WORLD TRADE CENTER®
NORTHERN CALIFORNIA

CALIFORNIA EXPORT FINANCE SEMINAR

Discover resources for California exporters.

WORLD TRADE CENTER®
NORTHERN CALIFORNIA

We Make Trade Easier

John Shea
jshea@norcalwtc.org

Education

Resources

Connections

WORLD TRADE CENTER®
NORTHERN CALIFORNIA

Member of the World Trade Centers Association

Member of the WTC Association

- Over 300 WTC's in more than 90 countries around the globe
- A global network of over 15,000 professionals

What We Do

- Connect people and businesses internationally
- International trade technical service provider

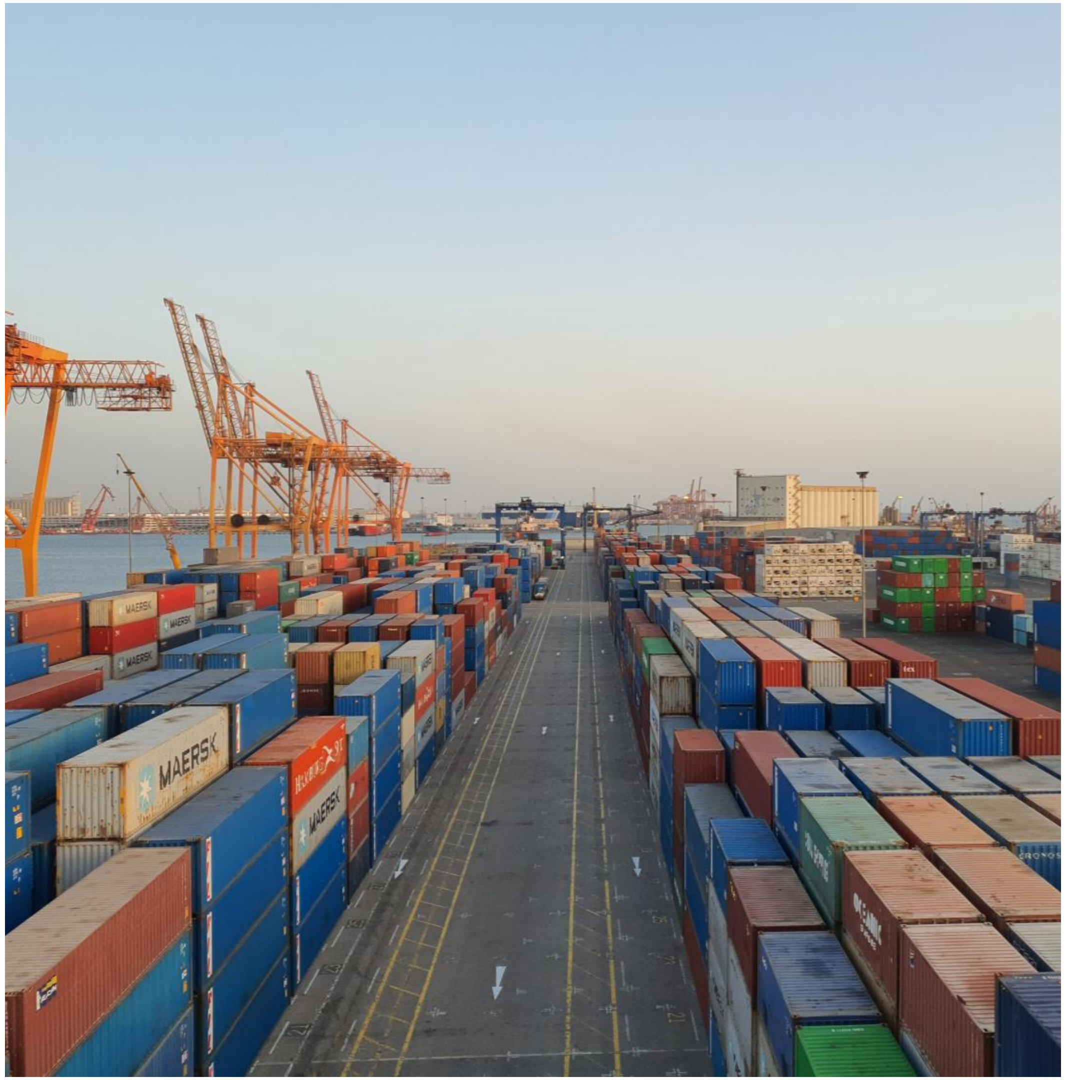
How We Do It

- Education – 1:1, webinars, events
- Consulting services
- Access to resources
- Connections to trade ecosystem
- Worldwide network of partners

WORLD TRADE CENTERS
ASSOCIATION

WORLD TRADE CENTER®
NORTHERN CALIFORNIA

Our Trade Services



- Digital Export Documents
    - Certificates of Origin
    - Certificates Free Sale
    - Good Manufacturing Practice
- Expert consultants
- Referrals
    - Financial
    - Legal
    - Service providers
- Introductions to trade ecosystem
    - EXIM, SBA, Commercial Service, GO-Biz
- WTCA Network
- Training

WORLD TRADE CENTER®
NORTHERN CALIFORNIA

Get Connected With Us

Become a Member Today!

www.norcal.org/members

www.norcalwtc.org

Kevin Mather

trade@norcalwtc.org

[LinkedIn]()

Subscribe to our newsletter!

https://mailchi.mp/2294c0d3cdb9/world-trade-center-northern-california-newsletter

MEMBERSHIP OPTIONS

BENEFITS		MEMBERSHIP LEVEL: Professional $500	Business I $750	Business II $1,500
Education & Training	**Education & Events**			
	Member discounts up to 50% for trade training programs.	✓	✓	✓
	Member discounts up to 50% for events.	✓	✓	✓
Growth & Expansion	**Access to the World Trade Center's Worldwide Network**			
	Referrals to California's international trade ecosystem and service providers.	✓	✓	✓
	Global Connections through the World Trade Centers Association Network.	✓	✓	✓
	Opportunity to attend annual Global Business Forum and B2B matchmaking.		✓	✓
	Application Assistance for California STEP Grants			
	STEP funds available for international events, export promotion and training.		1 Hr.	2 Hrs.
	Trade Help Desk Basic advice and trade assistance.	✓	✓	✓
	International Trade Advising			
	Meet with WTC Trade Advisers for assistance with export strategy, compliance, market assessment, trade data, documentation, etc. ($200/hr value).	50% Discount	2 Hrs./yr	4 Hrs./yr
	Country Briefing Packages.	1/yr	2/yr	4/yr
	Customized market assessment including trade data, political risk, security, currency. Ideal for new business development and market entry.	✓	✓	✓
Digital Export Documents	**Certificate of Origin (COO)** - *Non-member pricing is $50*	$25	$25	$25
	Certificate of Free Sale (CFS) - *Non-member pricing is $150*	$110	$110	$110
	Good Manufacturing Practices (GMP) Certificate - *Non-member pricing is $175*	$150	$150	$150

