

# 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](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 | Houston, Texas**

**Dates: April 30 – May 3, 2018**

Clusters: Oil & Gas, Energy

Registration: [https://www.surveymonkey.com/r/OTC\\_2018](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.

### ▶ **BIO International Convention | Boston, Massachusetts**

**Dates: June 4-7, 2018**

Cluster: Life Sciences

Registration: [https://www.surveymonkey.com/r/BIO\\_2018](https://www.surveymonkey.com/r/BIO_2018)

The BIO International Convention (BIO) attracts biotechnology and pharma leaders who come together for one week of intensive networking to discover new opportunities and promising partnerships. BIO offers access to global biotech and pharma leaders, exposure to industry thought-leaders, and unparalleled networking opportunities with 16,000+ attendees from 74 countries.

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

**Dates: July 16 – 22, 2018**

Cluster: Aerospace & Defense

Registration: [https://www.surveymonkey.com/r/FIA\\_2018](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.

### ▶ **International Manufacturing Technology Show (IMTS) | Chicago, Illinois**

**Dates: September 10-15, 2018**

Cluster: Advanced Manufacturing

Registration: [https://www.surveymonkey.com/r/IMTS\\_2018](https://www.surveymonkey.com/r/IMTS_2018)

International Manufacturing Technology Show (IMTS) is the premier manufacturing technology show in North America, and one of the largest industrial trade shows in the world, featuring 2,400+ exhibiting companies, 115,000+ industrial decision-makers, and attracts buyers and sellers from 117 countries.

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

**Dates: December 4 – December 6, 2018**

Cluster: Energy

Registration: [https://www.surveymonkey.com/r/PGI\\_2018](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, the University of Texas at San Antonio - International Trade Center (ITC), and the U.S. Department of Commerce to administer the State Trade Expansion Promotion (STEP) Grant. 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 provide post-completion reimbursement of up to 75% of eligible, pre-approved, export-related activities (up to \$7,500 per year), which may include, but not limited to:

- Customized U.S. Department of Commerce services, include 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
- Sample products shipping fees

### Export Training, Market Research and Consulting

Through our partnership with the ITC, eligible small businesses will have the opportunity to receive onsite 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 "Small Business Concern" size guidelines
- Have a product/service manufactured, produced, processed or value-added in USA (at least 51%);
- US content requirement does not apply to STEP-funded events
- 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.

## 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/events>.

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