

# Export Missouri Initiative



**G-MAP**

Global Market Access Program

Get your Goods on the Map



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## Application Guidelines

Missouri Department of Economic Development

*Division of Business and Community Services*

*Business and Community Finance Team*

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Phone: 573-751-4855



## **Purpose – The Economic Impact and Public Benefit of Export Expansion:**

Only 3.4% of all Missouri small employer firms exported in 2013<sup>1</sup>. These 5,126 small businesses accounted for approximately \$3.807 billion in Missouri exports.

These firms are the work horses of the small business export sector in Missouri as they collectively are responsible for almost one-quarter of all exports from the state. They are already exporting and have overcome many obstacles to sell their products and services abroad. Therefore, relatively little trade assistance in conjunction with available funding and marketing resources would be required to help them to expand their exports to new markets.

One important way to help these firms identify new export markets is by exhibiting at an international trade show. This is an expensive undertaking for small businesses, but going directly to the market is critical to their export success. Participation on state sponsored trade missions and foreign market sales trips are equally as important for small exporters.

The participant must however, choose the “right” events and locations for their business interests; note the complexity of logistics; the extensive costs attached to event-specific brochures, staff, stand design and associated costs, etc.; and clearly defined objectives regarding their participation.

### **Export Missouri Initiative**

The Governor’s FY15 Budget Recommendation requested and the General Assembly appropriated \$2.3 million in general revenue funding to facilitate an increase in export trade by supporting specific opportunities for existing Missouri exporters to expand their sales into new markets. The activities of the Initiative are directed through the International Trade Office of the Department of Economic Development’s Division of Business and Community Services.

The **Export Missouri Initiative** is comprised of three key components and various programs:

- Global Market Access Program (trade event reimbursement program)
- Increased Domestic and Global Staff Resources
- Increased Export Promotion Resources
  - Missouri “Passport” Program (export concierge service)
  - Exporters Directory, Qualified Trade Lead program, Online Trade Advisor
  - Export Training for personnel of exporters and new to export firms

The \$450,000 Global Market Access Program (GMAP) is administered by DED.

### **Global Market Access Program:**

Global Market Access Program (GMAP) is a reimbursement program that allows eligible Missouri companies to participate in specific events designed to create export sales.

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<sup>1</sup>2012 data is the most current available by US Census on Missouri exporters.

**Eligible Participants:**

The target audience for this program is small businesses, primarily manufacturers, with 500 employees or less and with annual sales of \$25 million or less. DED will focus assistance to these small firms to new markets in order to ensure increased sales opportunities.

The program will cost-share a minimum of 40 new-to-market exporters and a minimum of 90 export activities and trade promotion projects as per the following eligibility company criteria<sup>2</sup>:

- Must currently export to at least one market – including Canada
- A minimum of 50% of the eligible firms must be rural small business concerns (as per county of location)
- A minimum of 10% of the eligible firms must be women owned and controlled; minority owned and controlled; veteran owned and controlled; and/or socially and economically disadvantaged small business concerns
- A minimum of 10% of the eligible firms must be directly or indirectly affected by supply chain exports
- be registered to do business in Missouri and in Good Standing with the Secretary of State;
- not owe delinquent taxes, fees or fines, to any agency of the State of Missouri;
- not have filed or announced their intention to file for bankruptcy;
- not employ illegal aliens and provide proof of enrollment in E-Verify

**E-Verify MOU:**

In addition to certifying that your organization does not employ illegal aliens, all applicants must: (1) enroll in E-Verify; (2) check the box on the Certification confirming enrollment and participation in E-Verify, and (3) provide supporting documentation. All applicants must complete this form and attach a copy of the E-Verify memorandum.

The E-Verify Program, conducted jointly by the U.S. Citizenship and Immigration Services (USCIS) Verification Division and the Social Security Administration (SSA), is designed to provide employment status information to determine the eligibility of applicants for employment. E-Verify requires that participating commercial employers use the automated Verification Information System (VIS) to check the SSA and the USCIS databases to verify the employment authorization of ALL newly hired employees. An employer's participation in E-Verify is currently free. To access the E-Verify website, go to: <https://e-verify.uscis.gov/enroll/>

To access the 'electronically signed MOU' – the following must already be completed:

- Must have successfully enrolled in the E-Verify program,
- Must have successfully completed the tutorial.

