

# NORTH CAROLINA STATE TRADE EXPANSION PROGRAM (STEP) APPLICATION

## SEPTEMBER 30, 2019 – SEPTEMBER 29, 2020

### I. COMPANY AND CONTACT INFORMATION

Company Name: \_\_\_\_\_

Facility address (Street/City/State/Zip): \_\_\_\_\_

Mailing address (Street/City/State/Zip): \_\_\_\_\_

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Email: \_\_\_\_\_

Secondary contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

### 2. COMPANY DESCRIPTION

#### Primary company activity (choose all that apply):

Manufacturer  Distributor  Service Company  Franchisor  Other: \_\_\_\_\_

#### Industries (choose all that apply):

Aerospace  Automotive  Boating/Marine  Clean/Green Technology  Composites

Construction  Defense/Security  Electronics  Energy  Environmental Technology

Food Products  Furniture  I.T.  Life Sciences  Lumber  Machinery

Outdoor  Packaging  Personal Products  Pet Products  Plastics & Chemicals

Textiles  Transportation  Waste & Recycling  Other: \_\_\_\_\_

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

Minority-owned business  Veteran-owned business  Disabled Veteran-owned business

Woman-owned business  Rural business; If Rural, please list county here: \_\_\_\_\_

(80 of North Carolina's 100 counties are rural. Non-rural counties include Alamance, Buncombe, Cabarrus, Catawba, Cumberland, Davidson, Durham, Forsyth, Gaston, Guilford, Henderson, Iredell, Lincoln, Mecklenburg, New Hanover, Orange, Pitt, Rowan, Union, and Wake.)

## 2. COMPANY DESCRIPTION

Year company established: \_\_\_\_\_ Primary NAICS code: \_\_\_\_\_

Company headquarters (include City and State): \_\_\_\_\_

Total number of (FTE) employees in NC: \_\_\_\_\_

Number of (FTE) employees globally: \_\_\_\_\_

Approximate gross sales last year: \_\_\_\_\_

Approximate percentage of export sales last year: \_\_\_\_\_

**Is your company foreign owned?**  Yes  No

If yes, what percentage of ownership is foreign? \_\_\_\_\_

Country: \_\_\_\_\_

**Is this business an affiliate or subsidiary of another company?**  Yes  No

If yes, list the name of the parent company and location of its headquarters (City and Country).

Parent company: \_\_\_\_\_ Headquarters: \_\_\_\_\_

**What is your export experience (choose just one)?**

**New to Export**  
(No export experience; only accidental or novice exporting experience; no exports within past 24 months)

**Experienced Exporter**  
(Currently exporting to 1 or more markets)

In what countries does the company currently export (past 24 months)?

\_\_\_\_\_

List other countries to which you are interested in exporting:

\_\_\_\_\_

What tradeshow and networking activities have been most beneficial to your export goals?

\_\_\_\_\_

**With whom is your company currently working at the Economic Development Partnership of North Carolina?**

\_\_\_\_\_

### 3. PRODUCT/SERVICE INFORMATION

Describe your product or service that you are seeking to promote. Include its competitive advantages and unique selling proposition (i.e. what differentiates yours from the competition):

Who are your major competitors abroad?

Are you currently represented in any foreign country?  Yes  No

If yes, in which countries and how? (e.g. agent, distributor)

Does your product/service consist of at least 51% US content? (i.e. produced or manufactured parts, labor, and/or value-added content or any combination thereof)

Yes  No

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 the 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.

Yes  No

## 4. FUNDING REQUESTS

As part of the North Carolina STEP Program, North Carolina small business concerns (SBCs) may qualify for reimbursement of up to \$11,000 for approved export activities and services as detailed below. Only complete the sections for which you are requesting reimbursement. **Applications must be submitted and approved prior to the activity in order to be eligible.**

### Travel Reimbursement up to \$3,000

The NC STEP Program will reimburse up to \$3,000 to SBCs for their costs of eligible airfare and lodging for one or two company employees combined. Travel costs must be associated with exhibiting at a trade show with EDPNC, exhibiting at a qualifying trade show on your own, or participating in a trade mission organized by EDPNC or one of our export partners (e.g. NC Dept. of Agriculture).

