



ECONOMIC
DEVELOPMENT
PARTNERSHIP of
NORTH CAROLINA



Funded in part through a
Grant with the U.S. Small
Business Administration

STEP PROGRAM

NC STEP PROGRAM FOR EXPORTERS (9/30-19 - 9/29/21)

The Economic Development Partnership of North Carolina (EDPNC), in conjunction with the U.S. Small Business Administration (SBA), provides funding to qualifying small businesses to offset costs associated with exporting. STEP funds are used to assist companies with participating in international trade shows and trade missions, translating marketing materials and localizing websites to attract foreign buyers; obtaining services to support foreign market entry; and attending select export education courses throughout the state.

QUALIFYING COMPANIES CAN RECEIVE UP TO \$24,000 IN REIMBURSEMENT FUNDS THROUGH THE NC STEP PROGRAM

\$5,000

Booth

Qualifying companies can receive up to \$5,000 in reimbursement toward booth costs associated with exhibiting on their own at a virtual or in-person trade show with an international focus.

\$3,000

Travel

Qualifying companies can receive up to \$3,000 in reimbursement toward eligible flight and lodging costs for 1 or 2 company employees combined for travel associated with exhibiting at a trade show with an international focus or select trade missions.

\$6,000

Export Services & Marketing Media

Qualifying companies can receive up to \$6,000 in reimbursement toward services which aid them in reaching foreign markets. Eligible services include the translation of marketing media and US-based websites, digital ad placement in foreign markets, and most services offered by the U.S. Commercial Service office such as Gold Key Service.

\$10,000

Website Localization and E-commerce

Qualifying companies can receive up to \$10,000 in reimbursement toward fees associated with creating an online platform to reach foreign buyers. Eligible services include the design/creation of websites localized to foreign markets and fees to set up websites for international payments.

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Eligible companies must: be organized or incorporated in the US; operate in the state of North Carolina; meet the SBA's size standards for a Small Business Concern (typically 500 employees or less); have been in business for no less than 1 year; be in good standing with the federal government (have not been debarred); be an export-ready US company seeking to export goods or services of US origin or have at least 51% US content; and have access to sufficient resources to bear the costs associated with trade.