

## Global NY State Trade Expansion Program (STEP)

### STEP 11 – Application Form (Version 2)

*SBAOITST230107-01-00*

#### Section 1: Company and Contact Information

Legal Company Name:	
DBA Company Name (if applicable):	
Address (Street, City, State Zip Code):	
Contact Person:	Title:
Phone Number:	E-Mail:
Secondary Contact Person:	Title:
Phone Number:	E-Mail:
Website:	Main Phone Number:

#### Section 2: Company Description

Company Activity (check all that apply): <input type="checkbox"/> Manufacturer <input type="checkbox"/> Distributor <input type="checkbox"/> Service Company <input type="checkbox"/> Franchisor <input type="checkbox"/> Other:	
Industries (check all that apply): <input type="checkbox"/> Aerospace, Aviation & Defense <input type="checkbox"/> Advanced Materials & Chemicals <input type="checkbox"/> Agriculture & Processed Foods <input type="checkbox"/> Beer, Wine & Spirits <input type="checkbox"/> Biotech, Medical Devices & Life Sciences <input type="checkbox"/> Clean Technology, Recycling & Renewable Energy <input type="checkbox"/> Jewelry Manufacturing <input type="checkbox"/> Products and Service Technologies <input type="checkbox"/> High-Tech Electronics <input type="checkbox"/> Software, IT & Communications <input type="checkbox"/> Nanotechnology <input type="checkbox"/> Other:	
Provide a brief company description:	
Company Annual Sales:	Business Facility Area Size (Square feet):
Primary <a href="#">NAICS Code</a> :	Year Business Established:
Number of Employees in New York State:	

### Section 3: Company information

1. Level of Export Experience:
  - New to Export (No export experience; no export experience within 24 months)
  - Market Expansion (Currently export to one or more international markets)
2. Percentage of current annual export sales (If new to export, put 0): %
3. Ownership (check all that apply):
  - Minority-owned business
  - Veteran-owned business
  - Disabled Veteran-owned business
  - Rural business
  - Woman-owned business
  - None of the above
4. Is your business MWBE certified in New York State?
  - Yes
  - No
5. Other than the STEP program, have you previously received financial/technical assistance from the Empire State Development (ESD)?
  - Yes
  - No
 If yes, provide your responses below:
  - a. Program Name:
  - b. Date funding awarded (month, year):
  - c. Status (select one): Completed In Process Withdrawn/Terminated Other:
6. Does your company produce or have rights to export the product/service?
  - Yes
  - No
7. Are you currently working with an ESD or a U.S. Commercial Service representative?
  - Yes
  - No
 If yes, provide name:

### Section 4: Product or Service Information

8. Describe the product or service you seek to export, including its advantages and unique selling proposition.
9. Who are your major competitors at home and abroad?

10. How are your products or services typically distributed and marketed in the United States and in other countries?

11. Are there any special licenses or registrations requirements in the United States or in other countries?

12. Has your product or service been certified to meet domestic or international standards? If so, describe.

13. Does your product consist of at least 51% New York State content? Refer to the guidelines document for a calculation table.

Yes

No

14. Does your product consist of at least 51% United States content? Refer to the guidelines document for a calculation table.

Yes

No

15. Where in New York are your products made and who produces them?

16. What domestic and international trade shows are the most relevant to your firm? Do you actively attend or exhibit at them? How many times have you exhibited?

17. Are you currently represented in a foreign country?

- Yes  
 No

If yes, which country?

How are you represented (agent, distributor, sales office)?

### Section 5: Selection of Trade Activity

Your company may receive up to **\$10,000** in funding on a reimbursement basis by selecting up to **three** events or activities within this section. The reimbursements are based on 60% of the eligible expenses, up to the applicable cap amount of the trade activity, whichever is less. Items selected below must be completed by **December 31, 2024**. Do not include retroactive trade activities that have already been completed or are in process. This application must be submitted prior to an activity start date.

**Trade Winds Europe - Türkiye (May 15, 2024) as well as Italy and/or Romania, (May 9-10, 2024) and Denmark, Poland, and/or Kazakhstan (May 16-17, 2024).**

Trade Winds is the largest U.S. government-led trade mission and business development forum. Organized by the U.S. Commercial Service, Trade Winds will feature meetings with U.S. commercial diplomats from over 25 countries in Europe and Eurasia, conference programming, and networking.

