



NJ-India: Partners for Growth

Panel 2: Doing Business in New Jersey

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SBA's Office of International Trade

We Help U.S. Small Business Exporters Be Competitive Abroad



State Trade Expansion Program (STEP) Grants

For STEP contact in your state: sba.gov/STEP



Export Counseling & Technical Assistance

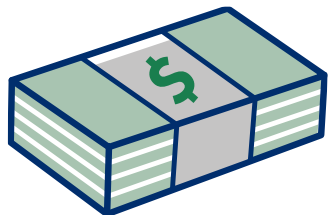
Get Export & Trade Assistance: sba.gov/TradeTools



Trade Finance Solutions

Contact: Abby.Martinez@sba.gov

Grants to Help You Reach International Buyers



The **State Trade Expansion Program** or STEP provides grants to U.S. states/territories to help small businesses to go international.



Eligible Uses of Funds include:

- Training workshops
- In-person and Virtual trade missions
- Services to support foreign market entry
- International Partner Search
- Website optimization for global sales
- Translate websites to attract foreign buyers
- Designing marketing media and more



Visit [sba.gov/STEP](https://www.sba.gov/STEP) to find out if your area participates.

Counseling & Training: SBA Export Ecosystem

SBA District Office and Resource Partners are “on ramps” to local small business ecosystems and empower small businesses to reach their capacity

SBDCs

*Small Business
Development Centers*

ASCENT

*Free on-line learning platform for
women entrepreneurs*

WBCs

*Women's Business
Centers*

SCORE

*Counselors to America's
Small Business*

VBOCs

*Veterans Business
Outreach Centers*

ONAA

*Office of Native
American Affairs*

USEACs

*Export Assistance Centers
*Home to SBA OIT Trade Finance
Managers*



Public-private partners team with SBA Regional, District Offices, and www.sba.gov

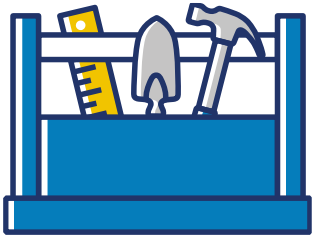
Export Counseling & Training

Making Information and Answers Accessible



SBA's Trade Tools website: (www.sba.gov/tradetools)

One-stop website provides information and connections to resources across SBA and our partners to help small businesses with exporting and importing.



SBA's International Trade Hotline:

Inbound hotline for small businesses for questions about international trade. Small businesses can also request one-on-one counseling. Email: international@sba.gov or call 855-722-4877 toll-free.



Export education events:

Wide range of programs and events to provide technical assistance to learn about exporting, webinars and specific community focused programs.

www.sba.gov/oit or <https://www.sba.gov>

SBA Trade Finance Solutions

Financing experts counsel on trade finance options delivered by lending partners for direct and indirect exporters



Learn more and receive no-cost export finance counseling from an **SBA Export Finance Manager** before approaching an SBA lending partner.

Export Express – (\$500,000 limit)

- flexible program offering a line of credit or term loan
- for export business development and working capital needs

Export Working Capital – (\$5 million limit)

- asset-based or transaction-based line of credit
- fulfill your international & supply chain orders
- can support both accounts receivable and purchase order financing
- support the issuance of letters of credit

International Trade Loan- (\$5 million limit)

- term loan program for expanding your production capacity, re-financing debt, and reshoring.
- can support permanent working capital
- expand exporter capacity through capital investment

Introducing the 7(a) Working Capital Pilot Program

- The WCP is a **new pilot loan program** developed as part of the 7(a) Loan Program
- As the first new 7(a) program since 2012, WCP has been designed to serve as the SBA's premier working capital program, engineered to meet the needs of modern small businesses
- Offering an **annual fee structure** modeled after the Export Working Capital Program (EWCP), the SBA guaranty fee is assessed in annual increments which allows Lenders the ability to tailor the loan to the specific need of their clients
- The WCP will provide **75%** guaranteed lines of credit **up to \$5 million** that can support both **domestic and international** transactions
- Lenders will be able to use the WCP to issue revolving lines of credit with the flexibility to structure both **asset-based and transaction-based** facilities
- WCP will be fully supported by the SBA's team of Export Finance Managers

The Opportunity: International Trade and Exporting

- International markets are an often-overlooked sales channel for U.S. small businesses to **grow revenue and diversify their customer base**
- Nearly 98% of American exporters are small businesses accounting for over a third of the United States' \$2 trillion export value.
- 95% of the world's consumers and two-thirds of all purchasing power are located outside the United States.
- For small businesses, becoming an active participant in the \$80 billion global trade economy presents a tremendous growth opportunity because:
 - U.S. exporters are **more financially stable**, expand faster, and create higher paying jobs.
 - Businesses that export are **more resilient**—they are less dependent on any one market.
 - Exporting also **stabilizes sales** for those who make seasonal products.



U.S. Small Business
Administration

Thank You!

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