export sales reported by our clients	<b>\$541.1 million</b>

## EXPORT DEVELOPMENT : BRINGING THE WORLD TO PA

### Connecting Pennsylvania companies to business opportunities worldwide

[dced.pa.gov/WorldtoPA](https://dced.pa.gov/WorldtoPA) | [dced.pa.gov/trade-library](https://dced.pa.gov/trade-library)

OIBD hosted a virtual *Bringing the World to PA* (BTW2PA) in Sept 2020

- Series of presentations on business opportunities and industry trends in key global markets
- Recordings of all the BTW2PA 2020 presentations are available online in our Trade Library





## EXPORT DEVELOPMENT : CLIENTS



DALKO  
RESOURCES



-VARGO-



Bon®



videon  
simply moving media



GILSON *mu*



## EXPORT DEVELOPMENT : OUR SERVICES

 **OIBD and its partners offer a wide range of programs and services to enhance the global reach and export capacity of Pennsylvania businesses at every stage** 



### **GUIDE**

you through export  
processes & market  
entry strategy  
development



### **COORDINATE**

your business trips  
with our  
on-the-ground,  
in-country teams



### **QUALIFY**

buyers, agents,  
distributors, and  
partners through  
customized searches



### **SUPPORT**

you on international  
trade missions  
& trade shows



### **RESEARCH**

foreign companies  
and provide  
background checks

# **State Trade Expansion Program (STEP) Global Access Program (GAP)**

DCED Office of International Business Development (OIBD)

## STEP

The **State Trade Expansion Program (STEP)** is a permanent provision of the Small Business Act to make grants to States to carry out projects that help develop exports by eligible companies.

The objective of STEP is to increase:

1. the number of U.S. small businesses that export
2. the dollar value of exports
3. the number of U.S. small businesses exploring significant new trade opportunities



## GLOBAL ACCESS PROGRAM (GAP)

The cornerstone of Pennsylvania's STEP program is the **Global Access Program (GAP)**, a financial assistance plan to help SBA-qualified businesses offset their costs of international business development activities.

The GAP grant is managed by DCED's Office of International Business – OIBD.

<http://dced.pa.gov/gap>



EXPORT ASSISTANCE GRANTS  
FOR PA COMPANIES  
UP TO \$10K PER GRANT AWARD  
APPLY



 U.S. Small Business  
Administration

 pennsylvania  
DEPARTMENT OF COMMUNITY  
& ECONOMIC DEVELOPMENT

## GAP HIGHLIGHTS

### GAP Grant Highlights

- One eligible activity per application
- Up to 2 applications per award year to reach grant maximum, per company
- 75% reimbursement of total eligible expenses. 25% match.
- Two rounds of federal funding available concurrently, both expiring 9/29/21



Grant	Grant Maximum Award	Eligible Activity Dates	Available Funding
GAP 8	\$5,000	10/1/2019 – 9/29/2021	\$300,000.00+
GAP 9	\$10,000	10/1/2020 – 9/29/2021	\$500,000.00+

## GAP ELIGIBLE ACTIVITIES

### Eligible expenses

*include, but are not limited to:*

- Virtual tradeshows & mission registration fees
  - Compliance testing \*  
including: CEE, GDPR, UL Canada, ATEX Testing / Certification, Japan Haz/Loc Certification, IECex Testing / Certification, ISO, FSC
  - Website internationalization
    - Design & development of website, with an international focus
    - Translation of website
- Maintenance and monitoring fees for search engine optimization (SEO)

