



## OREGON'S EXPORT ADVANTAGE

Almost 5,000 Oregon companies export their products and services. Oregon sells more than \$17.5 billion in goods globally thanks in part to the state's export advantages:

Pacific Rim location makes Oregon an easy conduit for goods traveling to and from Asia.

Port of Portland offers easy, multi-modal international access, direct flights to Asia and Europe, and full marine and rail connections.



Successful Oregon Exporter: Lektro, Inc.

U.S. Small Business Administration



Your Small Business Resource

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

## NEW GRANT FOR EXPORT ASSISTANCE!

### Oregon State Trade and Export Promotion Program

Participating in international trade shows and trade missions is among the most effective ways for companies to enter into new international markets or expand their visibility in existing markets.

### Explore Opportunities and Expand into new markets

The state of Oregon offers a new program, funded in part through the Small Business Administration, to assist Oregon companies who wish to take advantage of international trade shows, trade missions or reverse trade missions to enter new markets or grow existing ones.

The State Trade and Export Program (STEP) reimburses up to 50 percent of a company's eligible expenses up to **\$5,000 per trade show** as well as up to \$200 for costs associated with pre-approved training provided by STEP partner organizations. Eligible expenditures may include:

- Booth: space rental, construction at trade show site, equipment and/or furniture rental, utility costs
- Trade show or trade mission participation fee
- Freight costs of equipment and/or exhibit materials to and from trade show
- Interpreter/translation fees
- Per Diem (food and lodging expenses for one employee)
- Gold Key and other in-market assistance as provided by the U.S. Commercial Service
- Additional industry and market research as provided by STEP partners
- Additional market research or assistance provided by Business Oregon overseas representatives beyond the existing limit of 20 hours per client
- Industry sector market reports prepared by the U.S. Export Assistance Center
- Training expenses, including fees for export seminars, workshops or presentations provided by STEP partners
- Additional training materials or publications available from STEP training partners

[www.oregon4biz.com](http://www.oregon4biz.com)

## Eligibility Requirements

To be eligible to participate in the program, applicants must:

- Comply with SBA size standards;
- Operate as a business for not less than the one-year period ending on the date on which assistance is provided under a STEP grant;
- Operate profitably, based on operations in the United States;
- Demonstrate understanding of the costs associated with exporting and doing business with foreign purchasers, including the costs of freight forwarding, customs brokers, packing and shipping;
- Have in effect a strategic plan for exporting; and
- Certify eligibility for Federal grants by attesting with a Debarment Certification.

### *Additional qualifying requirements:*

Overall funds available are limited. To qualify for funding, eligible applicants also must:

- Demonstrate overall export success potential and strategy.
- Qualify for inclusion in Business Oregon's five traded-sector key industry categories or other categories identified for export promotion assistance.
- Employ at least 75% of total number of employees within Oregon.
- Plan to exhibit services or samples of Oregon manufactured, processed or value-added products in conjunction with an international trade show or trade mission.
- Commit at least one full-time employee or sales agent to participate in a trade show or mission.

### Apply now:

Visit [www.oregon4biz.com/STEP/](http://www.oregon4biz.com/STEP/) for a Oregon STEP application and an approved trade show list.

### For more information contact:

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Business Oregon is an agency  
of the state of Oregon.



*Oregon STEP is a **one year pilot program** funded in part by a grant award through the Small Business Administration.*

## Eugene Recycling Equipment Manufacturer Reaches Global Markets

In the early 1980s, Bulk Handling Systems, located in Eugene, diversified its operations and began manufacturing sophisticated processing systems for the solid waste and recycling industry. More recently, the company introduced itself to more customers across the globe thanks, in part, to the assistance of Business Oregon's Global Strategies Team.

"Bulk Handling Systems is a terrific success story," Governor John Kitzhaber said. "It's an example of how Oregon will emerge stronger and more prosperous from this challenging economic time through innovation and entrepreneurial drive, with Oregonians designing and building the products of the 21st century."

In 2011, Business Oregon's global trade specialists assisted the company with a \$2,500 grant helping it defray some of the costs associated with appearing at a Moscow, Russia, industry trade show. As a result of that appearance, the company estimates it may garner as much as \$15 million in new sales to customers.

