

## SBA STEP Grant

NMEDD Office of International Trade  
Division Directors' Meeting  
October 11, 2011

## OIT Gets SBA Trade Grant

- The NMEDD Office of International Trade has been awarded an \$81,000 federal grant from the U.S. Small Business Administration
- The SBA State Trade and Export and Promotion (STEP) Grant Initiative is designed to increase exporting by small businesses

## The \$81,000 Grant Will Become a 12-Month Initiative

- Will increase the number of small businesses in New Mexico who want to export and increase the value of exports for small businesses that currently export
- The State of New Mexico will provide a cash match of \$10,125 (8 to 1 leverage)
- STEP grant funding is available for two additional years

## With the Grant Funding, the Office of International Trade Will:

- Stand up a full-time Statewide International Trade Council
- Produce a first-ever “New Mexico International Trade and Export Strategy”
- Conduct Export Workshops called “MBA In a Day,” using the U.S. Department of Commerce training module called *Basic Guide to Exporting*
- Lead a delegation of New Mexico companies on three trade missions:
  - “China First Initiative” trade mission to Hong Kong, Shanghai, and Beijing
  - South American “ABC” trade mission to Argentina, Brazil, and Chile
  - EU trade mission to Germany and Austria

## We Have Specific Performance Measures, Goals, and Objectives

- Increasing the number of New to Export (NTE) businesses
- Increasing New to Market (NTM) export businesses
- Increasing the diversity of companies assisted to include minority-owned, woman-owned, rural-owned, and veteran-owned entities

## Why Is Trade Important?

- 95 percent of the world's consumers live outside the U.S.
- More than one billion new consumers around the globe will enter the middle class in the next 15 years
- 97 percent of all exporters are small businesses
- Export jobs pay more and have a higher multiplier that helps create more indirect jobs

## New Mexico Trade Statistics

- Updated trade statistics from WISER – 2011 YTD through July 2011
  - **Total all New Mexican exports up 29.3%**
  - Exports to Israel up 1,212%
    - Israel is now our number three top export partner
    - Exports to Middle East up 373.9%
  - Exports to Taiwan up 17%
  - Exports to China up 39%
  - Exports to Canada up 35.7%
  - Exports to Mexico dropped 1.6%