**Africa Health 2024 (Johannesburg, South Africa) – October 14 – 16, 2024**

Africa Health is the continent's largest healthcare exhibition and is a leading platform for the industry to meet, learn and do business. High-level professional conferences and invaluable networking opportunities will allow companies in the healthcare industry to export their products into Africa.

**Trade Mission to the Caribbean (Countries TBD) – January/February 2025**

The goal of this trade mission is to assist eligible New York State companies in exporting their products and services to the Caribbean. Each participant will receive a customized schedule of B2B meetings to meet with prospective customers and business partners. Mission participants will also benefit from networking events and logistical support provided by ESD's foreign office contractor.

**Financial Assistance Award for Travel**

A qualified foreign market sales trip will allow a company representative to participate in organized trade missions and/or events that will enable them to explore or expand international business opportunities. A trip must be organized by a professional trade organization, the U.S. Commercial Service, the U.S. Department of State, Foreign Embassy, Consulate or through ESD's foreign offices after use of the Export Marketing Assistance Service (EMAS Plus). A detailed agenda must be provided. Note: Reimbursement for this trade activity is limited to 60% of the total eligible costs or \$3,500, whichever is less.

Organized by (select one):

- Export Marketing Assistance Service Plus (EMAS Plus) or the Empire State Development (ESD)
- A Professional Trade Organization or Economic Development Organization
- U.S Commercial Service, U.S. Department of State, ESD, Foreign Embassy or Consulate

Name of Traveler:

Event Organizer Name:

City, State/Country:

Start Date:

End Date:

Trade Show or Event Name:

Projected Total Expenses: \$

Description of activity/Scope of work:

**Services Offered by the U.S. Department of Commerce**

The services available from the U.S. Commercial Service can assist a company with entering or expanding their markets, such as, choosing the best market for their products or services; evaluating prospective foreign business partners; increasing market potential; and gold key matchmaking services. Note: Reimbursement for this trade activity is limited to 60% of the total eligible costs or \$2,000, whichever is less.

Start Date:

End Date:

Markets Serviced:

Projected Total Expenses: \$

Description of activity/Scope of work:

**Export Training Workshops**

Training workshops and education courses must have a direct benefit to, and assist, a company with gaining credible knowledge of export policies, regulations, and/or best practices. Note: Reimbursement for this trade activity is limited to 60% of the total eligible costs or \$2,000, whichever is less.

Organization Providing Service:

City, State/Country:

Title of Course/Program:

Start Date:

End Date:

Projected Total Expenses: \$

Description of activity/Scope of work:

**Export Insurance Premium Reimbursement (EXIM Bank Only)**

Reimbursement for premium payments made to EXIM bank related to exporting. Export insurance premiums paid to an organization that is not EXIM bank will not be eligible. Note: Reimbursement for this trade activity is limited to 60% of the total eligible costs or \$3,500, whichever is less.

Start Date:

End Date:

Projected Total Expenses:

Description of activity/Scope of work:

**Exhibit at a Virtual, International or Qualified Domestic Trade Show**

A trade show is an exhibition for a company to showcase and demonstrate their products and services. This includes foreign trade shows appropriate for their export development, and domestic/virtual trade shows, which have a significant international presence. Note: Reimbursement for this trade activity is limited to 60% of the total eligible costs or \$5,000, whichever is less.

Type of show (select one):

- Virtual Trade Show or Virtual Trade Mission
- International Trade Show
- Qualified Domestic Trade Show

Name of Traveler:

Name of Trade Exhibit:

City, State/Country:

Start Date:

End Date:

Projected Trade Booth Expenses (registration, booth, set up, shipping, etc.): \$

Projected Travel Expenses (flight, hotel, meals, etc.): \$

Projected Total Expenses: \$

**Strategy Statement (Only for Virtual and Qualified Domestic Trade Shows).** Provide a brief strategy statement below that conveys your company's approach and actions to achieve export sales at this virtual or qualified domestic show by arranging business-to-business meetings with international buyers interested in your products or services. Attach information provided by the event organizer showing domestic and international buyers, exhibitor, and general attendance statistics. Refer to the guidelines document for additional criteria.