Prepaid airfare booked up six months in advance of the approved trade show will be eligible for reimbursement, provided it adheres to [Fly America Act](#) guidelines. Lodging reimbursement will be limited to the allowed [state](#) or [federal](#) per diem rate for each night of stay and may not be paid for prior to the beginning of the program-year (i.e. not before 9/30/19).

Companies may not secure a Travel reimbursement and a Booth reimbursement for the same event.

**Please submit your travel cost estimates if you are seeking travel reimbursement.** This should be your flight & lodging confirmations if you have already booked, or else screenshots of each you are considering.

1. Name the trade show or mission for which you are seeking travel reimbursement:

\_\_\_\_\_

2. Dates of the event: \_\_\_\_\_

3. Website of the event: \_\_\_\_\_

4. City/Country of the event: \_\_\_\_\_

5. Have you attended or exhibited at this event in the past?  Yes  No

a. If yes, when? \_\_\_\_\_

6. Will you be exhibiting with EDPNC at this event?  Yes  No

7. If not, who will you be exhibiting with, if anyone? \_\_\_\_\_

8. What is your booth number? \_\_\_\_\_

9. Describe your planned event activities (e.g. meetings scheduled, site visits, new product rollout, etc.):

\_\_\_\_\_

10. List the First, Middle, and Last name of each traveler.

a. Traveler #1: \_\_\_\_\_

b. Traveler #2: \_\_\_\_\_

11. Is either traveler elected to hold public office?  Yes  No

### Travel Reimbursement up to \$3,000

12. Are you seeking or planning to seek funding from any other state or federal organization for the same activity? (e.g. SUSTA, ARC, STEP from another state, etc.)

Yes  No

13. If yes, please describe:

### Booth Reimbursement up to \$5,000

The NC STEP Program will reimburse up to \$5,000 to SBCs for their booth costs at qualifying trade shows. Booth costs can be paid up to 12 months prior to the trade show. Only unshared booths at internationally held shows will qualify for reimbursement. No domestic shows will qualify for booth reimbursement.

Companies may not secure a Booth reimbursement and a Travel reimbursement for the same event.

**Please submit your booth cost estimates if you are seeking booth reimbursement.**

1. Trade show name: \_\_\_\_\_

2. Trade show dates: \_\_\_\_\_

3. Trade show website: \_\_\_\_\_

4. City/Country of the event: \_\_\_\_\_

5. My company is exhibiting alone and will be listed as an exhibitor in the show's directory:  Yes  No

6. Booth number: \_\_\_\_\_

7. Have you attended or exhibited at this trade show in the past?  Yes  No

a. If yes, when? \_\_\_\_\_

8. Describe your planned event activities (e.g. meetings scheduled, site visits, new product rollout, etc.):

9. Are you seeking or planning to seek funding from any other state or federal organization for the same activity? (e.g. SUSTA, ARC, STEP from another state, etc.)

Yes  No

10. If yes, please describe:

## Export Service Reimbursement up to \$3,000

The NC STEP Program will reimburse up to \$3,000 toward select export service activities, and companies can choose to implement multiple services for a grand total of \$3,000. Qualifying export services include website translation, website localization for foreign markets, translation of marketing materials (brochures, videos, PPT presentations, banners, etc.), and US Commercial Service export services including [Gold Key Services](#), [Initial Market Checks](#), [International Partner Searches](#), and [International Company Profiles](#). STEP cannot reimburse costs associated with printing.

**Please submit your original materials in English and a project estimate from an NC-based translation company if you are seeking translation or localization reimbursement.** (A list of reputable NC-translators is available upon request.)

