



## Global NY State Trade Expansion Program STEP 7 – Application Form (Version 11)

### 1. COMPANY AND CONTACT INFORMATION:

Company Name:

Address (include Street, City, State, Zip Code):

Contact Person:

Title:

Telephone #:

E-Mail:

Secondary Contact Person:

Title:

Telephone #:

E-Mail:

Website:

Fax #:

### 2. COMPANY DESCRIPTION:

#### Company Activity (check all that apply)

Manufacturer

Distributor

Service Company

Franchisor

Other: (specify) \_\_\_\_\_

#### Industries (check all that apply)

Aerospace, Aviation & Defense Advanced

Clean Technology, Recycling & Renewable Energy

Materials & Chemicals Agriculture &

Jewelry Manufacturing

Processed Foods

Products and Service Technologies

Beer, Wine & Spirits

High-Tech Electronics, Software / IT & Communications

Biotech, Medical Devices & Life Sciences

Nanotechnology

Other: (specify) \_\_\_\_\_

#### Provide a brief company description.

Primary NAICS Code:

Year business established:

Employees in New York State:

Company Annual Sales:

Business Facility Area Size (Square feet):

#### Annual Exports:

New to Export (No Export experience at all; only “accidental” or “novice” exporting experience; no export experience within 24 months).

Market Expansion (Currently export to one or more markets; seeking to expand into a new country market; seeking to expand into a new region or segment). Percentage of current annual export sales: \_\_\_\_ %

#### Do any of the following apply to your business? (check all that apply)

Minority-owned business

Veteran-owned business

Disabled Veteran-owned business

Rural business

Woman-owned business

Is your business M/WBE certified in New York State? Yes No



### 3. PRODUCT / SERVICE INFORMATION:

Describe the product/service(s) you seek to promote including its comparative advantages and unique selling proposition.

Who are your major competitors at home and abroad?

How is your product /services typically distributed and marketed in the United States (and in other countries if applicable)? And are there any special licenses or registration required in the United States?

Does your product consist of at least 51% New York State content?      Yes      No

Does your product consist of at least 51% United States content?      Yes      No

Provide information about where these products are made (New York, USA, overseas, etc...) and who produces them.

Has your product /service been certified to meet domestic or international standards? If so, please indicate.

What domestic and international trade shows are the most relevant to your firm?

Do you actively attend/exhibit at them?      ☐ Yes      ☐ No

Are you currently represented in a foreign country? If yes, which country? How are you represented? (e.g., agent, distributor, sales office, etc...).

Are you currently working with ESD or a U.S. Commercial Service Office?      ☐ Yes      ☐ No

If yes, please identify the city and name of trade specialist:      City: \_\_\_\_\_ Name: \_\_\_\_\_

#### 4. SELECTION OF ESD PROGRAMMED TRADE MISSIONS/SHOWS:

Your company may select up to a maximum of **TWO** programmed trade missions/shows within this section. Participants are required to complete an [Export Marketing Assistance Service \(EMAS\)](#) application. Global NY's STEP Grant can reimburse a significant portion of exhibit, travel and accommodation expenses.

**Multi-Sector Trade Mission to South Africa (February 2021)** - The goal of this trade mission is to assist eligible New York companies in exporting products and services to South Africa. 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 in South Africa.

**Multi-Sector Trade Mission to Canada (April 2021)** - The goal of this trade mission is to assist eligible New York companies in exporting products and services to Canada. 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 in Canada.

**Hannover Messe, Hannover, Germany (April 12-16, 2021)** - The world's leading trade fair for industrial technology. All key technologies and core areas of industry – from research and development, industrial automation, IT, industrial supply, production technologies and services to energy and mobility technologies – can be found in Hannover Messe.

#### 5. SELECTION OF TRADE EVENT OR TRADE PROMOTIONAL ACTIVITY:

The combined total of selected items in sections 4 and 5 cannot exceed **THREE** activities/events. Events noted below must be completed by September 29, 2021. Do not include retroactive trade activities that have already been completed.

**Exhibit at an International (or Qualified Domestic) Trade Show** - Exhibition at international trade shows or qualified domestic trade shows. Coach class airfare for one company representative, lodging per diem, registration fees, booth space, booth set-up and furnishings, insurance and shipping fees are considered eligible expenses. Your company may apply for up to TWO distinct international or qualified domestic trade shows. Note: Reimbursement for each trade show activity is limited to 70% of the total eligible costs or \$5,000, whichever is less.

##### **International Trade Show (Foreign)**

**Qualified Domestic Trade Show with Significant International Target Audience Participation** – Provide a brief strategy statement that conveys your company's approach and actions to achieve export sales at this 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.



Strategy Statement for Domestic Trade Show:

Name of Traveler:

Name of Trade Exhibit:

City, Country:

Exhibit Date(s):

Date Travel to Begin:

Date Travel to End:

Projected Total Expenses (Coach-class airfare for one representative, lodging, exhibit/registration fees, setup fees, shipping fees) (\$):

**Exhibit at an International (or Qualified Domestic) Trade Show** - Exhibition at international trade shows or qualified domestic trade shows. Coach class airfare for one company representative, lodging per diem, registration fees, booth space, booth set-up and furnishings, insurance and shipping fees are considered eligible expenses. Your company may apply for up to TWO distinct international or qualified domestic trade shows. Note: Reimbursement for each trade show activity is limited to 70% of the total eligible costs or \$5,000, whichever is less.

**International Trade Show (Foreign)**

**Qualified Domestic Trade Show with Significant International Target Audience Participation –**

Provide a brief strategy statement that conveys your company's approach and actions to achieve export sales at this 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.



Strategy Statement for Domestic Trade Show:

Name of Traveler:

Name of Trade Exhibit:

City, Country (Location):

Exhibit Date(s):

Date Travel to Begin:

Date Travel to End:

Projected Total Expenses (Coach-class airfare for one representative, lodging, exhibit/registration fees, setup fees, shipping fees) (\$):

The US Small Business Administration (SBA) would like to give eligible small business concerns the opportunity to expand your 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. Your choice to participate or not, will not change the status of your participation with STEP. SBA's aim is strictly to share information about other opportunities with you.      Yes      No

#### 6. FEDERAL FORMS AND REPORTING:

##### Required Federal Forms

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.

#### 7. CERTIFICATION: 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 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.**

Signature of Authorized Company Official

Date:

Print Name:

Print Title:

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

Global NY  
Empire State Development  
633 Third Avenue, 36 Floor  
New York, NY 10017



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 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.