**Exhibit at a Virtual, International or Qualified Domestic Trade Show**

A trade show is an exhibition for a company to showcase and demonstrate their products and services. This includes foreign trade shows appropriate for their export development, and domestic/virtual trade shows, which have a significant international presence. Note: Reimbursement for this trade activity is limited to 60% of the total eligible costs or \$5,000, whichever is less.

Type of show (select one):

- Virtual Trade Show or Virtual Trade Mission
- International Trade Show
- Qualified Domestic Trade Show

Name of Traveler:

Name of Trade Exhibit:

City, State/Country:

Start Date:

End Date:

Projected Trade Booth Expenses (registration, booth, set up, etc.): \$

Projected Travel Expenses (flight, hotel, meals, etc.): \$

Projected Total Expenses:

**Strategy Statement (Only for Virtual and Qualified Domestic Trade Shows).** Provide a brief strategy statement below that conveys your company's approach and actions to achieve export sales at this virtual or qualified domestic show by arranging business-to-business meetings with international buyers interested in your products or services. Attach information provided by the event organizer showing domestic and international buyers, exhibitor, and general attendance statistics. Refer to the guidelines document for additional criteria.



**Website Fees or Foreign Language Translation**

This activity pertains to translation of websites, marketing material, audio or video into foreign languages; design and development of a website with an international focus; oversight, maintenance and monitoring fees for search engine optimization; online market listing fees; e-commerce platform fees (hosting or maintenance fees); expenses to set up websites to accept international payments; search engine optimization; localization services. This activity must be carried out by a third-party organization. Note: Reimbursement for this trade activity is limited to 60% of the total eligible costs or \$3,500, whichever is less.

Organization Providing Service:

Start Date:

End Date:

Projected Total Expenses: \$

Description of activity/Scope of work:

**Development of International Marketing Campaign(s)**

Development of marketing media is the ability to promote a product or service to strengthen export sales using any of the following: brochures, social media, websites, billboards, newspapers, posters, international magazines and translation of marketing media, including audio and video. This activity must be carried out by a third-party organization. Note: Reimbursement for this trade activity is limited to 60% of the total eligible costs or \$3,500, whichever is less.

Organization Providing Service:

Start Date:

End Date:

Project Total Expenses: \$

Description of activity/Scope of work:

**Consultancy Services**

Procurement of consultancy services include design and creation of an export marketing plan, creation of a market entry strategy based on a consultant's knowledge or experience in a particular market, creation of an export compliance manual or conducting an export compliance audit. Consultancy services must be carried out by a third-party organization. Note: Reimbursement for this trade activity is limited to 60% of the total eligible costs or \$3,000, whichever is less.

Consultant Name or Organization:

Start Date:

End Date:

Projected Total Expenses: \$

Description of activity/Scope of work:

**Compliance Testing**

Cost of compliance testing an existing product for entry into an export market. Compliance testing must be carried out by a third-party organization. Note: Reimbursement for this trade activity is limited to 60% of the total eligible costs or \$4,000, whichever is less.

Organization Providing Service:

Start Date:

End Date:

Projected Total Expenses: \$

Description of activity/Scope of work:

### Section 6: US Small Business Administration (SBA) Opportunities

The US Small Business Administration (SBA) would like to give eligible small business concerns the opportunity to expand their knowledge and resources of other programs that are offered by the agency. Please check the appropriate box if you would like for your company’s name and contact information to be shared with other programs offered by SBA. Whether you choose to participate or not, the status of your participation with STEP will not change. SBA’s aim is strictly to share information about other opportunities with you.

- Yes
- No

### Section 7: Federal Forms and Reporting

In order to be considered to receive a Global NY STEP grant, you are required to complete the following forms from the U.S. Small Business Administration (SBA).

1. Self-Representation as an Eligible Small Business Concern; and
2. Debarment, Suspension, and Other Responsibility Matters Primary Covered Transactions

By signing below, you agree to adhere to all federal and New York State grant requirements, and to provide sales and job creation statistics directly derived as a result of your participation in the trade event as required by the Global NY STEP grant application.