1. For the **Translation of Marketing Materials**, please describe what medium/media you are planning to translate (e.g. brochure, PPT presentation):

- a. Into which language(s)? \_\_\_\_\_
- b. For which target markets? \_\_\_\_\_
- c. What is the estimated cost? \_\_\_\_\_
- d. When is the anticipated date of completion? \_\_\_\_\_

2. For **Website Translation or Localization for Foreign Markets**, please describe the scope of the project (e.g. which pages/content will be translated)

- a. Into which language(s)? \_\_\_\_\_
- b. For which target markets? \_\_\_\_\_
- c. What is the estimated cost? \_\_\_\_\_
- d. When is the anticipated date of completion? \_\_\_\_\_

3. For which **Export Services offered through the US Commercial Service (USCS) office** are you seeking reimbursement? (check all that apply)

- a. Gold Key Service
- b. Initial Market Check
- c. International Partner Search
- d. International Company Profile

4. Describe the purpose and/or target market of the USCS export service:

5. What is the cost of the USCS service? \_\_\_\_\_

6. Are you currently working with the USCS office?  Yes  No

a. If yes, who is your contact? \_\_\_\_\_

## 5. ADDITIONAL STEP SERVICES

**Southeast Asia Export Initiative:** The NC STEP Program is targeting countries in this region as they are an area of potential growth for NC exporters. Exports to this area were nearly \$1.4 billion in 2018, which is a 12.8% increase from 2017. The export volume is about 4% of total NC exports. Industries with strong growth potential in Southeast Asia include: Machinery, Food Products, Aerospace, Furniture, Auto/Motorcycles, Textiles, Medical Devices, and Wood Products. The NC STEP Program will assist at least 10 qualifying companies in expanding their global reach into Southeast Asian markets. Participants in this initiative will focus on market research and business development activities, including matchmaking services, market entry strategies, country-specific market intelligence, and trade show assistance. If you are interested in participating, please describe your current presence in the region, if any, and your export goals for the region:

**Export Education:** Export compliance seminars will be held during the STEP Program period throughout the state, and STEP participants will have their registration fees waived. If you are interested in attending, please indicate for which event(s). You will be contacted to register when its date is approaching. Check all for which you would like to be contacted:

- a. [Export Bootcamp](#) (Greensboro/October 10-11, 2019)
- b. [Export Controls](#) (Jacksonville/November 14, 2019)
- c. [Incoterms 2020](#) (Conover/February 25, 2020)
- d. [Export Compliance](#) (Asheville/May 12, 2020)
- e. [HTS/Schedule B Classifications](#) (Greensboro/August 4, 2020)

## 6. CERTIFICATION

The undersigned agrees to: adhere to all federal and North Carolina State grant requirements; submit with this application the SBA Self-Certification and Debarment forms that are included in this application; and complete an evaluation provided upon successful completion of the event/activity being supported through STEP; and **provide sales and job creation/retention statistics directly resulting from participation in the activity being supported by the NC STEP Program.**

I certify that the information provided in this application is true and correct. I agree to abide by the Economic Development Partnership of North Carolina's STEP Program guidelines and reporting policies as set forth in this application. I further understand that this application does not guarantee approval of funds for any of the proposed events/activities that are outlined in this application. Completion of this application does not guarantee funding or reimbursement for any business or personal expenses. This application must be completed and signed by an authorized officer of the applicant company to be considered for award.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Title: \_\_\_\_\_







**Certification Regarding  
Debarment, Suspension, and Other Responsibility Matters  
Primary 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 are available from local offices of the U.S. Small Business Administration.

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

- (1) The prospective primary participant certifies to the best of its knowledge and belief that it and its principals:
  - (a) Are not presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
  - (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
  - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
  - (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.
  
- (2) Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective primary 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 primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. 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 department or agency to which this proposal is submitted for assistance in obtaining a copy of those regulations (13 CFR Part 145).
6. The prospective primary 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 entering into this transaction.
7. The prospective primary 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," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. 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 ineligibility of its principals. Each participant may, but is not required to, check the Nonprocurement List.
9. 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.
10. Except for transactions authorized under paragraph 6 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 may terminate this transaction for cause or default.



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.*