To retrieve a copy of your electronically signed MOU:

- Wait until a you have received a Confirmation email from E-Verify / USCIS that the company is successfully enrolled in the program;

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<sup>2</sup> Criteria may be adjusted based on the applications submitted by qualified Missouri small businesses.

- Log back into the Account
- Click on “Edit Company Profile” in the left menu
- Scroll about halfway down and click on the green “View MOU” button. (Make sure all pop-up blockers have been disabled – the electronically signed version pop-ups in a separate screen)
- ONLY the Program Administrator can access the electronically signed MOU  
For additional assistance, you can contact E-Verify using the toll free Help line number, 888-464-4218.

#### **Global Market Access Program Activities:**

- **Domestic and International Trade Shows<sup>3</sup>**  
A U.S. trade show exhibition or an international trade show exhibition with a pre-determined and defined US DOC international buyer component.
- **DED/MDA Trade Missions and Foreign Market Sales Trips**  
This may include a trade mission or a foreign market sales trip. Trade missions may be led by the Governor of Missouri; DED/MDA, other Missouri agencies or by the U.S. Department of Commerce, and U.S. Department of Agriculture. Foreign market sales trips will be approved based on the geographical necessity further identified in the company’s export development plan. The scheduling of business meetings may be conducted by the participating firm; DED/MDA; or through the subscription services of the U.S. Department of Commerce/U.S. Department of Agriculture. The service of scheduling business meetings conducted by the participating firm will not be reimbursed, and considered an in-kind provision of the activity.
- **DED/MDA & USDOC/USDA Matchmaker Trade Delegations**  
A matchmaker trade delegation event coordinated through the Missouri DED or the US DOC.
- **Export Missouri Industry and Market Targets:**  
Missouri new-to-market exporters in the following key sectors: Advanced Manufacturing; Energy Solutions; Bioscience; Health Sciences & Services; Information Technology; Financial & Professional Services and Transportation & Logistics (and key sub-sectors therein).

#### **GMAP Reimbursable Expenses**

- International or domestic trade show, DED/MDA trade mission, DED/MDA foreign market sales trip or US DOC/USDA matchmaker trade delegation participation fees;
- Costs associated with shipping displays, samples, catalogs, or advertising materials;
- Costs incurred at a trade show event for utilities, booth construction, or necessary modification, repairs or other reasonable expenses associated with displays;
- Costs associated with first time foreign language translation of brochures and product literature or the use of translation services and interpreters at a trade show, DED/MDA trade mission, DED/MDA foreign market sales trip or US DOC/USDA matchmaker trade delegation event.

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<sup>3</sup> Participating companies must submit application and receive prior approval before any costs can be expended. Eligible trade shows must be the industry premier or comparably important show and must take place outside the United States. The exception to this policy: companies may take part in premier domestic shows which have a significant international buyer component organized by the US DOC

|   | <b>COST TO BE REIMBURSED</b>   |  |  |                                       |  |
|---|--|--|--|---------------------------------------|--|
| <b>Activity/Expense Category</b>  | <b>Trade Show</b>  | <b>Trade Mission/<br/>FMS Trip</b>   | <b>DED/MDA<br/>Matchmaker/<br/>USDOC/USDA<br/>Matchmaker</b> | <b>Company<br/>Match<br/>Required</b> | <b>Maximum<br/>Funding Per<br/>Company,<br/>Annually</b> |
| <b>Shipping<br/>Registration/<br/>Participation Fee/<br/>Booth Construction</b> | 50%,<br>max \$5000,<br>+ 10% for Target<br>Industry in a<br>General Market,<br>OR<br>+ 20% for Target<br>Industry in a Key<br>Market<br>\$ | 50%,<br>max \$3000,<br>+ 10% for Target<br>Industry in a<br>General Market,<br>OR<br>+ 20% for Target<br>Industry in a Key<br>Market<br>\$ | 50%,<br>max \$1500,<br>\$                                    | 50% match<br>\$                       |  |
| <b>Market Media/<br/>Website Translation</b>                                    | 90%, Max \$500<br>\$   | 90%, Max \$500<br>\$   | 90%, Max \$500<br>\$   | 10% match<br>\$                       |  |
| <b>Interpreter Service</b>  | 90%, Max \$500<br>\$   | 90%, Max \$500<br>\$   | 90%, Max \$500<br>\$   | 10% match<br>\$                       |  |
| <b>US Department of<br/>Commerce GKS</b>  | 90%, Max \$500<br>\$   | 90%, Max \$500<br>\$   | 90%, Max \$500<br>\$   | 10% match<br>\$                       |  |
| <b>TOTAL</b>  |  |  |  |                                       | <b>\$12,000.00</b>                                       |