## GAP ELIGIBLE ACTIVITIES

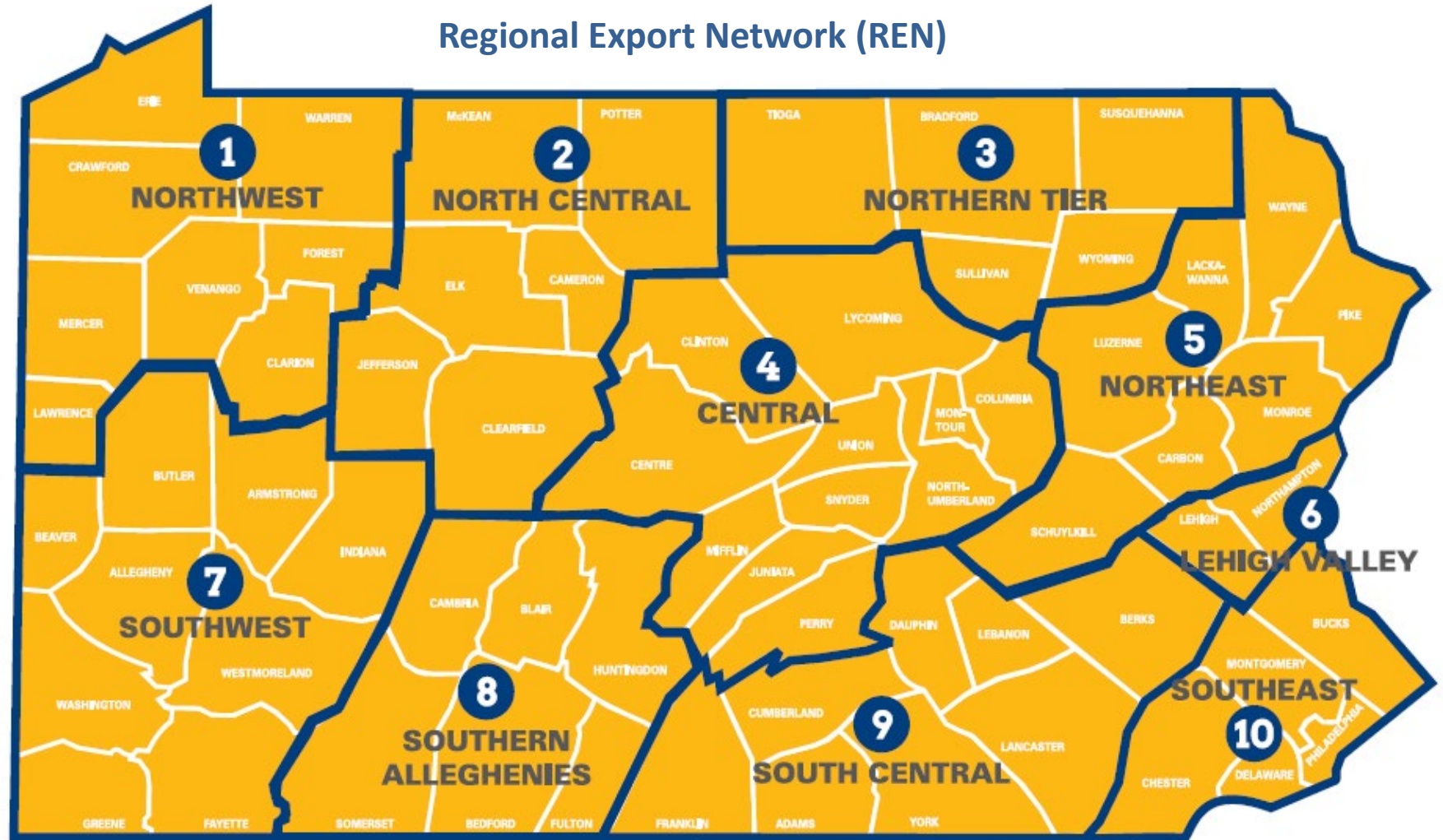
- E-Commerce
  - E-Commerce platform fees, including hosting and/or maintenance fees
  - Online market listing fees
  - Expenses for setting up website to accept international payments
- Digital & Marketing Media \*  
(design and/or translation of any digital advertising or marketing media, including audio/video and social media, with an international focus)
- U.S. Department of Commerce services, fees and/or any Federal service that directly supports exporting <https://www.trade.gov/export-solutions>
- International Travel
  - Overseas trade missions
  - Overseas tradeshow exhibition
  - Foreign market sales trips

\* GAP 9 expenses capped.



## GAP PROCESS

All interested companies should be put in contact with their Regional Export Network (REN) partner contact to be guided through the GAP process.