CONNECTING YOU TO GLOBAL MARKETS

U.S. COMMERCIAL SERVICE
United States *of* America Department *of* Commerce

INTERNATIONAL TRADE ADMINISTRATION

Our Global Presence

The U.S. Commercial Service, creates jobs in the United States and strengthens U.S. economic and national security by promoting U.S. exports, and ensuring market access and a level playing field in international trade for U.S. companies.

Strategically located in **106 U.S. and 127 foreign locations** in 80 countries, our global network of trade and investment professionals are well-positioned to help U.S. companies succeed internationally and ensure that U.S. businesses and commercial interests have a robust advocate and first line of defense against unfair foreign trade practices and market access barriers.

U.S. Commercial Service Offices Worldwide

Export Counseling

International Business Development

The U.S. Commercial Service provides you with reliable information and personalized counseling at every step of your export journey- from strategy and planning, financing and logistics, market entry and expansion, to advocacy, and even eCommerce counseling. Our trade experts are here to address your concerns and guide you to success in the global marketplace.

eCommerce Innovation Lab

The eCommerce Innovation Lab helps U.S. business by identifying export opportunities across the ecommerce sales channels, through concentration on client digital strategy development, use of Website Globalization Review gap analysis tools, and the online eCommerce Export Resource Center business library to help companies adapt and grow in the digital economy.

Market Intelligence

Country Commercial Guides

Prepared by trade and industry experts, Country Commercial Guides provide information on market conditions, opportunities, regulations and business customs for over 125 countries. Country Commercial Guides detail important factors to help you decide if a market is right for your product or service.

Customized Market Research

Customized Market Research answers questions about an overseas market including; market trends & size, customary distribution and promotion practices, market entry requirements, product standards and registration, regulations, key competitors and potential agents, distributors, and strategic Partners.

Initial Market Check

The Initial Market Check is an initial assessment of the market potential of your product or service in the targeted market. The service gauges the potential of a specific product or service in a market by gathering feedback from up to five industry participants and provides recommendations on whether to pursue the target market.

International Company Profile

The International Company Profile provides U.S. companies and economic development organizations with a comprehensive background report and full analysis on a specific foreign company. Reports provide general business information, background and product information, key officials, references contacted by ITA, financial data/credit worthiness, reputation, results of site visits and interviews with principals; information sources consulted in preparing the report; and analysis of information.

Business Matchmaking

Single Company Promotion

Provides U.S. companies with promotional services to help increase the awareness of their product or service in a specific market. The promotional event may consist of a technical seminar, press conference, luncheon, dinner, or reception with targeted direct mail or email campaigns.

Gold Key Service

Provides U.S. firms traveling to a foreign market with up to five pre-screened appointments to establish relationships with potential overseas agents, distributors, sales representatives, business partners and other local, in-country entities.

International Partner Search

Provides U.S. firms with a list of up to five prospective agents, distributors and partners that have expressed an interest in your product or service. Virtual introduction via teleconference to the identified contacts also available.

Business Service Provider Listing

An online program to help U.S. exporters identify a professional export service provider to support them in the assessment, financing, or completion of an export transaction.

Commercial Service Presented Events

DISCOVER GLOBAL MARKETS

Organized by the U.S. Commercial Service, these annual business development forums focus on an industry and/or world region. The conferences feature one-on-one meetings with U.S. Commercial Service diplomats visiting from abroad; panel discussions on the latest industry trends; export education; and extensive networking with U.S. trade officials and leading private sector experts.

TRADEWINDS

Organized by the U.S. Commercial Service, Trade Winds missions include a business development forum in its host city, consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Diplomats representing commercial markets throughout the region. Participating companies can customize a business matchmaking schedule with multiple stops, based on input from our in-country Commercial Specialists, and grow their international sales through meetings with pre-screened potential buyers, agents, distributors and joint-venture partners during the mission.

Trade Events

Certified Trade Missions

Organized with select trade organizations, missions are customized to meet the needs of groups of U.S. companies participating. Missions may include activities such as market briefings, Gold Key Service, receptions, site visits, and technical seminars.

Trade Show Representation

The Trade Show Representation Service provides U.S. companies and economic development organizations with the ability to increase their marketing exposure at an overseas trade show when they are unable to attend in-person. Multiple clients' products and services may be showcased by the Commercial Service at the event.

International Buyer Program

At major domestic industry trade shows, the U.S. Commercial Service provides services including on-site introductions to foreign buyers; networking; export counseling; market analysis; and business matchmaking.

International Trade Fairs

Certified trade fairs feature a U.S. Pavilion and represent a U.S. Department of Commerce endorsement that the fair offers a high-quality, multifaceted opportunity for American companies to successfully market their product/services overseas. Participating companies receive U.S. Commercial Service assistance with access to prospective foreign buyers, agents, and industry representatives. Other services include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.

Commercial Diplomacy

Advocacy Center

The Advocacy Center coordinates U.S. Government Advocacy efforts for U.S. exporters competing on foreign projects or procurement opportunities that involve foreign government decision-makers, including foreign government-owned corporations. U.S. Government Advocacy assistance helps level the playing field on behalf of U.S. exporters and workers competing for international contracts against foreign firms and to promote the growth of exports of U.S. goods and services around the world.

Report a Trade Barrier

File a complaint with the International Trade Administration's Trade Agreements Negotiations and Compliance Office. This office works with U.S. businesses to help ensure that foreign governments adhere to and do not impose trade barriers inconsistent with their trade agreement obligations.

Trade Dispute Resolution

We can provide information to help you resolve common trade disputes like customs issues. In some instances, we may be able to make inquiries directly with the foreign government.

