

# Ready for New Markets? *We Can Help.*

## Our Export Marketing Plan Services will position your company for **GROWTH**.



Enterprise Florida and the Florida SBDC Network, in partnership with the U.S. Commercial Service, are excited to announce a scholarship to assist qualified Florida “new-to-export” manufacturers and services providers to identify overseas growth strategies through the development of a customized Export Marketing Plan.

### Why Export?

- Over 95% of the world's customers are located beyond U.S. borders.
- Exporters realize higher employment growth than non-exporters.
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business.
- Export wages are typically 13–18% higher than non-export wages.

### The Process

You will meet with a Florida SBDC International Trade Specialist to conduct a confidential, in-depth business assessment. The Specialist will prepare and provide your company with a customized Export Marketing Plan.

### Qualifications

- Florida manufacturers and professional services providers only
- Products must be produced in the state of Florida or services must be provided from a Florida location
- Company's products must be at least 51% U.S. content
- New-to-export or infrequent exporters preferred
- Minimum of two years in business
- Five or more full-time employees
- \$500,000 to \$10 million in annual sales

### Cost to Qualifying Company - \$500

The cost for preparation of an Export Marketing Plan is \$4,000. Qualifying companies are eligible for a \$3,500 scholarship, making the cost to your company \$500.

### Grants for Overseas Opportunities

Upon acceptance of the Export Marketing Plan, companies may apply for grants from Enterprise Florida that will help them enter or expand in new markets. Reimbursable Gold Key/Matchmaker grants cover the cost of a single one-on-one business matchmaking service in a market recommended in the Export Marketing Plan, while Target Sector Trade Grants will cover 50% of the turnkey booth package costs of exhibiting at an overseas trade show – up to \$6,000. For more information, please visit [www.enterpriseflorida.com/tradegrants](http://www.enterpriseflorida.com/tradegrants) or contact your local Enterprise Florida trade representative.

**For More Information, Call 1.866.737.7232**  
**APPLY ONLINE at <https://fsbdc.net/STEP/STEPApp.php>**



### Customized Export Marketing Plan to:

**TARGET** Key Markets

**FOCUS** on Successful Country Launch Strategies

**EXPAND** Your Overseas Promotion Campaign Options

*In partnership with*