# REGIONAL EXPORT NETWORK (REN)

## **1. Northwest Pennsylvania Regional Planning & Development Commission**

Dorte Heffeman, International Trade Manager  
814.677.4800 x110 | dorteh@northwestpa.org  
*Clarion, Crawford, Erie, Forest, Lawrence, Mercer, Venango & Warren Counties*

## **2. North Central Pennsylvania Regional Planning & Development Commission**

Christine Perneski, Director, Enterprise Development  
814.773.3162 ext. 3051 | ncexport@nccentral.com  
*Cameron, Clearfield, Elk, Jefferson, McKean & Potter Counties*

## **3. Northern Tier Regional Planning & Development Commission**

Cynthia Traore, International Trade Program Manager  
570.265.1534 | traore@northern-tier.org  
*Bradford, Sullivan, Susquehanna, Tioga & Wyoming Counties*

## **4. SEDA - Council of Governments**

Noelle Long, Director, Export Development Program  
570.524.4491 x7330 | nlong@seda-cog.org  
*Centre, Clinton, Columbia, Juniata, Lycoming, Mifflin, Montour, Northumberland, Perry, Snyder & Union Counties*

## **5. Northeastern Pennsylvania Alliance**

Debbie Langan, Senior Int'l Business Development Manager  
570.655.5581 x233 | dlangan@nepa-alliance.org  
*Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill & Wayne Counties*

## **6. Lehigh Export Network**

Andrea Hampton, Business Consultant  
610.758.2938 | avh318@lehigh.edu  
*Lehigh & Northampton Counties*

## **7. Southwestern Pennsylvania Commission**

Rena Liu-Belshe, Manager, International Trade  
412.391.5590 x320 | renabelshe@spreregion.org  
*Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Washington & Westmoreland Counties*

## **8. Southern Alleghenies Planning & Development Commission**

Tina Taylor, International Trade Program Manager  
814.949.6517 | ttaylor@sapdc.org  
*Bedford, Blair, Cambria, Fulton, Huntingdon & Somerset Counties*

## **9. World Trade Center Harrisburg**

Tina Weyant, Executive Director  
717.843.1090 x246 | tina@wtccentralpa.org  
*Adams, Berks, Cumberland, Dauphin, Franklin, Lancaster, Lebanon & York Counties*

## **10. World Trade Center of Greater Philadelphia**

Chris Sevcik, Director of International Trade  
215.586.4248 | csevcik@wtcphila.org  
*Chester & Delaware Counties*

Dale Foote, International Trade Specialist  
215.586.4231 | dfoote@wtcphila.org  
*Bucks, Montgomery & Philadelphia Counties*



## GAP PROCESS

- **Step 1** – Talk to your REN partner
- **Step 2** – SBA Qualification
  - STEP Client Application
  - Debarment form
  - SBA Self-Representation
  - PA Vendor #

## GAP PROCESS

- **Step 3** – GAP Application
  - GAP Application
  - Travel form (*if necessary*)
  - Domestic Trade Show Form (*if necessary*)
- **Step 4** – Review / Approval

## GAP PROCESS

- **Step 5** – Activity occurs
- **Step 6** – Reimbursement & Follow-Up
  - Reimbursement form
  - Receipts, invoices, applicable conversions
  - Post-activity Survey
  - Domestic Trade Show follow-up (*if necessary*)
- **Step 7** – Report Export Sales

## TIPS AND TRICKS

- Ask questions
- SBA qualification can be done in advance
- Vendor # needed for processing reimbursement
- Project Description – Focus on the international component of the activity
- Receipts – organize, conversions, make notes as needed
- Report back
  - We want to hear about your experience!
  - Take pictures

## HIGHLIGHTS

# EXPORT ASSISTANCE GRANTS

## ELIGIBLE EXPORT-RELATED EXPENSES



- ✓ Virtual trade shows & mission fees
- ✓ Compliance testing
- ✓ International website design, development & translation
- ✓ Website SEO & localization services
- ✓ E-Commerce platform & market listing fees
- ✓ Website setup for international payments
- ✓ Digital & marketing media design & translation
- ✓ U.S. Department of Commerce services fees
- ✓ International travel