| <b>Key Markets</b> | <b>Target Industries</b>          |
|--------------------|-----------------------------------|
| Brazil             | Advanced Manufacturing            |
| Canada             | BioSciences                       |
| China              | Energy Solutions                  |
| Europe             | Financial & Professional Services |
| Hong Kong          | Health Science & Services         |
| India              | Information Technology            |
| Japan              | Transportation/Logistics          |
| Mexico             |                                   |
| Singapore          |                                   |
| South Korea        |                                   |
| Taiwan             |                                   |

### **Ineligible GMAP Expenses**

The following expenses may not be reimbursed:

- travel costs
- lodging
- employee salaries
- meals and entertainment

### **Missouri Business Preference**

All participating firms requesting funding for services that must be provided by a third party must give preference to an established Missouri small business vendor. Examples of contracted services may include but are not limited to the following: translation services; promotional media design and

development; and any additional services that may be categorized as a subset of the aforementioned and approved by the DED.

### **GMAP Participation Process**

1. Review, complete and sign the DED disclosure/confidentiality agreement
2. Submit an application for the trade event of interest, including additional documentation as per the DED (may occur only during the eligible application time period, October 1 – December 31)
3. Receive written approval from the DED in advance of the trade event (or directly after the eligible application time period)
4. Complete or take part in the trade event
5. Upon completion of the trade event, submit pertinent receipts and documentation for reimbursement to the DED
6. Complete a program evaluation and impact statement
7. Receive reimbursement for eligible expenses from the DED

### **Partner Display**

Successful GMAP applicants will be required to display a partnership logo of the GMAP program on their booth or materials, as applicable. Increased export sales create a public benefit through their positive effect on Missouri's economy including job creation and increased wealth for Missouri's families. In consideration of the cost-share funding, participants can also assist the State with a global message about Missouri as a great place to work, play, live and conduct business. The logo will be provided to the successful applicants as part of the approval process.

### **Application Deadline**

Applications will be accepted in the offices of DED; prior to eligible events/activities.

A complete application includes:

- One executed electronic copy emailed to: [exports@ded.mo.gov](mailto:exports@ded.mo.gov)
  - One original signed version to:  
Missouri Department of Economic Development  
Attn: Melanie Bax  
301 West High Street, RM 720  
Jefferson City, Mo 65101

### **Application/Approval Procedure:**

Eligible applicants must submit a complete application form in order to be considered. Only applicants applying for approved cost-share activities will be reviewed for approval. Application review will consider activity, market opportunity, impact, likelihood of success and availability of funds. Approval of the application is required in advance of the event. Once completed, all receipts and source documentation evidencing the cost and the cost share must be submitted to DED for reimbursement. Reimbursement is the lesser of the authorized amount in the approval letter or the actual eligible costs. A Tax Clearance letter from the Missouri Department of Revenue indicating that the applicant/company has no outstanding taxes due must accompany the request for reimbursement.

**Reporting:**

Each participant shall complete a Client Impact Statement that provides the outcomes of participation in the trade show event or other approved GMAP activity. The Statements will be aggregated by DED (without company identification) in order to determine the return on investment to the program as a whole.

**Application Checklist:****Marketing Activity**

- Completed Application
- Export Plan (If required)

**Supporting Documents:**

- Executed Disclosure & Confidentiality Agreement
- Self Representation Form
- Debarment Certification Form
- Vendor Input Form
- Sign & Return Certification of Statement
- E-verify Memorandum
- Export Plan (if required)

**Additional documents required after activity takes place:**

- Receipts
- Tax clearance
- Invoice
- Client impact statement
- Documentation of Partner Display Logo