Exports Matter

More than **70%** of the world's purchasing power is **outside** of the United States.
Competitors are **increasing** their global market share while the U.S. is underperforming.

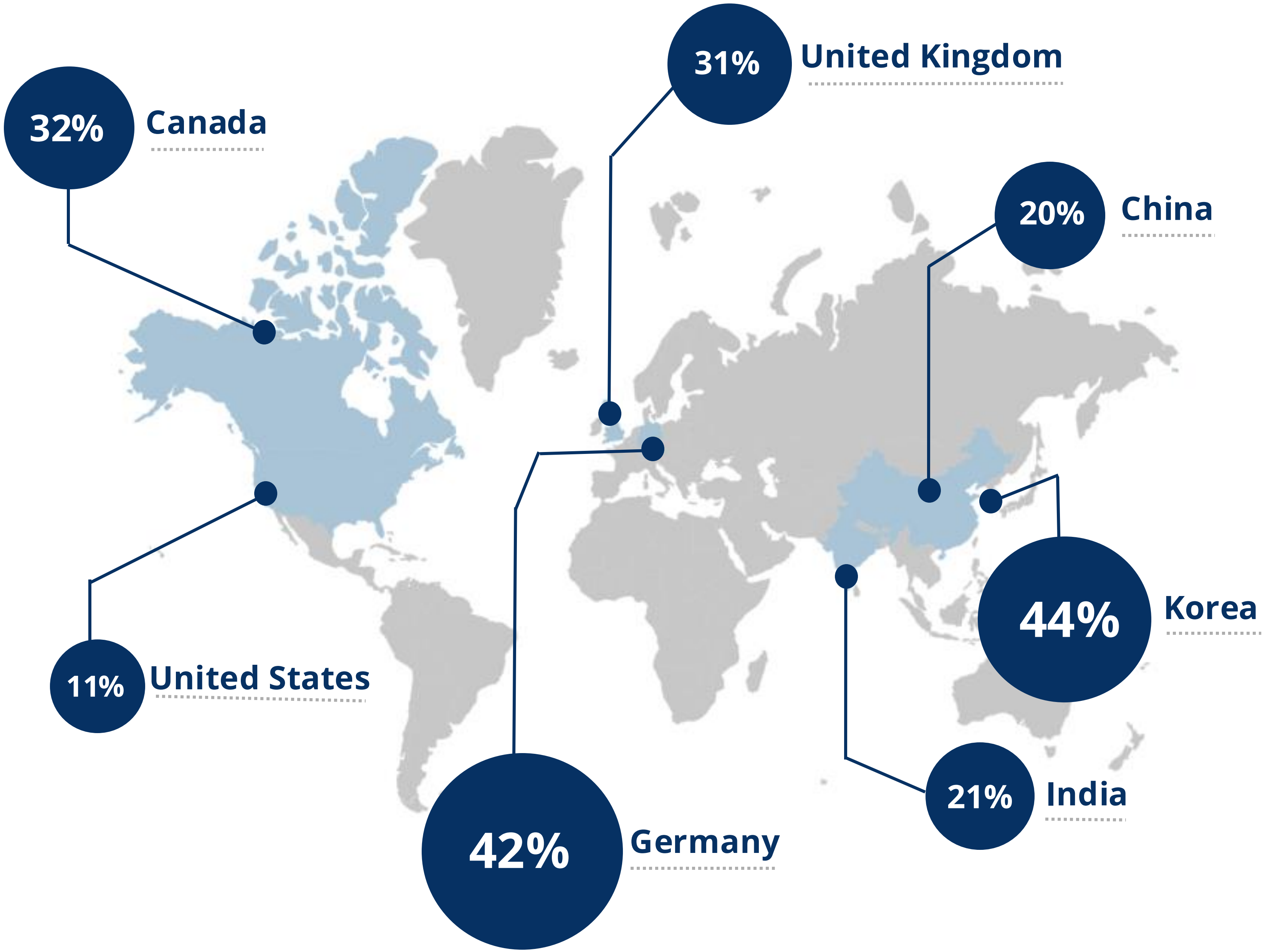
Companies that export, grow faster.

And are less likely to go out of business.

Opportunity

With only 11% of the United States GDP generated by exports, it's safe to say we have a lot of room for growth.

The U.S. Commercial Service works to fill that space



EXPORTS OF GOODS & SERVICES (% GDP)
WorldBank2024

Our Mission:
Grow U.S. exports to increase U.S. jobs.

How we are different

Worldwide Recognition
As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network
Our unmatched global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.

Results Driven
Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.

$428 Billion

Facilitated by $289.4b export revenue and $138.6b inward investment. (2025 calendar year)

82% of Global Markets total impact

Is attributed to results in priority sectors - Advanced Manufacturing, Energy (Including Critical Minerals), and Strategic Technologies (Including AI).

(2025 calendar year)

1.29M American Jobs

Supported by U.S. Commercial Service trade and investment efforts. (2025 calendar year)

Return on Investment

For every $1 appropriated to the Commercial Service, $460 returns to the U.S. economy.