## Global Access Program

<http://dced.pa.gov/gap>



**Regional Export Network (REN) Partner**

**Debbie Langan**

Senior International Business

Development Manager

Northeast PA Alliance

Phone: 570-655-5581 x233

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PA DCED

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# EXPORT ASSISTANCE GRANTS

## FOR PA COMPANIES



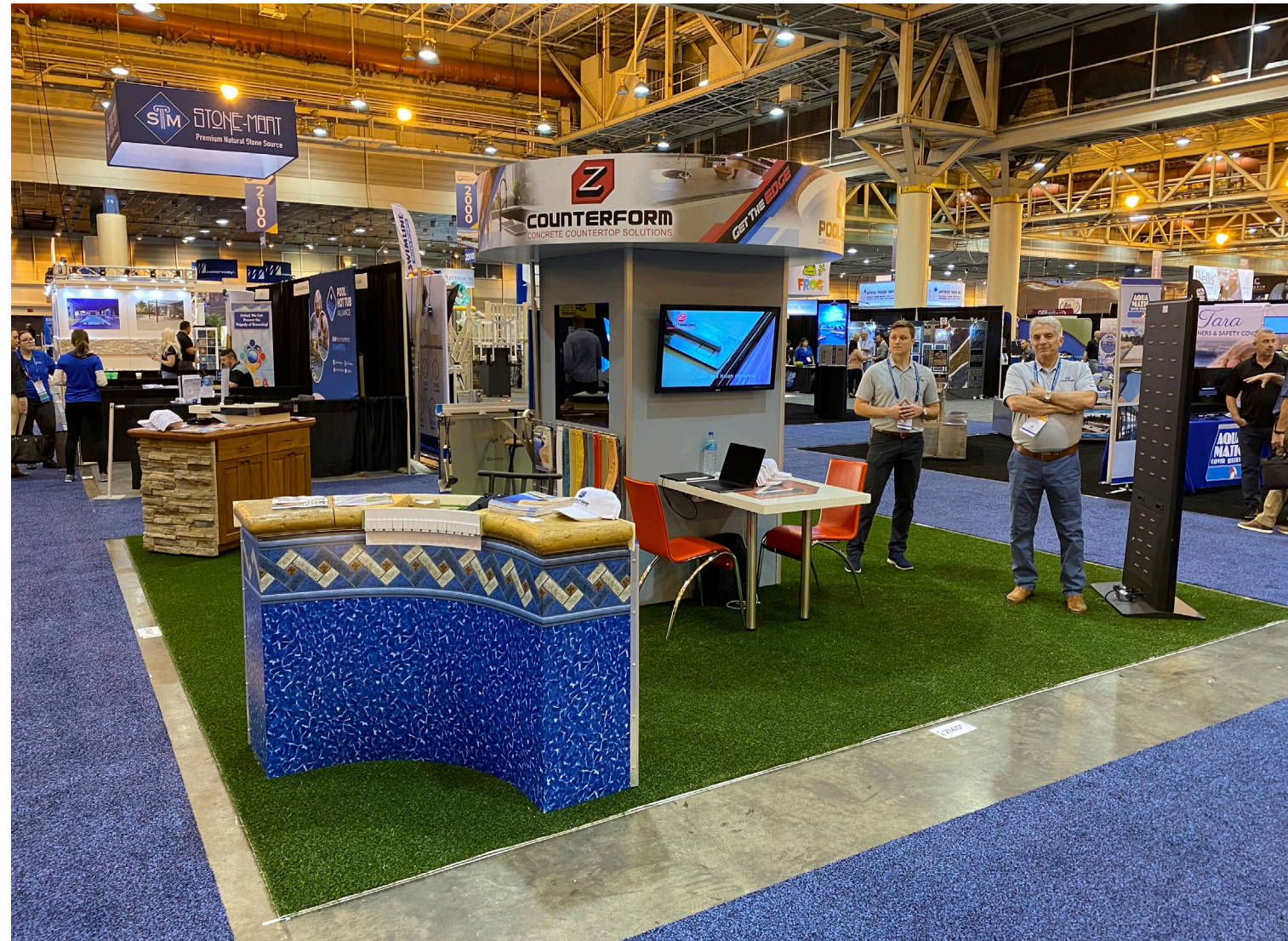
UP TO **\$10K PER GRANT AWARD**

**APPLY**

# CONCRETE COUNTERTOP SOLUTIONS



International Pool Spa Patio Expo in New Orleans, LA, November 5-7, 2019



[concretecountertopsolutions.com](http://concretecountertopsolutions.com)