



## NJ STATE TRADE EXPANSION PROGRAM

### NJ STEP CAN ELEVATE YOUR SMALL BUSINESS WITH A FINANCIAL AWARD

Whether your small business is new to exporting or you're already selling goods and services to other countries, you may be eligible for a Federal award through the New Jersey State Trade Expansion Program (NJ STEP). Funded in part through a grant with the U.S. Small Business Administration (SBA) and administered by the New Jersey Business Action Center (NJ BAC), further information on the NJ STEP is included below.

#### HOW DO I APPLY FOR A NJ STEP AWARD?

All forms, applications, certificates and information, regarding NJ STEP eligibility requirements can be found at <https://www.nj.gov/state/bac-njstep.shtml>.

#### HOW CAN I USE THE MONEY?

Your Federal award can be used to cover costs related to export activities such as:

- U.S. Department of Commerce (USCS) which include Business-to-Business or Business-to-Government services
- In-person or virtual participation in select Trade and Business Development Missions led by senior U.S. government leaders or other Department of Commerce organized Trade Missions
- In-person or virtual Trade Show Booth Exhibitions
- Participation in Export Training Seminars/Workshops
- Website and E-Commerce with International Focus which includes: 1) Translation of audio and/or video; 2) Design and/or Translation of Marketing Material; and 3) E-commerce and Website Fees to accept international payments and related fees

#### WHAT IS THE SOURCE OF THE FUNDING?

Through the U.S. Small Business Administration (SBA), the NJ BAC received funding for the NJ STEP Grant Program. The award will be administered on a first come, first served competitive basis through the New Jersey BAC's Office of Export Promotion from September 30, 2020 - September 29, 2021. All funding was based upon proposed activities, budgets, and projected export sales approved by the SBA.

#### WHO CAN I CONTACT WITH ADDITIONAL QUESTIONS?

For more information on the NJ STEP, please contact the New Jersey Business Call Center at 1-800-JERSEY-7.

#### ADDITIONAL EXPORT PROMOTION ORGANIZATIONS

- U.S. SBA Office of International Trade: <https://www.sba.gov/offices/headquarters/oit>
- U.S. Commercial Service Website: <https://www.trade.gov/cs>

The Business Action Center provides the business community with a single point of contact, applying a proactive and customer-service approach to businesses' interactions with State government. Created within the Department of State's Business Action Center (BAC) in 2012, the Office of Export Promotion's mission is to assist New Jersey companies with export opportunities. It is also responsible for managing all aspects of export promotion activities, and establishing and maintaining positive working relationships with the foreign business and investment community. Businesses interested in applying for NJ STEP or in need of assistance are encouraged to call New Jersey's Business Action Center at 1-800-JERSEY-7 or visit the BAC's website at [www.newjerseybusiness.gov](http://www.newjerseybusiness.gov).



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