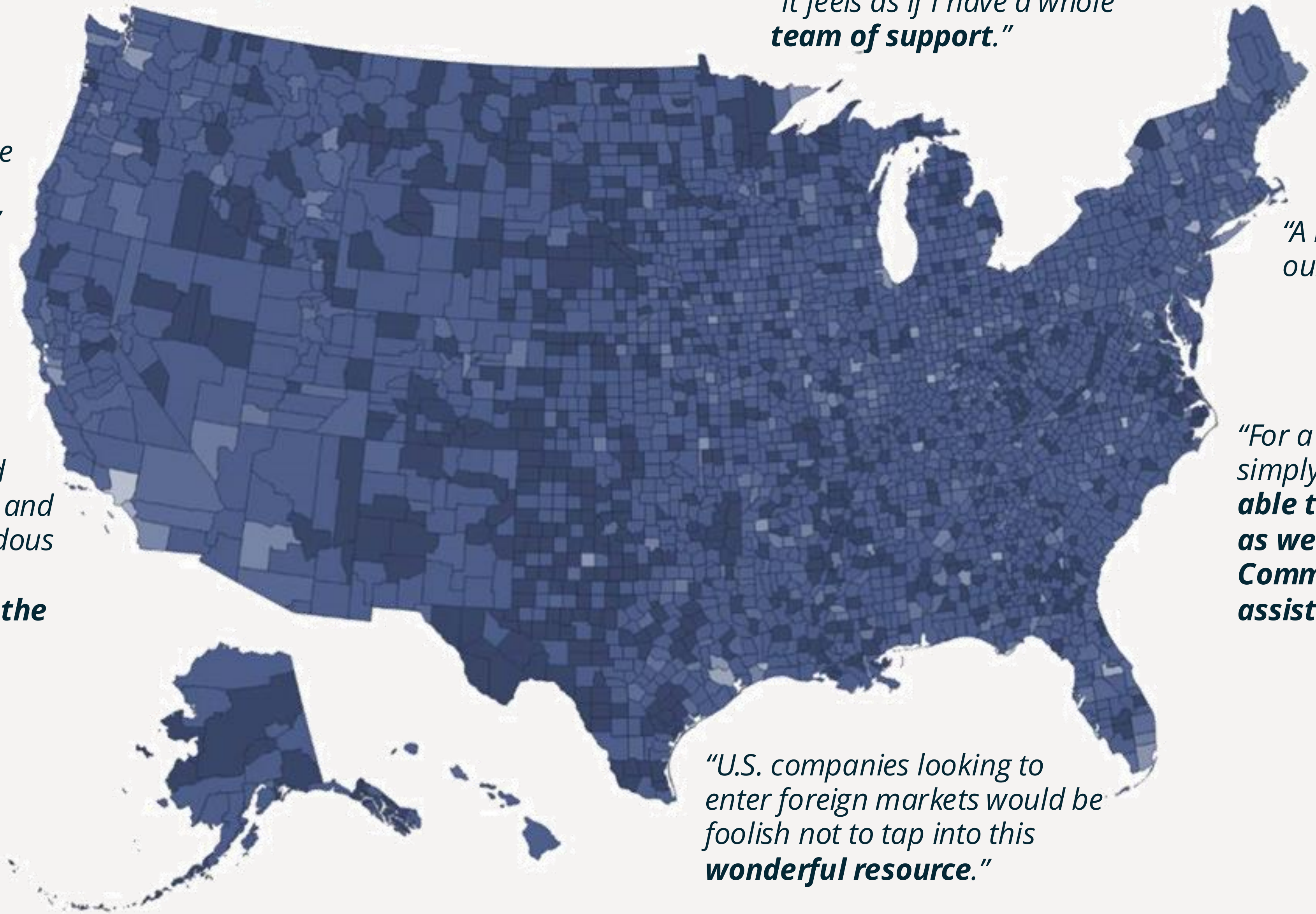
Results for U.S. Small Businesses

Exporting can be profitable for businesses of all sizes.

In the words of our clients across the country:

*"I had no idea that such **superior service** was available to me from a government agency."*

*"The service provided was invaluable to us and represents a tremendous **advantage for our competitiveness in the global economy**."*



*"It feels as if I have a whole **team of support**."*

*"A **hidden gem** within our government."*

*"For a small company, we simply **would not have been able to accomplish as much as we did without U.S. Commercial Service assistance**."*

*"U.S. companies looking to enter foreign markets would be foolish not to tap into this **wonderful resource**."*

Upcoming Events

formnext

November 17-20, 2026 - Frankfurt, Germany. Formnext is Europe's largest additive manufacturing event.

Your Local Office

Companies can find assistance locally in more than 100 Commercial Service offices nationwide.

U.S. Commercial Service
trade.gov/

Gabriela Zelaya

U.S. Commercial Service – Silicon Valley
San Jose, CA
Email: gabriela.zelaya@trade.gov
Website: trade.gov/california-san-jose

Find Your Local CS Export Team By Visiting trade.gov/locations

Client Success

U.S. Exports

NEW YORK
CANADA
AGRIBUSINESS

New York-based Re-Nuble Inc. is a high-tech agribusiness company that produces a 'grow mat' for vertical indoor farms or controlled environment agriculture (CEA) farms. Global Markets assisted Re-Nuble with completing documents related tothe United States-Mexico-Canada Agreement (USMCA) for a potential export to two new Canadian distributors. Global Markets walked Re-Nuble through the process of calculating product origin and found that the products qualified for duty- free preference under the USMCA. As a result, Re-Nuble successfully exported its products to Canada and projects future sales of $1.3 million annually.

TESTIMONIAL

"We're immensely excited for what lies ahead for Re-Nuble as we begin exporting our products into Canada, a market that we've been planning to enter for a long time given the sizeable trade opportunities that exist, and one that we know Re-Nuble can contribute positively towards through our platform of sustainable technologies for the agriculture industry."

– Tinia Pina, Founder & CEO, Re-Nuble, Inc

Commercial Advocacy

PENNSYLVANIA
GUINEA
MANUFACTURING

Through our Advocacy Center, Global Markets successfully supported Wabtec Corporation (Pittsburgh, PA) in signing a $277 million agreement with Rio Tinto to provide American locomotives for the Simandou rail project. The Simandou project in Guinea - the largest untapped reserve of high-grade iron ore in the world - is projected to produce 120 million tons of iron ore. Wabtec secured this contract over two Chinese firms.

TESTIMONIAL

" Global Markets' U.S. Commercial Service has been an invaluable resource for Wabtec...they provided unwavering support as we pursued this opportunity in the face of stringent international competition and an evolving regulatory and standards framework. Their support ensured we were able to compete and, ultimately, win this important procurement opportunity that expands our international customer base while providing manufacturing jobs in Pennsylvania."

- Lars Hickey, Managing Director of Project Finance and International Government Affairs, Wabtec

SMALL BUSINESS ADMINISTRATION

1953

California Export Finance Seminar Series: Sacramento

Michael Fazio

Finance Manager

Office of Capital Access

Trade Tools for International Sales

One-stop website for information on exporting and importing for small businesses.

