

2020 TEXAS EXPORT ASSISTANCE PROGRAMS

ASSISTING TEXAS BUSINESSES TO CREATE AND EXPAND EXPORT CAPACITY



Economic Development & Tourism | Office of Texas Governor Greg Abbott

STATE COORDINATED EXPORT EVENTS

The Governor's Economic Development Office will coordinate the participation of Texas small businesses in several export-oriented trade shows and missions. Eligible small businesses will receive free, turnkey, shared booth space, pre-event and on-site assistance from experienced staff at:

- ▶ **Aerospace Meetings Querétaro | Querétaro, Mexico | February 18-20, 2020**
Clusters: Aviation and Aerospace
Aerospace Meetings Querétaro is a platform for prime OEMs to connect with companies offering the right capabilities and services through a matchmaking program.
- ▶ **Mexico WindPower | Mexico City, Mexico | March 4-5, 2020**
Cluster: Energy
Mexico occupies the 16th position in the world and 2nd in Latin America in wind potential, in its 9th edition MEXICO WIND-POWER 2020 represents the most important event of the industry of wind energy in the country, where the details of such an important growing sector are announced.
- ▶ **Expo Antad & Alimentaria | Guadalajara, Mexico | March 31 - April 2, 2020**
Cluster: Food & Beverage
Expo Antad & Alimentaria is one of the largest events in the food industry. Texas companies will have the opportunity to participate in a meeting space focused on promoting projects, concepts, products, services and business opportunities between exhibitors and the main participants of the retail sector in Mexico.
- ▶ **Hannover Messe | Hannover, Germany | April 20-24, 2020**
Cluster: Industrial Technology
Hannover Messe is the world's largest and most influential trade fair for industrial technology. From individual components to the complete intelligent factory, as well as topical trends such as energy efficiency, lightweight construction and additive manufacturing. Hannover Messe features a complete picture of the industrial value-adding chain under one roof.
- ▶ **Offshore Technology Conference | Houston, Texas | May 4-7, 2020**
Clusters: Oil & Gas, Energy
The Offshore Technology Conference (OTC) is where energy professionals meet to exchange ideas and opinions to advance scientific and technical knowledge for offshore resources and environmental matters. OTC brings together industry leaders, investors, buyers, and entrepreneurs to develop markets and business partnerships.
- ▶ **Mexican Petroleum Congress | Monterrey, Mexico | June 24-27, 2020**
Clusters: Oil & Gas, Energy
The Mexican Petroleum Congress (CMP) is considered the most important oil and gas conference and exhibition and every year brings together 7,000-10,000 business and political leaders who are shaping the development of the country's petroleum industry.
- ▶ **Farnborough International Airshow | Farnborough, England | July 20-24, 2020**
Clusters: Aviation & Aerospace
Farnborough International Airshow (FIA) is an international aviation and aerospace exhibition located outside of London, England highlighting the newest technologies of the aerospace industry and related equipment, such as aircraft engines, satellite navigation technology, aircraft cabins, seats and weapons systems will be presented at this show.
- ▶ **Trade Mission to Canada | Toronto/Montreal | Canada | October 19-23, 2020**
Clusters: Aerospace & Advanced Technology
The Office of the Governor Economic Development and Tourism will lead a delegation of Texas Aerospace and Advance Technology companies to a Trade Mission to Canada. Canada is one of Texas' main trade partners, and Montreal is the third-largest aerospace hub in the world, after Toulouse and Seattle. The mission will consist of customized B2B meetings with potential buyers, distributors, or partners.

► **MEDICA | Düsseldorf, Germany | November 16-19, 2020**

Clusters: Medical Technology, Healthcare

MEDICA is the world's largest event for the medical sector. For more than 40 years it has been firmly established on every expert's calendar. In addition to the professional trade fair our "MEDICA Conferences and Forums" have become an integral part of the trade fair.

To apply for free, shared space in the Texas Pavilion at an upcoming trade show, visit gov.texas.gov/business/events.

STATE TRADE EXPANSION PROGRAM (STEP)

The State of Texas Trade Expansion Program (STEP) grant aims to increase the number of Texas small businesses exporting to foreign markets, and to boost the value of exported goods and services. The STEP program is funded through a grant from the U.S. Small Business Administration and administered by the Texas Department of Agriculture (TDA).

Financial Assistance for Eligible Export Activities

To encourage companies to enter new international markets, the STEP Program will provide Export Stipends of up to \$10,000 to eligible businesses for approved export activities which can include, but not limited to the following:

- Customized U.S. Department of Commerce services, include Discover Global Markets Conferences, Initial Market Check/ Gold Key Matching Services, and International Partner Search
- Marketing materials, instructional manuals, website translation and localization services
- Foreign market sales trips and trade shows participation
- Sample products shipping fees

The Export Stipend program reimburses Eligible Small Business Concerns (ESBC) for specific export-related expenses. ESBCs are required to provide a 25% company cash match (\$2,500) in conjunction with the stipend. Stipend awards are based on funds availability, the number of applications submitted, and the strength and completeness of the applications; late, weak or incomplete applications are ineligible for reimbursement.

Eligibility

- Texas-registered, independent, established (at least one year), for-profit company
- Meet SBA "Small Business Concern" size guidelines
- Have a product/service manufactured, produced, processed or value-added in USA (at least 51%);
- Understand the costs associated with exporting
- Not disbarred from receiving state or federal funding

The STEP program funds are awarded on the first come, first served basis. To learn more, visit: gov.texas.gov/business/page/trade-and-export

STATE OF TEXAS MEXICO OFFICE (STMO)

The State of Texas Mexico Office provides comprehensive trade and market research assistance to Texas companies, communities, agencies, and educational institutions. Serving as the link between Mexico's business community and the State, the Office assists Texas companies interested in exporting products and services to Mexico. STMO services include, but not limited to:

- Business partner identification/B2B matchmaking
- Customized in-country appointments/key industry contact reports
- Market assessment, research and accelerator advisory services
- Business, contracts, compliance, regulatory, sales strategy and cultural consultancy

The State of Texas Mexico Office also organizes participation of Texas companies in several major in-country trade shows under the Texas Pavilion umbrella, covering a wide variety of industry sectors. For a complete line-up of confirmed State and STMO-organized trade shows, please visit our events calendar at gov.texas.gov/business/events.

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