



# California State Trade Expansion Program

## Export Promotion Assistance

[www.business.ca.gov](http://www.business.ca.gov) | [www.citd.org/castep](http://www.citd.org/castep)

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# California STEP



The California STEP program is designed to drive exports for small businesses.

## **Our goals are simple:**

If you are exporting, we'd like to help your business export more.

If you are not exporting, then we'd like to help you get started.

# California STEP



## How Will STEP Help Small Businesses?

- ✓ Export Assistance
- ✓ Business Matchmaking
- ✓ International Marketing Assistance
- ✓ Participation in Training
- ✓ Support for small business participation in foreign trade missions and foreign market sales trips
- ✓ Subscription to services of the U.S. Department of Commerce
- ✓ Trade show exhibitions

# California STEP



## Who is behind STEP?

STEP leverages a statewide network of Partners to implement a range of export promotion programs

- State
- Federal
- private trade promotion organizations
- non-profit trade promotion organizations

At the state level, STEP is managed by the California Community Colleges Chancellor's Office California Centers for International Trade Development (CITD) and the California Governor's Office of Business and Economic Development (GOBiz).

At the national level, STEP is managed by the U.S. Small Business Administration's Office of International Trade (SBA-OIT)



# Governor's Office of Business and Economic Development (GoBiz)

## About GoBiz

The Governor's Office of Business and Economic Development (GO-Biz) was created by Governor Edmund G. Brown Jr. to serve as California's single point of contact for economic development and job creation efforts. GO-Biz offers a range of services to business owners including: attraction, retention and expansion services, site selection, permit streamlining, clearing of regulatory hurdles, small business assistance, international trade development, assistance with state government, and much more.

Brian Peck

Deputy Director, International Affairs and Business Development  
Governor's Office of Business and Economic Development (GoBiz)

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# Governor's Office of Business and Economic Development (GoBiz)

## About International Affairs and Business Development

- Work with Federal, Regional & Local Partners as a facilitator for export-promotion programs
- State Trade & Export Promotion "STEP" Program
- Implementation of Trade MOUs with China, Mexico, Japan, Israel, Peru
- Manage China Trade Office
- Trade Missions

# California Centers for International Trade Development (CITD)



## About CITD

The CITD's have offices across the state and provide a full range of trade assistance services to companies and individuals in the state of California. All services are either free or low cost. Whether you are new or experienced in export or import, small or large, CITD has experts and resources ready to help you. CITD programs and services include one-on-one technical assistance and consulting, market research, training and educational programs, trade leads, and special events.

Jeff Williamson, Statewide Director  
California Centers for International Trade Development (CITD)

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## Who are the STEP Partners?

- California Governor's Office of Business and Economic Development (GO-Biz)
- CITD Hosted by Riverside Community College District
- CITD Hosted by Los Rios Community College District
- CITD Hosted by Rancho Santiago Community College District
- CITD Hosted by San Mateo Community College District
- CITD Hosted by State Center Community College District
- Los Angeles Area Chamber of Commerce
- CalAsian Chamber of Commerce
- California Department of Food and Agriculture
- California Community College's Chancellor's Office

## Resource Partners:

[U.S. Small Business Administration, Office of International Trade](#)

[Small Business Development Centers](#)

[U.S. and Foreign Commercial Service](#)

[Export Import Bank of the United States](#)

[United Parcel Service \(UPS\)](#)

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## Basic Qualifications to Participate in STEP:

1. Registered to do business in the State of California & in good standing
2. Is operating their business in California
3. Satisfies the SBA Small Business eligibility standards
  - SBA's industry-based size standard or
  - SBA's alternate size standard used for SBA loan guarantee program

[http://citd.org/wp-content/uploads/2015/09/Size\\_Standards\\_Table.pdf](http://citd.org/wp-content/uploads/2015/09/Size_Standards_Table.pdf)
4. Must be in business for at least one year at the time of the STEP funded export activity takes place
5. Has access to sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and customs brokers.
6. Have in effect a strategic plan for exporting

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What activities can you participate under STEP?

