



# STEP 9 APPLICATION

## NORTH CAROLINA STATE TRADE EXPANSION PROGRAM

**9/30/20 – 9/29/22**

### 1. 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 \_\_\_\_\_



## 2. COMPANY DESCRIPTION

**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.)

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)?  
\_\_\_\_\_

Continued Page 3



## 2. COMPANY DESCRIPTION

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

List other countries to which you are interested in exporting:

What tradeshows 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 \$24,000 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-period (i.e. not before 9/30/19).

**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? \_\_\_\_\_
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
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: \_\_\_\_\_



## 4. FUNDING REQUESTS

### 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. Virtual and in-person trade shows qualify, including domestic trade shows with an international focus.

**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 \$6,000

The NC STEP Program will reimburse up to \$6,000 toward select export service activities. Qualifying export services include the translation of marketing media (brochures, product sheets, videos, PPT presentations, etc., but not printing), digital ad space including social media platforms, and services provided by the US Commercial Service office including [Gold Key Services](#), [Initial Market Checks](#), [International Partner Searches](#), and [International Company Profiles](#).

**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.)

Continued Page 6



Export Service Reimbursement up to \$6,000

1. For the Translation of Marketing Media, please describe which media you are planning to translate (e.g. brochure, PPT presentation):
a. Into which language(s)?
b. For which target countries?
c. What is the estimated cost?

2. For Digital Ad Space, please describe the content and placement of your digital ad, and how you expect it to drive international sales for you:
a. For which target countries?

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

- Gold Key Service or Discover Global Markets
Initial Market Check or RAISE
International Partner Search
International Company Profile

Describe the purpose or target countries of the export service. For Discover Global Markets events, list the dates of the event, your target countries, and the full name of your participants (up to 2):

Empty text box for describing the purpose or target countries of the 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?

Website Localization and E-commerce Reimbursement up to \$10,000

The NC STEP Program will reimburse up to \$10,000 to SBCs for qualifying costs related to website localization and E-commerce including the design and development of websites with an international focus, translation of content into foreign languages, search engine optimization, and expenses to set up websites to accept international payments.

Please submit your cost estimate for your website project. This should be a quote provided to you by a US-based service provider, and we can provide a list of vendors for your consideration upon request.

1. Describe the scope of your project.

2. For which target countries?



## 5. ADDITIONAL STEP SERVICES

### Export Education

Export education webinars will be held throughout the STEP program-period, and STEP participants will have their registration fees waived. Please indicate which event(s) you are interested in attending, and you will be contacted to register when its date is approaching. Check all for which you would like to be contacted:

- October 15, 2020:** Understanding the new United States-Mexico-Canada Agreement (USMCA)
  - January 14, 2021:** HTS/Schedule B Classification
  - May 19, 2021:** Filing EEI Using ACE System
  - July 15, 2021:** Export Compliance 201
  - August 26, 2021:** Creating an Export Management Compliance Program
- Export Bootcamp (hosted by SBTDC)**
- Selecting Foreign Markets:** January 20th – 10:00-11:30 am
  - Foreign Market Entry Strategies:** January 27th 10:00-11:30 am
  - The Mechanics of Going Global:** February 3rd – 10:00-11:30 am
  - Sustaining Global Success:** February 10th – 10:00-11:30 am

## 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; 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.**

Keep in mind, **you will be surveyed on this activity again within 9-12 months of its completion** to capture any further export sales, job creation, or general feedback you may have to offer.

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 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.*