



GUAM STATE TRADE EXPANSION PROGRAM



<https://www.investguam.com/step/>

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

The **Guam State Trade Expansion Program (Guam STEP)**, funded in part through a cooperative agreement with the U.S. Small Business Administration, is intended to assist eligible small businesses enter and succeed in the international marketplace. The program's objectives are to increase the number of small businesses that are exporting, and to increase the value of exports for those small businesses that are currently exporting.

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.

Guam STEP has several components:

EXPORT READINESS PROGRAM (ERP)



INTERNATIONAL MARKETING PROGRAM (IMP)



TRADE PROMOTION PROGRAM (TPP)



EXPORT CONFERENCE



EXPORT READINESS PROGRAM

The Export Readiness Program (ERP) is a training and counseling program to assist eligible small businesses begin or expand their export market development and sales. The program includes a series of export training workshops and webinars as well as one-on-one business counseling.

Training workshop and webinar topics related to the following:

- *Introduction to Exporting*
- *Branding*
- *Digital Marketing and E-Commerce*
- *Logistics for Exporting*
- *Financing Options for Exporting*



INTERNATIONAL MARKETING PROGRAM

The International Marketing Program (IMP) provides financial assistance for eligible businesses that have completed the Export Readiness Program. Eligible businesses must submit an export plan to be considered through a competitive selection process. Funding must be used to better engage international markets through the following:

E-Commerce: Develop or expand the ability to implement e-commerce export activities. Activities covered include:

- *Design and development of website, with an international focus (localization for foreign markets)*
- *Website and product translation*
- *Oversight and maintenance and monitoring fees for search engine optimization*
- *Online market listing fees*
- *E-commerce platform fees, including hosting and/or maintenance fees*
- *Expenses to set up websites to accept international payments*

International Marketing Media Design: Design of international marketing media material to strengthen export sales potential, ability to reach target audiences, and/or expand market opportunities. Activities covered include:

- *Design of digital international marketing, which will include all forms and channels of social media and digital ad placements*
- *Translation of marketing media, including audio and video*
- *Advertisements in international magazines and other appropriate media approved in advance by SBA*
- *Design of brochures, newspapers, posters, billboards, and other print media*

TRADE PROMOTION PROGRAM

The Trade Promotion Program (TPP) provides opportunities for eligible businesses that have completed the Export Readiness Program to be selected through a competitive process for their participation in GEDA-hosted trade shows and missions.

EXPORT CONFERENCE

GEDA plans to host an export conference to connect local small businesses with export assistance/education and potential export activities.