### Section 8: Certification and Information Disclosure Verification

The undersigned: certifies that all of the information contained in this application and in all statements, data and supporting documents which have been made or furnished for the purpose of receiving assistance for the project(s) described in this application, are true, correct and complete to the best of your knowledge and belief; acknowledges that the State of New York or its agencies and political subdivisions may in its discretion, by means which it chooses, verify the truth and accuracy of all statements made herein; and acknowledges that offering a written instrument knowing that the written instrument contains a false statement or false information, with the intent to defraud the State or any political subdivision, public authority or public benefit corporation of the State, with the knowledge or belief that it will be filed with or recorded by the State or any political subdivision, public authority or public benefit corporation of the State, constitutes a crime under New York State Law.

The undersigned agrees to submit with this application the SBA Self-Certification and Debarment forms that are included as part of this application form. The undersigned also agrees to complete and submit the STEP Project Impact Report in the form attached that is described separately.

Name:	Title:
Signature:	Date:

This application and associated forms must be completed and emailed to [globalny@esd.ny.gov](mailto:globalny@esd.ny.gov) to be considered eligible.



U.S. Small Business  
Administration

## **SELF-REPRESENTATION AS AN 'ELIGIBLE SMALL BUSINESS CONCERN'**

The undersigned seeks services from a State grant recipient under the Trade Facilitation and Trade Enforcement Act of 2015 (HR 644) which authorized the State Trade Expansion Program (STEP).

Section 503 of the Trade Facilitation and Trade Enforcement Act of 2015 defines the term 'eligible small business concern,' as a business concern that:

1. Is organized or incorporated in the United States;
2. Is operating in the United States,
3. Meets
  - a. The applicable industry-based small business size standard established under section 3 of the Small Business Act; or
  - b. The alternate size standard applicable to the program under section 7(a) of the Small Business Act and the loan programs under title V of the Small Business Investment Act of 1958 (15 U.S.C. 695 et seq.);

The U.S. Small Business Administration (SBA) size standards are found at 13 C.F.R. Part 121. Use the following [sba.gov](https://www.sba.gov/category/navigation-structure/contracting/contracting-officials//small-business-size-standards) link for information on size standards for your business

(<https://www.sba.gov/category/navigation-structure/contracting/contracting-officials//small-business-size-standards>)

4. Has been in business for not less than 1 year, as of the date on which assistance using a grant under this subsection commences; and
5. Has access to sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and customs brokers.

The undersigned certifies that this is an export ready U.S. company seeking to export goods or services of U.S. origin or have at least 51% U.S. content.

Submitting false information in order to obtain services from a STEP grant recipient is a violation of Federal law. If you submit false information the Government may seek criminal, civil, and/or administrative remedies against you, pursuant to 18 U.S.C. §§ 1001, 1040; and 31 U.S.C. §§ 3729-3733. The Government may elect to exclude you from further participation in certain Federal programs and contracts if you submit false information in connection with receiving services from a STEP grant recipient.

**I hereby certify that the business I represent is seeking services from a STEP grant recipient and is an eligible small business concern,\* pursuant to the above definition.**

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
COMPANY NAME

*All SBA programs and services are extended to the public on a nondiscriminatory basis.*



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**Certification Regarding  
Debarment, Suspension, Ineligibility and Voluntary Exclusion  
Lower Tier Covered Transactions**

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This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 13 CFR Part 145. The regulations were published as Part VII of the May 26, 1988 *Federal Register* (pages 19160-19211). Copies of the regulations may be obtained by contacting the person to which this proposal is submitted.

**(BEFORE COMPLETING CERTIFICATION, READ INSTRUCTIONS ON REVERSE)**

- (1) The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
  
- (2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Business Name \_\_\_\_\_

Date \_\_\_\_\_

By \_\_\_\_\_  
Name and Title of Authorized Representative

\_\_\_\_\_  
Signature of Authorized Representative

## INSTRUCTIONS FOR CERTIFICATION

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations (13CFR Part 145).
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion--Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Nonprocurement List.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.