

Washington Department of Commerce

# CERB Export and STEP Grant Briefing

December 7, 2011



**Department of Commerce**  
Innovation is in our nature.

# CERB Grants for Training and Capacity Building

GRANTEE	DESCRIPTION	\$ AMOUNT
City of Bellevue	Search engine optimization and social media platforms	\$157,000
Port of Clarkston	Snake River Boat Builders export program	\$100,000
Highline Community College	Virtual resource center, web portal with export resource guide	\$398,295
University of Washington	New-to-export, medical start-up companies	\$291,264
Washington State University	Export Readiness Centers	\$1,281,969
Western Washington University	Jump Start Washington Exports (JustWAEx)	\$664,726



# Asia Target Markets Trade Development

## The City of Bellevue

- **Project Description:** Creation of a business-to-business website or “export promotion portal” with foreign language content designed to market Washington products to Asian countries and to match sellers (Washington state businesses) with buyers (businesses in Asia). Businesses targeted include those in the Life Sciences, Clean Technology and Information Technology sectors.
- Number of Businesses Assisted Jan-Sept 2011 : **102**  
Number of New to Export Businesses Assisted Jan-Sept 2011: **11**
- **Project Update:** Customer outreach to China (buyer side) has been added and begun - trips by Bellevue Deputy Mayor to Dalian and Joe Borich WSCTRC to Beijing, help from local experts. Bellevue also added outreach to the Venture Capital community (handful of leaders) was very productive and largely completed.



# Snake River Boat Builders Export Program

## Port of Clarkson

- **Project Description:** Snake River Boat Builders Export Program is an outstanding example of cluster-based economic development. The welded-aluminum jet boat manufacturers and suppliers in southeast Washington have joined forces with local economic development organizations to promote the export of these unique boats to European markets.
- Hours of Technical Assistance (TA) Provided Jan-Sept 2011: **1,586**  
Number of Businesses Assisted Jan-Sept 2011 : **9**
- **Project Update:** Provide one-on-one training to manuf. relating to technical aspects of CE Mark. Successful in-bound trade mission September 6 -8, 2011



# Sustainable Export Growth Strategy

## Highline Community College

- **Project Description:** Conduct outreach and provide basic export education for businesses. Provide businesses with advanced export training, coaching and assist with export implementation. Create an online export education and resource center to provide ongoing assistance to businesses.
- Hours of Technical Assistance (TA) Provided Jan-Sept 2011: **1,848**  
Number of Businesses Assisted Jan-Sept 2011 : **67**  
Number of New to Export Businesses Assisted Jan-Sept 2011: **10**
- **Project Update:** The online export education and resource center website is live [www.waexports.com](http://www.waexports.com)



# Export Assistance For Medical Technologies University of Washington

- **Project Description:** UW Center for Commercialization and the Washington Biotechnology & Biomedical Association will provide support for new-to-export, medical technology start-up companies. The UW will develop a web-based guide on “what you need to know to export medical technology,” including current best practices, case studies, and guidance for exporting to selected specific countries.
- Hours of Technical Assistance (TA) Provided Jan-Sept 2011: **660**  
Number of Businesses Assisted Jan-Sept 2011: **12**  
Number of New to Export Businesses Assisted Jan-Sept 2011: **4**
- **Project Update:** C4C is conducting surveys of local medical technology companies currently exporting to identify export needs and best practices, which will be incorporated into a resource guide for businesses.



# Jump Start Washington Exports

## Western Washington University

- **Project Description:** Connect export-ready Washington State businesses with prospective agents, importers, and qualified businesses in the British Columbia(B.C.), other Canadian markets, and abroad. Provide buyer/seller matchmaking services, business counseling, and produce mini trade shows or summits to showcase Washington State products and services for Canadian buyers. Coordinate trainings for Washington businesses to gain more expertise in export. Implement a statewide “Companies to Watch” recognition program
- Hours of Technical Assistance (TA) Provided Jan-Sept 2011: **1,865**  
Number of Businesses Assisted Jan-Sept 2011: **163**  
Number of New to Export Businesses Assisted Jan-Sept 2011: **57**
- **Project Update:** Continue to do research for a few statewide requestors on international trade who refused to disclose their company name. May 16-18th Jim Foley international business certification course.
- For more information: [www.cevforbusiness.com](http://www.cevforbusiness.com)



# Export Readiness Centers Washington State University

- **Project Description:** The Washington State University Small Business Development Center network (WSBDC) will open two new “export readiness centers” intended to serve the informational needs of the potential and new-to-export business community.
- Hours of Technical Assistance (TA) Provided Jan-Sept 2011: **1,956**  
Number of Businesses Assisted Jan-Sept 2011: **158**  
Number of New to Export Businesses Assisted Jan-Sept 2011: **120**
- **Project Update:** Press releases through WSU and economic development organization announcing the opening of the two new centers, hiring of 4 trade specialist staff, and training event.
- For more information: <https://export.wsbdc.org>





# SBA – STEP Grant for Export Promotion

- **Award to WA State announced on Sept 27 - \$1.6m for 12 months**
- **Matched with \$531,000 of state funds (CERB export training programs)**
  - CERB programs provide a pipeline of export-ready companies for STEP

## **Our STEP Activities:**

- **Marketing and Outreach** - to promote a “Culture of Exporting” across WA
  - Create awareness of our free/low cost export assistance programs
  - Build web site – [www.exportwashington.com](http://www.exportwashington.com)
  - Outreach for veteran, women and minority owned companies
- **Export Vouchers** - to support SME exports
  - Up to \$5,000 per company, with 25% match
  - \$225,000 budget for vouchers



# SBA – STEP Grant for Export Promotion

- **China Accelerator** - Low-cost business incubator space in Shanghai
  - Bilingual targeted industry advisors in Shanghai
  - Assist clients with in-country representation and office space
- **Europe Accelerator** - Targeted industry trade shows in Europe and U.S. – 11 events
  - Meet with European buyers of technology products and services
- **Rural Accelerators:**
  - WSDA - support for food and beverage processors in Asia and Mexico
    - \$199,094 program budget
  - Commerce - Companies to Watch
    - Partner with WEDA for training, mentoring and networking programs
    - \$56,426 program budget



# SBA – STEP Grant for Export Promotion

- **Export Finance** - Lender readiness, partner with EFACW
  - Outreach and training for banks in WA to increase the number that support SBA and Ex-Im Bank export finance assistance programs
- **Outcomes:**
  - Export Sales - \$58 million
  - New-to-Export Companies – 47
  - New-to-Market Companies – 54
- **STEP Year 2:**
  - Applications due in March 2012
  - ISSUE – source of match funding

