

2018 TEXAS EXPORT ASSISTANCE PROGRAMS

ASSISTING TEXAS BUSINESSES TO CREATE AND EXPAND EXPORT CAPACITY



Economic Development & Tourism | Office of Texas Governor Greg Abbott

State Coordinated Export Events

The Office of the Governor Business Assistance team will coordinate the participation of Texas small businesses in six export-oriented trade shows. Eligible small businesses will receive free, turnkey, shared booth space, pre-event and on-site assistance from experienced staff at the:

▶ **Hannover Messe | Hannover, Germany**

Dates: April 23-27, 2018

Cluster: Industrial Technology Registration: https://www.surveymonkey.com/r/Hannover_Messe_2018

Hannover Messe is the world's largest and most influential trade fair for industrial technology. From individual components to the complete intelligent factory, as well as topical trends such as energy efficiency, lightweight construction and additive manufacturing – at Hannover Messe you'll get a complete picture of the industrial value-adding chain under one roof.

▶ **Offshore Technology Conference (OTC) | Houston, Texas**

Dates: April 30 – May 3, 2018

Clusters: Oil & Gas, Energy Registration: https://www.surveymonkey.com/r/OTC_2018

The Offshore Technology Conference is where energy professionals meet to exchange ideas and opinions to advance scientific and technical knowledge for offshore resources and environmental matters. OTC brings together industry leaders, investors, buyers, and entrepreneurs to develop markets and business partnerships.

▶ **Farnborough International Airshow | Farnborough, United Kingdom**

Dates: July 16 – 22, 2018

Cluster: Aerospace & Defense Registration: https://www.surveymonkey.com/r/FIA_2018

Farnborough International Airshow (FIA) is an international aviation and aerospace exhibition located outside of London, England highlighting the newest technologies of the aerospace industry and related equipment, such as aircraft engines, satellite navigation technology, aircraft cabins, seats and weapons systems will be presented at this show.

▶ **Automechanika Frankfurt | Frankfurt, Germany**

Dates: September 11-15, 2018

Cluster: Automotive Registration: https://www.surveymonkey.com/r/Automechanika_2018

Automechanika Frankfurt is the world's leading trade fair for the automotive service industry and is unique with regard to product-range breadth and depth. The fair is a window for innovations in the automotive aftermarket across the entire value chain. As an international meeting place for all market participants from the industry, dealership trade and maintenance and repair segment, it provides a major platform for business and technological knowledge transfer.

▶ **MEDICA | Dusseldorf, Germany**

Dates: November 12-15, 2018

Cluster: Medical Technology Registration: https://www.surveymonkey.com/r/MEDICA_2018

MEDICA is the world's largest event for the medical sector. For more than 40 years it has been firmly established on every expert's calendar. In addition to the professional trade fair the "MEDICA Conferences and Forums" have become an integral part of the trade fair.

▶ **POWER-GEN International | Orlando, FL**

Dates: December 4 – December 6, 2018

Cluster: Energy Registration: https://www.surveymonkey.com/r/PGI_2018

POWER-GEN International is the world's largest power generation event. The show is the industry leader in providing comprehensive coverage of the trends, technologies and issues facing the generation sector. More than 1,400 companies from all sectors of the industry exhibit each year to benefit from the exposure to more than 20,000 attendees. Displaying a wide variety of products and services, POWER-GEN International represents a horizontal look at the industry with key emphasis on new solutions and innovations for the future.

State Trade Expansion Program (STEP)

Texas Governor's Office partnered with the Texas Department of Agriculture, and the U.S. Department of Commerce to administer the State Trade Expansion Promotion (STEP) program, funded through a grant with the U.S. Small Business Administration. The Texas STEP program includes:

Financial Assistance for Eligible Export Activities

To encourage Texas companies to enter new international markets and provide the customized assistance needed, the Program will award post-completion, reimbursement stipends to cover up to 75% of eligible, pre-approved, export-related expenses (up to **\$7,500 per year**), which may include, but not limited to:

- Customized U.S. Department of Commerce services (i.e. Discover Global Markets Conferences, Initial Market Check/Gold Key Matching Services, and International Partner Search)
- Marketing materials, instructional manuals, website translation and localization services
- Foreign market sales trips and trade shows participation, including airfare, transportation, lodging, exhibit space, and fees
- Sample products shipping fees

Export Training, Market Research and Consulting

Through our partnerships with export training providers, eligible small businesses will have the opportunity to utilize the STEP Stipend for on-site training, consulting and market research assistance related to international sales, logistics, finance, compliance and personnel management.

Eligibility

- Texas-registered, independent, established (at least one year), for-profit company
- Meet SBA "Eligible Small Business Concern" size guidelines
- Have a product/service manufactured, produced, processed or value-added in Texas
- Understand the costs associated with exporting
- Not disbarred from receiving state or federal funding

The STEP program funds are awarded on the first come, first served basis. **To apply**, navigate to: <http://www.texasagriculture.gov/GrantsServices/GrantsandServices/StateTradeExpansionProgram.aspx>

State of Texas Mexico Office (STMO)

The State of Texas Mexico Office, staffed with full-time, dedicated trade and investment professionals, provides comprehensive trade and market research assistance to Texas companies, communities, agencies, and educational institutions. Serving as the link between Mexico's business community and the State, the Office assists Texas companies interested in exporting products and services to Mexico. STMO services include, but not limited to:

- Business partner identification/B2B matchmaking
- Customized in-country appointments/Key industry contact reports
- Market assessment, research and accelerator advisory services
- Business, contracts, compliance, regulatory, sales strategy and cultural consultancy

The State of Texas Mexico Office also organizes Texas Pavilion participation for Texas companies in several major in-country **trade shows**, covering a wide variety of industry sectors. For a complete line-up of confirmed State and STMO-organized trade shows, please visit <https://businessintexas.com/about/events>.

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