



## OFFICE OF EXPORT PROMOTION

You know your product or service has potential customers in countries around the globe. So what do you do next? Instead of wondering what's possible, it's time to contact the New Jersey Office of Export Promotion, part of the NJ Business Action Center (NJBAC) under the NJ Department of State. Staffed by specialists with years of experience, the office works with New Jersey's small and mid-sized companies to help them tap into global markets.

### THE FACTS

#### GOING GLOBAL

Goods from the Garden State were exported across the globe to every continent, valued at **more than \$35 billion in 2018**.

#### TOP PARTNERS

The state's largest export markets from 2018 were **Canada** (\$7.0B), **Mexico** (\$3.0B), **U.K.** (\$2.4B), **China** (\$1.6B) and **Germany** (\$1.5B).

#### EXPORT EXCELLENCE

The Office received the President's "E-Star" Award for Export Service, **the Nation's highest honor** for export excellence.

### WHAT IS THE NJBAC?

We are a business-first resource that can help you get answers from government agencies, direct you to appropriate officials or contacts, follow-up with regulatory agencies and so much more, all at no cost and strictly confidential.

Whether you are an entrepreneur, own a business on "Main Street," are located on a corporate campus, or are interested in expanding your products and services through export, we're here for you. We are dedicated to solving your problems and maximizing growth opportunities.

### SUCCESS STORY

A certified woman-owned manufacturer in the health and wellness industry decided to expand overseas. To start the process, the firm received a STEP grant through NJBAC's Office of Export Promotion, which allowed it to learn more about exporting and attend a major trade show. At the event, they met representatives from companies around the world, including Ireland, Ecuador, Norway and Africa, opening new doors for growth.

## NJ STATE TRADE EXPANSION PROGRAM (NJSTEP)

The Office of Export Promotion administers NJSTEP grants through a competitively awarded grant from the U.S. Small Business Administration. NJSTEP has been awarded funding for six consecutive years and has advised and assisted hundreds of businesses, supporting millions of dollars of export sales around the world.

Eligible businesses will be considered to receive financial awards to partially offset export promotion costs such as the following:

- Participation in International and U.S. Trade Events
- Participation in Department of Commerce Organized Trade Missions
- Fees for services provided by the U.S. Commercial Service (USCS)
- Translations of websites and marketing literature

## SO HOW CAN WE HELP?

Our International Business Advocates can connect your business to the world in many ways, including:

<b>COLLABORATION</b>	Universities and other organizations, like the U.S. Export Assistance Centers, are our partners in the effort to develop small businesses into new exporters and help existing small business exporters expand their markets through co-sponsored training and services.
<b>CONNECTIONS</b>	If you need partners for joint ventures or strategic alliances, we can identify trade partners. We can also work with foreign governments to set you up for success.
<b>CONSULTING</b>	Free consulting services at <b>1-800-JERSEY-7</b> with our experienced staff can get you started.
<b>CUSTOMS</b>	How will your goods get across borders? We can guide you in foreign customs procedures and regulatory compliance policies.
<b>EDUCATION</b>	We can expand your knowledge in exporting basics, regulatory compliance, customs procedures, reporting and other topics.
<b>EXPORT PLANNING</b>	It may seem overwhelming, but we can help you develop a viable export plan to get your goods or services to customers in other countries.
<b>FINANCING</b>	Our experts can help you navigate the complexities of exporting once you've entered the global marketplace by connecting you with federal resources available for obtaining payment.
<b>GUIDANCE</b>	If you're not sure where your business fits in the world stage, we can help identify global business opportunities.
<b>MARKETING ACCESS</b>	We can help identify buyers and potential markets by testing local demand.



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