

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

View eligibility guidelines & apply online at mitc.com