Learn about:

- Developing an export plan
- Federal and local resources available to help small businesses
- Identifying markets, including information about U.S. trade agreements, such as USMCA, and the opportunities created for small businesses
- Laws and regulations that impact trade, including customs, tariffs, intellectual property, and e-commerce

Loan Guaranty Programs

- **Export Express** – (Avg. $264,200)
  - Term loans and lines of credit up to $500,000
  - 90% guaranty up to $350,000 and 75% guaranty above $350,000
- **International Trade Loan** – (Avg. $2.08 Million)
  - Term loans up to $5,000,000
  - 90% guaranty
- **Export Working Capital Program** – (Avg. $2.09 Million)
  - Asset-based lines of credit & purchase order financing up to $5,000,000
  - 90% guaranty
- **Working Capital Program** – (New Pilot Program)
  - Domestic asset-based lines of credit & P.O. financing up to $5,000,000
  - 85% guaranty up to $150,000 and 75% guaranty above $150,000

Export Express Program

Capital for Export Development

- **Up to $500,000 in Financing**

- **Use Export Express for:**
  - Export development: participate in foreign trade shows, translation services, secure patents and trademarks
  - Financing export orders: buy inventory, pay staff wages, offer credit terms to foreign buyers
  - Freeing-up cash: issue standby letters of credit that serve as bid bonds, performance bonds, and advance payment guarantees
  - Purchasing fixed assets: acquire equipment or real estate to support international sales

International Trade Loan Program

Capital for Expanding Exporter Capacity

- **Up to $5 Million in Financing**

- **Use the International Trade Loan for:**
  - Purchasing fixed assets: acquire machinery or equipment to expand production to meet foreign buyer demand
  - Retooling: fund expenses necessary to meet foreign product standards or licensing
  - Permanent working capital
  - Acquiring a bigger facility: for real estate needed as a result of expanding export sales

Export Working Capital Program

Capital to Fulfill Export Orders

- **Up to $5 Million in Financing**

- **Support a single transaction, multiple contracts, or revolving sales over the year**

- **Use EWCP for:**

  <u>Financing export orders:</u>
  - Inventory, materials, labor, other production costs
  - Foreign accounts receivable and offering sales terms
  - Insurance and freight costs
  - Bank fees related to the transactions

  <u>Freeing-up cash:</u>
  - Issue standby letters of credit for bid, performance, or advance payment bonds or guarantees

Working Capital Program

Capital to Fulfill <u>Domestic</u> and Export Orders

- **Up to $5 Million in Financing**

- **Support a single transaction, multiple contracts, or revolving sales over the year**

- **Use WCP for:**

  <u>Financing orders:</u>
  - Inventory, materials, labor, other production costs
  - Accounts receivable and offering sales terms
  - Insurance and freight costs
  - Bank fees related to the transactions

  <u>Freeing-up cash:</u>
  - Issue standby letters related to short-term projects

Borrower/Industry Examples:

Emergency gear wholesaler	Craft brewery	Roller coaster contractor
Heavy trucking contractor	Parachute maker	Seafood processor
Data center services	Food processor	Aerospace parts maker
Public relations consulting	Medical devices	Herbs & spices wholesaler
Wire fabric manufacturer	Winery	Computer software
Used equip vendor	Wooden toys	Video game designer
Boutique soap maker	Fruit packer	Specialty popcorn maker

Indirect Exporters

The Borrower's direct customer is based in the United States and that customer will be exporting the items/services it purchased from the Borrower to a foreign Buyer

What is Considered a "U.S. Export" for SBA Financing Purposes?

"An export transaction is the production and payment associated with the **sale** of **goods or services** to a **foreign** buyer."

	Yes	No
Goods shipped from the United States and its territories?	✓	
Goods sold to the U.S. military at a base overseas?		✓
Services provided drilling for hydrothermal resources in East Africa?	✓	
Consultancy services for a conference in, or to provide management advice to, a customer in U.K.?	✓	

SBA Tools for International Sales

- Trade Tools

SBA Loan Guaranty Programs

- Export Finance Programs

SBA District Office (Local)

- Sacramento

SBA General Information (National)

- Homepage

EXIM BANK

Solutions to Support Your Export Growth

- Insights from the Emerging Exporter Business Development Division

Who We Are

EXIM is a U.S. federal government agency

Established
in 1934

Headquartered in
Washington, D.C.

12 Regional Offices
nationwide

Our Mission: Facilitate U.S. jobs by supporting the growth of U.S. exports. Fill gaps and complement private-sector financing.
Level the playing field for U.S. companies competing for global sales.

OUR FINANCING

Makes the Difference

Level the playing field
and compete globally

Minimize the risk
of buyer non-payment

Supplement
commercial financing

No company or transaction is too small

EXIM has supported sales of just a few thousand dollars

Why Should You Export?

- Nearly 95% of the world's consumers are located outside the United States
- Companies that export are more profitable*
- Emerging businesses are more likely to have connections to overseas markets

*U.S. Commercial Service Basic Guide to Exporting

EEBD Division

Why Do Only 1% of Companies Export?

Fear of the unknown…**RISK!**

EEBD Division

WHAT WE DO

Ways EXIM Can Help

1

Improve competitiveness by insuring export receivables

2

Assist in obtaining pre-export working capital financing

3

Support capital equipment exports with term loans for international buyers

Helping American Businesses
Win the Future

Working Capital Loan Guarantee

BENEFITS

- Pay for materials, equipment, supplies, labor, and other inputs to fulfill export orders.
- Provides 90% guarantee of repayment to the lender.
- More attractive advance rates than conventional financing.

EEBD Division

HOW DOES **WORKING CAPITAL LOAN GUARANTEE WORK?**

Step 1:

You export and want to grow export sales, but need to finance export accounts receivable and inventory destined for export.

Step 2:

You apply for a working capital loan, but your lender won't approve it because your collateral is export-related.

Step 3:

Lenders with **delegated authority** process your working capital loan under established EXIM criteria.

Step 4:

Your lender loans you the money. You use the funds to fulfill your export sale.

Export Credit Insurance

BENEFITS

- **Risk Protection**
  Protects against buyer nonpayment due to commercial risks and political risks.
- **Sales Tool**
  Allows exporter to offer competitive credit terms to foreign buyers, generally up to 180 days, some products may qualify for 360-day terms.

EEBD Division

HOW DOES **EXPORT CREDIT INSURANCE WORK?**

Step 1:

You identify an international buyer and obtain an Export Credit Insurance policy.

Step 2:

You offer credit terms to your foreign buyer.

Step 3:

The buyer accepts the deal's terms.

Step 4:

You ship your product and invoice the buyer.

Step 5:

You report shipments and pay premiums on the amount shipped.

