

Global NY State Trade Expansion Program (STEP)

STEP 8 – Application Form (Version 6)

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

Clean Technology, Recycling & Renewable Energy

Advanced Materials & Chemicals

Jewelry Manufacturing

Agriculture & 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; no export experience within 24 months).

Market Expansion (Currently export to one or more markets)

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 TRADE EVENT OR TRADE PROMOTIONAL ACTIVITY:

Your company may select up to THREE trade events or promotional activities within this section. Events noted below must be completed by September 29, 2021. Do not include retroactive trade activities that have already been completed.

Financial Assistance Awards for Travel – To participate in qualified market sales trips for domestic and international travel. Qualified trips include U.S. Commercial Service Discover Global Markets Business Forum Series, U.S. Department of Commerce Trade Event Partnership Program (TEPP) or ESD's Export Marketing Assistance Service Program (EMAS Plus). Note: Reimbursement for travel expenses is limited to one company representative and is based on 70% of the total eligible costs and shall be limited to \$2,500, whichever is less.

EMAS Plus Qualified Trade Mission (Sponsored through a professional trade organization)
Trade Event Partnership Program (TEPP)
U.S. Commercial Service Discover Global Markets – Business Forum Series

Name of Traveler:

Trade Mission Organizer:

Destination: City, Country

Date Travel to Begin:

Date Travel to End:

Trade Show Name:

Meetings & Appointments with:

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

Subscription to Services Offered by the U.S. Department of Commerce – STEP grant recipients may elect to utilize the services available from the U.S. Commercial Service to assist 'eligible small business concerns' 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. Associated travel costs will also be considered eligible expenses for reimbursement. Note: Reimbursement for this trade activity is limited to 70% of the total eligible costs or \$1,500, whichever is less.

Estimated Total Cost:

Estimated Start Date:

Estimated End Date:

Markets Serviced:

Description:



Financial Assistance Awards for Travel (U.S. Commercial Service Gold Key Service)

– To participate in qualified market sales trips for international travel. A qualified trip must be the result of the U.S. Commercial Service Gold Key Matching Service. Note: Reimbursement for travel expenses is limited to one company representative plus U.S. Commercial Service Gold Key Service fees. Reimbursement is based on 70% of the total eligible costs and shall be limited to \$3,000, whichever is less.

Name of Traveler:

Destination: City, Country

Date Travel to Begin:

Date Travel to End:

Meetings & Appointments with:

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

Targeted Export Training Workshops – Training workshops and education courses that are offered to recipients of STEP funds must have a direct benefit to, and assist, eligible small business concern(s) with gaining credible knowledge of export policies, regulations, and/or best practices. Export certification or training workshops offered by SBA Resource Programs; such as, SBDCs, Women Business Centers, ExporTech and SCORE are encouraged. Note: Reimbursement for this trade activity is limited to 70% of the total eligible costs or \$1,750, whichever is less.

Name of Sponsoring Organization:

Location:

Title of Course/Program:

Training/Workshop Date(s):

Registration Fee (\$):

Provide description of training below.



Exhibit at an International (or Qualified Domestic) Trade Show - Exhibition at international trade shows, virtual international trade shows, U.S. Department of Commerce TEPP 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.

Virtual International Trade Show

International Trade Show (Foreign)

U.S. Department of Commerce **TEPP** Trade Shows (Domestic)

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) (\$):

Exhibit at an International (or Qualified Domestic) Trade Show - Exhibition at international trade shows, virtual international trade shows, U.S. Department of Commerce TEPP 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.

Virtual International Trade Show

International Trade Show (Foreign)

U.S. Department of Commerce TEPP Trade Shows (Domestic)

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) (\$):

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 70% of the total eligible costs or \$6,000, whichever is less.

Start Date:

End Date:

Projected Total Expenses:

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Provide a project description below and attach the project scope of work.(Website Fees or Foreign Language Translation projects)

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 70% of the total eligible costs or \$6,000, whichever is less.

Start Date:

End Date:

Projected Total Expenses:

Provide a project description below and attach the project scope of work.

Virtual Services - Virtual business matchmaking and supportive services include participation in a virtual trade mission, that must have a direct relation to an international market. Virtual business matchmaking and supportive services must be carried out by a third party organization. Note: Reimbursement for this trade activity is limited to 70% of the total eligible costs or \$6,000, whichever is less.

Start Date:

End Date:

Projected Total Expenses:

Provide a project description below and attach the project 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 70% of the total eligible costs or \$6,000, whichever is less.

Start Date:

End Date:

Projected Total Expenses:

Provide a project description below and attach the project scope of work.

5. US SMALL BUSINESS ADMINISTRATION (SBA) OPPORTUNITIES

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 to be considered eligible.

Empire State Development - Global NY
633 Third Avenue
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.



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

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.