

# State Trade and Export Promotion (STEP) Program Fact Sheet

California STEP  
Exporting made easier for California Small Businesses



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U.S. Small Business Administration

## What is the STEP Program?

The State Trade and Export Promotion (STEP) Program is a three-year pilot trade and export initiative authorized by the Small Business Jobs Act of 2010. Funded by federal grants and matching funds from the states, the STEP Program is designed to help increase the number of small businesses that are exporting and to raise the value of exports for those small businesses that are currently exporting so they can grow and create jobs.

## How STEP Grants Will Help Small Businesses

The STEP grants will help provide:

- ◆ support for small business participation in foreign trade missions and foreign market sales trips;
- ◆ subscription to services by the Department of Commerce;
- ◆ website translation fees;
- ◆ design of international marketing media;
- ◆ trade show exhibitions;
- ◆ participation in training workshops;
- ◆ financial support for training to become "export ready"; and
- ◆ other export initiatives determined to be appropriate by the SBA.

## California Highlights

The project will conduct about twenty unique export promotion activities including domestic and market-focused marketing campaigns, customized product/promotion localization assistance, matchmaking services connecting small businesses to potential customers, and follow up support to assist firms in closing deals. These export projects involve multiple partners:

The California STEP partners include:

- ◆ California Governor's Office of Economic Development (GOED)
- ◆ California Department of Food & Agriculture
- ◆ The California Community Colleges' Centers for International Trade Development (CITD) at:
  - El Camino College
  - Los Rios Community College District
  - Long Beach City College
  - Merced College
  - Rancho Santiago Community College District
  - Riverside Community College District
  - San Mateo County Community College District
  - State Center Community College District
  - Southwestern College
- ◆ UCLA, Anderson School of Management, Center for International Business & Education Research
- ◆ Los Angeles Area Chamber of Commerce
- ◆ California Chamber of Commerce
- ◆ World Trade Center, San Diego

For more information, please visit the California STEP web page at:  
<http://www.californiastep.org>.

To take advantage of these benefits, simply contact Jeff Williamson, California STEP Project Director, at [jeff.williamson@rccd.edu](mailto:jeff.williamson@rccd.edu) or (909) 556-6639.

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