Step 6:

The buyer pays. If they fail to do so, EXIM pays.

SHORT-TERM

Export Credit Insurance

Multi-Buyer

(entire export portfolio)

95% coverage, no deductible (for “small business” policies only), pay-as-you-go, some buyer approval authority may be given to exporter

Multi-Buyer Select Risk

(a negotiated portfolio)

95% coverage, first-loss deductible, pay-as-you-go, some buyer approval authority may be given to exporter

Single-Buyer

(single or multiple shipments to one buyer)

90% coverage, no deductible

Direct Express Select

Direct Express Select policy covers receivables generated by international sales.

- Direct Express Select is an insurance policy for underserved businesses
- The policy covers the account receivable created by selling to an international buyer on open account credit terms.
- With a policy in place, your company can offer open account credit terms (60 days, 120 days, etc.) to win new customers and increase sales to existing buyers, while reducing the risk of nonpayment.

Direct Express Select Benefit Details

Direct Express Select's exceptional in-house customer service team is ready to expertly assist you from policy explanation to application, addressing any of your concerns along the way.

- 95% coverage
- No deductible
- No application or policy issuance fees
- Dedicated in-house servicing teams
- Pay-as-you-ship premiums

What is Covered?

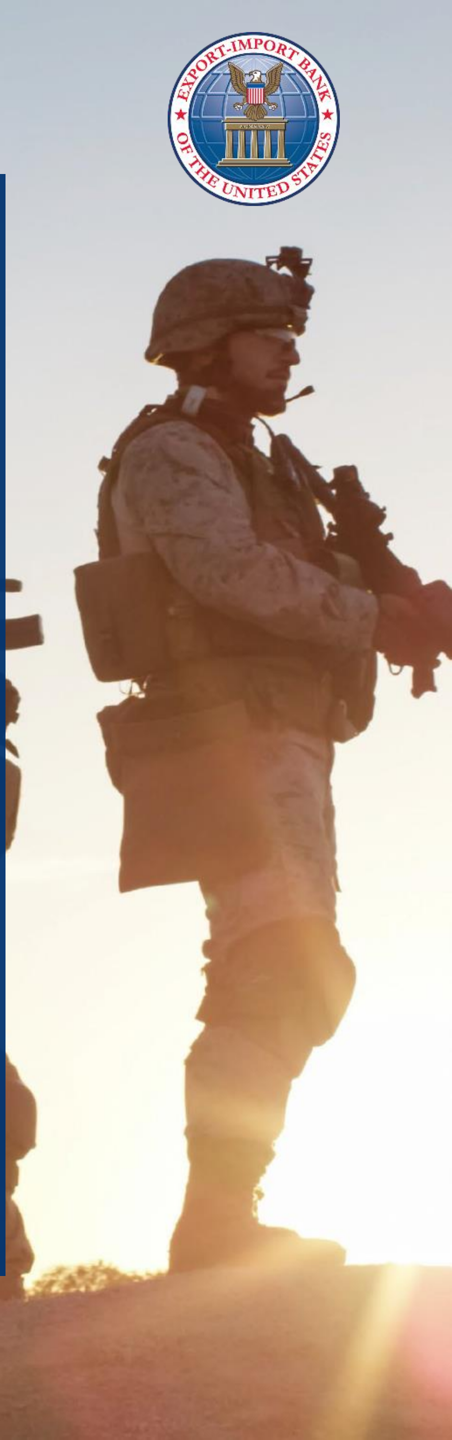
Commercial Risks:

- Insolvency
- Bankruptcy
- Protracted Default

Political Risks:

- War, revolution, insurrection
- Currency transfer risk
- Cancellation of import or export license

Disputes with the buyer are **not** covered



WE SUPPORT

A Variety of Industries

- Manufacturing
- Construction Equipment
- Medical Equipment
- Mining
- Power-generation
- Aircraft & Avionics
- Services
- Renewable Energy
- Agribusiness
- Wholesale/Retail
- Oil & Gas

TOOLS FOR EXPORTERS

Country Limitation Schedule

- EXIM Bank conducts business in most countries throughout the world.
- Restrictions may apply based on political or economic conditions and are highlighted on the Country Limitation Schedule.
- Open in over 180 countries

EEBD Division

A Few Restrictions

- No military or defense-related products or obligors *(exceptions apply)*
- Must leave from the United States
- U.S. content policy

EEBD Division

CASE STUDY

Acoustic Sheep®

Erie, PA

Woman-owned small business

Exports to Europe, Asia, Australia

Uses ECI and WCLG

Working with EXIM since 2017

CHALLENGE

Dr. Wei-Shin Lai, a family physician, designed headphones that play music, audiobooks, and other sounds helpful for a restful night.

Twelve years later, the couple is successfully making their invention work for others around the world.

With EXIM's Support, Acoustic Sheep:

- Continued exports in its original markets and expanded into two new countries
- Grew its international sales at about 15 percent per year
- Exports now comprise a quarter of the company's total revenue

Stay Connected to EXIM

LinkedIn: https://www.linkedin.com/company/eximbankus

X (*formerly known as Twitter*): https://twitter.com/eximbankus

Instagram: https://www.instagram.com/eximbankus

Facebook: https://www.facebook.com/eximbankus

Truth Social: https://truthsocial.com/@EximBankUS

EXIM Blog: https://grow.exim.gov/blog

EEBD Division

Additional
Resources & Assistance

Insurance Brokers: Broker Locator

https://www.exim.gov/resources/insurance-broker-locator

Delegated Lenders: Working Capital

https://www.exim.gov/resources/delegated-authority-lenders

Regional Export Promotion Program (REPP) Members: REPP Locator

https://www.exim.gov/resources/repp-locator

EEBD Landing Page: Request a Consultation, Upcoming Events, and On-Demand Webinars

Meet the Emerging Exporter Business Development Team | EXIM.GOV


Questions?
EEBD Division

Name Aerek Stephens

- Telephone 202-375-8909
- Email aerek.stephens@exim.gov
- Title Sr. Business Development Officer
- Office of Small Business (OSB)

- **SCHEDULE A CONSULTATION**

HTTPS://GROW.EXIM.GOV/CONSULTATIONREQUEST

EEBD Division

CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

CALIFORNIA STEP GRANT

State Trade Expansion Program

Grant Period: STEP Y13 FY 26-27

CALIFORNIA
STATE TRADE EXPANSION PROGRAM

MARIANA GUEVARA
Export Program Manager

JONATHAN GASCA
International Trade Specialist

The Governor's Office of Business and Economic Development, or GO-Biz, serves as the State of California's leader for job growth, economic development and business assistance efforts in the world's fourth largest economy.

