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FOR IMMEDIATE RELEASE

September 18, 2026

GEDA'S GUAM STATE TRADE EXPANSION PROGRAM SUPPORTS SMALL BUSINESSES EXPAND TO INTERNATIONAL MARKETS

(TAMUNING, GUAM) Local small businesses and entrepreneurs are now able to apply to participate in the Guam State Trade Expansion Program (Guam STEP). Implemented by the Guam Economic Development Authority (GEDA), Guam STEP assists eligible small businesses enter and succeed in the international marketplace.

"By supporting the growth and expansion of our local entrepreneurs, we are showcasing our culture, our passion and our entrepreneurial spirit to the rest of the world," said Governor Lourdes A. Leon Guerrero. "Guam STEP has been instrumental in ensuring our local businesses can succeed internationally and have the resources to meet global demand."

Funded in part by a grant with the U.S. Small Business Administration, Guam STEP provides eligible small businesses with comprehensive export training, financial assistance for new to export and/or market expansion activities, and access to international markets. Participating businesses that meet certain requirements under the program will qualify for financial awards to implement export strategies such as website development and translation, international marketing design, and access to e-commerce platforms.

"The growing interest in our small businesses at recent trade shows and trade missions hosted by GEDA underscores the viability and competitive potential of our local products in the international market," said Lt. Governor Joshua F. Tenorio. "It is exciting to see the journey of our entrepreneurs – from trade show floors to export deals and international sales."

"Since 2021, Guam STEP has provided local small businesses with the tools and support to export," said Christina D. Garcia, CEO and Administrator of GEDA. "We are committed to ensuring our entrepreneurs have the continued opportunities to take their next step beyond Guam."

The deadline to apply is at 5:00 PM on October 2, 2026.

For more information about the program or to download the Guam STEP application, visit <https://www.investguam.com/step/>. If you require additional assistance or have further questions, contact GEDA at 671-647-4332 or email step@investguam.com.



Through the State Trade Expansion Program and in partnership with the Western United States Agricultural Association (WUSATA) and the Guam Hotel and Restaurant Association (GHRA), GEDA hosted the Japan Inbound Trade Mission 2026, in conjunction with GHRA's Pacific Hotels and Restaurant Expo (PHARE). The mission included site visits to manufacturing facilities, business-to-business meetings with the buyers, chef competitions, chef demos using Made in Guam products, and much more.



Buyers from Japan met with local businesses and visited their manufacturing facilities as part of the Japan Inbound Trade Mission 2026, supported by the State Trade Expansion Program and in partnership with the Western United States Agricultural Association (WUSATA) and the Guam Hotel and Restaurant Association (GHRA).



The Guam delegation, including Asiga, Local Jerk Guam, The Coconut Tree Company, and the Green Turtle Coffee showcased their Made in Guam products at the Food Taipei Mega Show 2026 through the State Trade Expansion Program.



Through the State Trade Expansion Program, GEDA hosted its inaugural Håfa Adai Guam Festival in Japan showcasing seven local companies and their Made in Guam products to the Japanese market. Held on September 5, 2026 at the Izu Gateway Kannami in Shizuoka, the festival introduced Guam's unique flavors and provided participating Guam companies an opportunity to sell directly to Japanese consumers for the first time. The festival drew thousands of people who enjoyed Guam-based products and cultural performances from both Guam and Japan. Pictured here with festival attendees.