

# 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:

### B2B Matchmaking and Trade Show Participation

#### Examples:

- Booth costs, international travel, interpreters, and costs for shipping samples in advance
- Consultants to schedule international B2B matchmaking
- Fees for legal, marketing, and tax experts to enhance market-entry strategy
- Technology upgrades, branded backgrounds, and sales coaching for virtual meetings

### International E-commerce and Digital Marketing

#### Examples:

- E-commerce platform, hosting/maintenance fees, and costs to enable website for international payments
- Development of 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 SEO
- International social media and digital ad placements

### Export Marketing Assistance

#### Examples:

- Design services non-digital marketing collateral and logos
- Translation of existing marketing collateral
- Development of retail point-of-sale materials for export markets
- Label modifications required for export market entry

### Workforce Development, Compliance Testing, and Certification

#### Examples:

- Registration fees for export skills training
- Consultant fees for compliance testing or certifications for export market entry (e.g., ITAR registration, CE Marking, ISO 9000)
- Export compliance plan development and/or export compliance audit
- Online export skills training for employees or company-specific training for overseas distributors

**Do you have other ideas?** Please contact us to discuss: [STEP@mitc.com](mailto:STEP@mitc.com)

View eligibility guidelines & apply online at [mitc.com](http://mitc.com)