The International Affairs and Trade Unit (IAT) focuses on Export Promotion, Foreign Direct Investment, and Immigration Integration.

Overview

The California State Trade Expansion Program (STEP) is funded in part through a grant with the U.S. Small Business Administration.

STEP offers financial assistance to eligible California small businesses seeking to expand into foreign markets.

Eligible businesses can participate in up to two (2) STEP Events AND be reimbursed for up to 75% of their pre-approved export promotion expenses, with a maximum award amount of $10,000 through the Export Voucher.

Eligibility

- For-profit business
- Organized or incorporated in the U.S.
- Significant operations in California
- Exporting goods or services of U.S. origin or that have at least 51% U.S. content
- Meet SBA small business size standards (determined by NAICS code)
- Registered and in good standing with the California Secretary of State and other regulatory agencies
- In business for at least one year at the time that the funded activity takes place
- **Has sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and customs brokers**

Eligibility

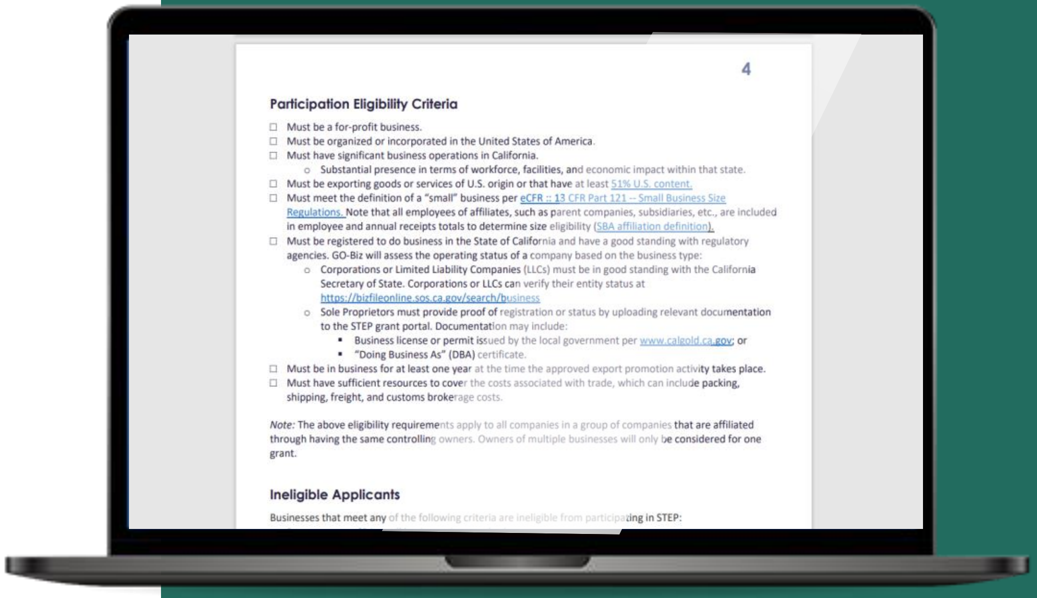
View all information covered today at https://export.business.ca.gov/grant-details/

Program Resources

STEP Program Guidelines

Review program eligibility, selection criteria, and allowable expenses.

- STEP Application Instructions
- STEP Reimbursement Instructions
- STEP Event Application Preview
- STEP Export Voucher Application Preview
- STEP Program Training Video



STEP Events

- Export promotion activities led or supported by GO-Biz
- Participate in up to two (2) STEP Events per grant year
- Funding amount or participation fee for a STEP Event is pre-determined

Leverage the California brand for added visibility and opportunities

Participate at a reduced cost compared to exhibiting on your own

Participate in networking opportunities with foreign business leaders

Receive business-to-business matchmaking support*

**Event-specific variations may apply*

Upcoming STEP Events

Upcoming STEP Events

Expo Manufactura
California Pavilion for advanced manufacturing

Singapore Airshow
California Pavilion for aerospace and defense

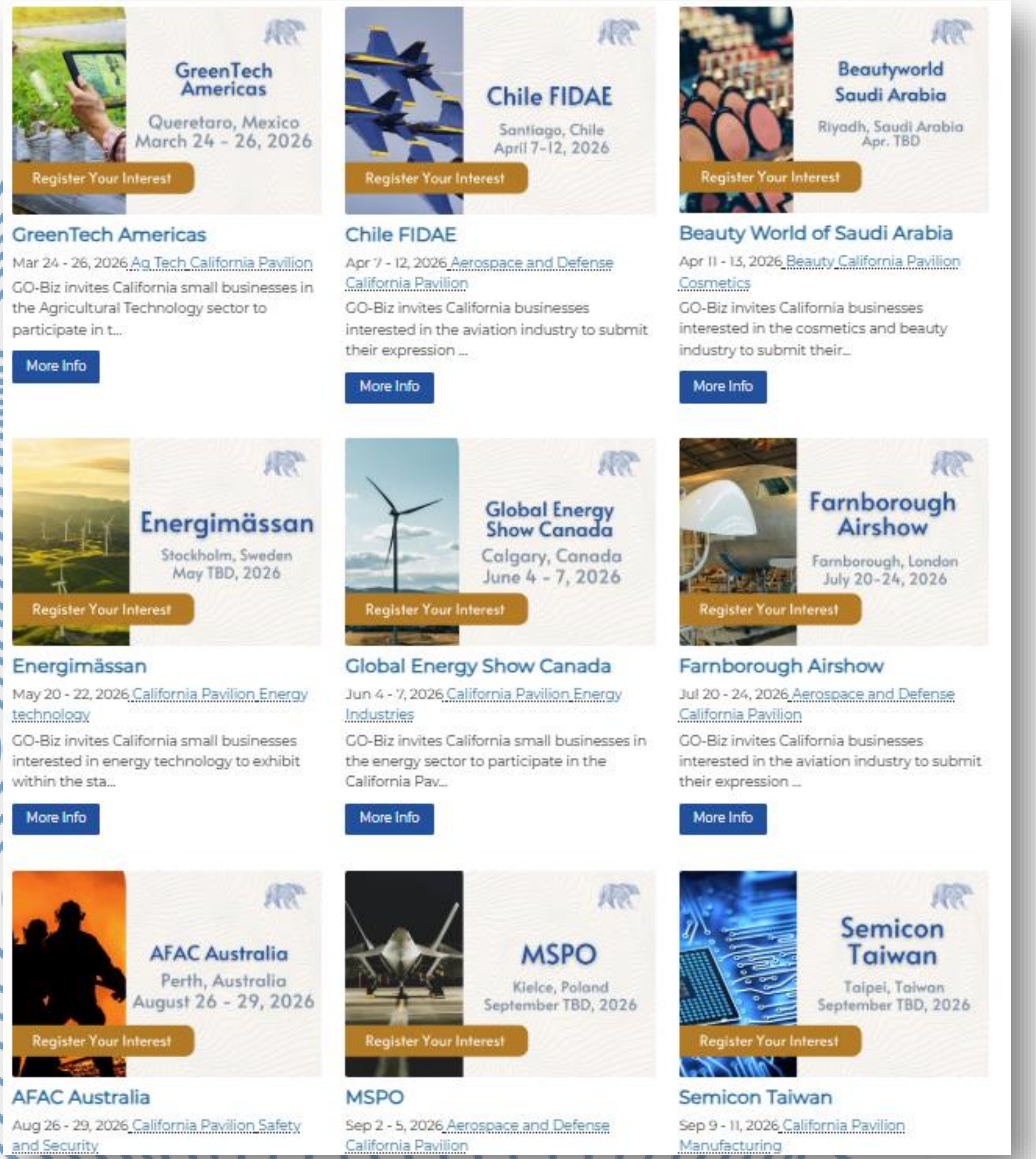
GreenTech Americas
California Pavilion for agricultural technology

