



Cascade Engineering



ePrize

Your success begins in
PURE MICHIGAN

STEP PROGRAM



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PURE MICHIGAN®

Why Should You Export?

- 95% of the World's Consumers live outside the U.S.
- 73% of the Purchasing Power is in Foreign Countries
- 87% of the Economic Growth is outside our borders
- Increased SALES = Increased PROFITS
- Economic Growth = JOBS

MythBUSTERS

- Myth: Exporting is only for large companies
- FACT: Small Firms account for 97% of all Exporters

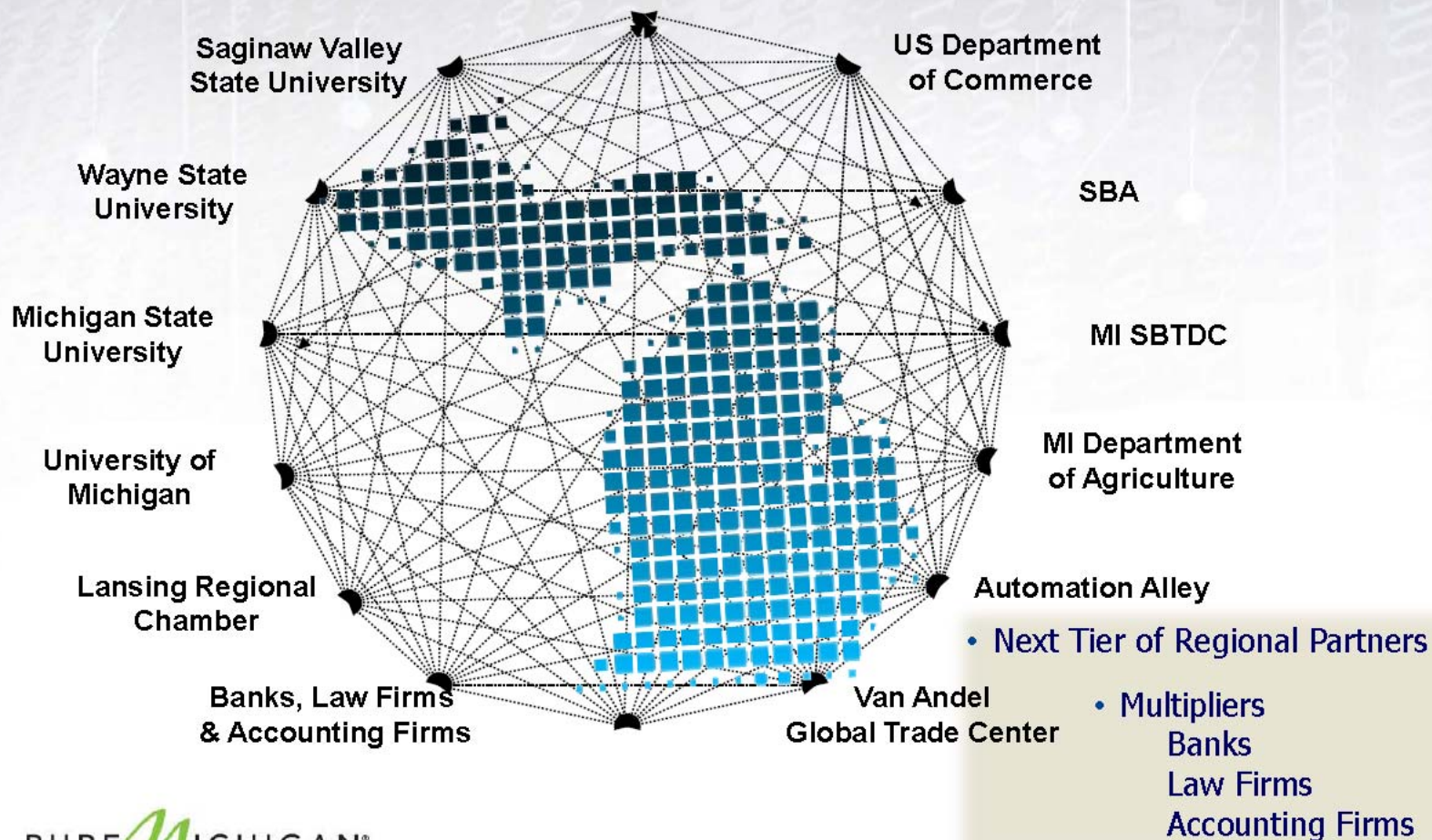
- Myth: It's difficult to get financing for exporting
- FACT: EX/IM Bank, SBA, MEDC support Private Banks

- Myth: There is no help for exporting in Northern MI
- FACT: Today's Panel is just a Sample of the Help

State Trade Export Promotion (STEP)

- SBA Funded Program
- Supports The National Export Initiative
- Goal is to Double Exports in 5 Years
- State of Michigan shares the same Goal
- Michigan was awarded the 4th Largest Grant
- MEDC created a new Export Group

STATEWIDE PARTNER COLLABORATION



STEP Program Goals

- Rapidly Grow Michigan's Export Sales By:
- Increasing the number of Michigan companies that Export
- Introducing current Exporters to new foreign markets and buyers

STEP Program Summary

- Eligible Companies Qualify for up to \$25,000
- 50% Reimbursement of Export Expenses
- Guidance to Export Support Services
- Training Provided to New to Export Companies

Examples of Allowable Expenses

- Overseas trade mission participation
- International or Domestic trade show participation
- Foreign market sales trip
- Subscription to U.S. Dept. of Commerce Services
- Website and/or marketing material translation services

Eligibility

- Have 500 or fewer employees or meet the SBA definition of a small and medium sized enterprise
- Provide an Employer Identification Number (EIN) linked to a Michigan Address
- Be in good standing with the Michigan Department of Treasury

Application Process

- Complete an online intake form at www.michiganadvantage.org/STEP/
- Qualified Applicants will be assessed on their Export Readiness

My Contact Information

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www.michiganadvantage.org/export