

How can we help your business succeed globally? Here are a few ideas.



STEP FINANCIAL ASSISTANCE AWARDS

Eligible Maine companies may receive **up to \$20,000 per year** in financial reimbursements to cover costs associated with:

Virtual B2B Matchmaking and Trade Show Participation

Examples:

- technology upgrades and platform fees to support the virtual meetings
- branded virtual meeting background design and production
- contract services for pre-screening and matchmaking meeting organization
- virtual sales coaching or consulting
- fees for legal, marketing, and tax experts to enhance market-entry strategy
- costs for shipping samples in advance

Workforce Development

Examples:

- technology upgrades, platform fees, and consultants to conduct online export skills training for employees or company-specific training for overseas distributors
- registration fees for virtual export skills training
- consultant fees for export compliance plan development and/or export compliance audit

Compliance Testing, Certification, and Labeling

Examples:

- compliance testing products for export market entry
- ITAR registration
- ISO 9000 certification
- CE Marking
- label modifications required for export market entry
- TSA Certified Cargo Screening Program

E-commerce and Digital Marketing

Examples:

- e-commerce platform fees, including hosting and/or maintenance fees and costs to enable website to accept international payments
- develop website with international focus or country/language specific landing pages
- translation of website and digital advertising content
- international online market listing fees
- oversight, maintenance, and monitoring fees for search engine optimization
- international marketing, including social media and digital ad placements

Other ideas or questions?

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