Upcoming STEP Events

Expo Manufactura
California Pavilion for advanced manufacturing

Singapore Airshow
California Pavilion for aerospace and defense

GreenTech Americas
California Pavilion for agricultural technology



STEP EVENT List

View Potential STEP Events Early

Visit https://export.business.ca.gov/step-events/

Be Notified Early

Interested companies will receive a notification once the official application is available!

STEP Export Training

Export Voucher

- Individual grant reimbursement for proposed export promotion activity
- Funding is competitive and not guaranteed
- Reimbursement for up to 75% of the actual expense
- Maximum reimbursement of $10,000 per grant year

Timeframe

Applications must be submitted prior to the planned activity

Requests for retroactive activities will not be considered

One application per round, or until maximum award has been awarded

Export Voucher Application Window

Round	Application Period Open	Application Period Close	Implementation & Completion Period
1	Jul. 20, 2026	Dec. 11, 2026	Jul. 20 – Dec. 31, 2026
2	Dec. 14, 2026	Mar. 12, 2027	Jan. 1 – Mar. 31, 2027
3	Mar. 14, 2027	Apr. 30, 2027	Apr. 1 – Jun. 30, 2027

Export Voucher Allowable Activities

International Trade Shows or Trade Missions

- Booth Space, Design, and Construction
- Furniture and Equipment Rental
- Lighting and A/V Services
- Event Marketing and Promotion
- On-site Translation and Interpretation Services
- Shipping and Logistics

U.S. Commercial Service Products

- Gold Key Service
- Initial Market Check
- International Company Profile
- Single Company Promotion
- Customized Market Research

U.S. COMMERCIAL SERVICE
United States of America Department of Commerce

Export Voucher Allowable Activities

Export Credit Insurance

- Export-Import Bank Export Credit Insurance
- Private Credit Insurance Fees

Domestic Trade Show

Cap of $5,000

- Booth Space, Design, and Construction
- Furniture and Equipment Rental
- Lighting and A/V Services
- Event Marketing and Promotion
- Shipping and Logistics

Export Voucher Allowable Activities

Compliance Testing & Product Registration

Cap of $5,000

- Testing and Certification Fees
- Product Registration Fees
- Market-Specific Labeling and Packaging

Website Globalization & E-Commerce

Cap of $5,000

- Multilingual Website: Develop website in multiple languages
- Local SEO Optimization: Optimize for local search engines
- E-Commerce and Online Marketplaces: international e-commerce platforms and local online marketplaces
- Local Payment Gateways: Integrating with local payment gateways

Export Voucher Allowable Activities

International Marketing Materials

Cap of $5,000

- Translation Services: translating materials to appeal to target audience
- Marketing Brochures: creating brochures tailored to local market
- International Advertising: targeted ad campaign on local media channels: Billboards, Newspaper ads, Advertisements in international magazines, Posters
- Content Marketing: producing content in local languages for target market
- Email Marketing: targeted email campaigns tailored to local preferences

Intellectual Property

Cap of $2,500

- International Trademark Registration
- Foreign Patent Filing
- Foreign Copyright Registration
- Foreign IP Compliance

Export Voucher Ineligible Costs

GO-Biz will not consider the ineligible costs

- Meals, lodging, transportation, or other expenses associated with travel
- General business operation expenses (rent, equipment, inventory, general marketing, payroll, etc.)
- Printing expenses
- Activities completed by staff on payroll
- Activities solely focused on the domestic market
- Activities being transacted in sanctioned/embargoed countries
- Payments to those affiliated with the company. Review how SBA determines affiliation: § 121.103 (f)

How to Prepare?

CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

1. Prepare an Export Plan

Select markets, set objectives, milestones, and implementation schedule.

2. Determine Export Promotion Activity

Participate in a trade show, prepare product for foreign entry, and or meet with foreign buyers.

3. Prepare a STEP Grant Application

Review the Program Guidelines prior to starting, have the Application Instructions open while completing the application.

4. Await Notification

GO-Biz will evaluate applications for eligibility and review for funding consideration *(2 weeks)*

5. Execute

Perform the pre-approved activities and document the participation, ensure to save invoices, photos, etc.

6. Closeout

Submit a reimbursement request and share your outcomes

https://export.business.ca.gov/

Visit our website for more details!

Get In Contact With Us

STEP@gobiz.ca.gov

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Financing and Resources for California Exporters

Any Questions?

Thank you for attending!