The program will conduct a series of unique export promotion activities including domestic and market-focused marketing campaigns, customized product/promotion localization assistance, and matchmaking services connecting small businesses to potential customers.

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Hong Kong Wine and Spirits Fair	November 10-12, 2016	Hong Kong
ANTAD Trade Show	March 16, 2017	Guadalajara, Mexico
SEMA Trade Show	April 2, 2017	Abu Dhabi
Vietnam Food & Hotel Conference	April 1, 2017	Vietnam
Tokyo International Gift Show	September 7, 2017	Tokyo
Plastimagen	March 1, 2017	Mexico
Cosmoprof Asia	November 16, 2016	Hong Kong
Mobile World Congress	February 27, 2017	Barcelona, Spain
Avalon 2017	February 28, 2017	Australia
Outbound Mission to Southeast Asia	July 1, 2017	Vietnam & Philippines
Outbound Mission to China	TBD	Shanghai & Beijing
South Korea Trade	TBD	South Korea

# California STEP



## What Industries are served under STEP?

- ✓ Information & communications technology
- ✓ Green technologies
- ✓ Food and agricultural producers and growers
- ✓ Industrial machinery
- ✓ Building and infrastructure products and services
- ✓ California lifestyle products
- ✓ All Others

# Wines of CALIFORNIA

## HONG KONG INTERNATIONAL WINE & SPIRITS FAIR

NOVEMBER 10-12, 2016

HONG KONG CONVENTION & EXHIBITION CENTER

1 EXPO DRIVE, WAN CHAI, HONG KONG



Come to Hong Kong to sample and display your wines for potential customers, importers, and distributors. We invite your winery to participate in the 9th Annual Hong Kong International Wine & Spirits Fair this November. The California STEP program is hosting the 54sqm *Wines of California Pavilion*.

### Participation Fee Includes • \$1,700.00

- Visibility to more than 19,000 buyers
- Special discounts on air travel with Cathay Pacific Airways - recommended discount hotels
- Chilled, secure storage on site
- A dedicate pouring station for your winery
- An endless supply of tasting glasses for pavilion visitors
- A turn-key environment that keeps your costs & risk low

### Hong Kong Market

- 2015 - California exports to Hong Kong reached \$96 Million, a record
- Hong Kong is a lead market and primary introduction point for wines being resold into China and SE Asia

### 2015 Fair Statistics

- 20,000+ Visitors
- 75+ countries and regions
- 1,060+ Exhibitors from 32 countries and regions

### The Awards

The Cathay Pacific Hong Kong International Wine & Spirit Competition, in which world-renowned experts judge wines in blind tasting flights. Categories include region, vintage, variety, style and food matching.

### Register for California STEP

[www.citd.org/register](http://www.citd.org/register)

### Contact Information

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What does a sample export promotion activity look like?

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What if my industry is not covered by any of the activities?

Individual Company Export Promotion Activity

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## Individual Company Export Promotion Activity

ICEP is designed to provide direct financial assistance to eligible California small businesses in the form of reimbursements for activities not currently being supported by California STEP.

ICEP may provide up to \$3,000 in reimbursements per company/per year to support the following export promotion activities:

- Participation in foreign market sales trips
- Subscription to U.S. Dept. of Commerce services
- Marketing/Website translation fees
- Costs associated w/shipment of samples to target markets
- Export tradeshow exhibition costs
- Other non-travel related expenses (as per STEP discretion)

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## ICEP Reimbursement Quick Details:

- Application Period: November 1, 2016 – July 31, 2017
- Approved activities must be completed between October 1, 2016 - August 31, 2017
- ICEP applications must be submitted a minimum of 35 days in advance of the planned activity.\*
- No retroactive reimbursement requests will be considered.\*
- Application processing period: approximately 3 weeks (average 10 days)

\* Except for applications with activities taking place between Oct 1 – November 15, 2016, in which case applications must be submitted by November 15, 2016.

**NOTE:** There are no match requirements this year

**[www.citd.org/icep](http://www.citd.org/icep)**



# California STEP



For more information and to register?

[www.citd.org/castep](http://www.citd.org/castep)

Questions about STEP?

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