

Office of International Business Development Market Access Grant

Program Guidelines and Application | November 2009

> ready > set > export



Table of Contents

Section I	General Information	1
A.	Program Purpose	1
B.	Eligibility	1
C.	Grant Allocation & Limitation	1
D.	Program Uses	2
Section II	The Application Process	2
A.	Procedures for Pennsylvania Company	2
B.	Project Budget Eligible Expenses	2
C.	Restrictions	3
Section III	Evaluation Criteria	3
Section IV	Payment Process	4
Section V	Program Administration	4

Section I – General Information

A. Program Purpose

The Pennsylvania Market Access Grant (MAG) Program is designed to enhance the capability of small and mid-sized Pennsylvania companies to increase export sales. A maximum MAG award of \$3,000.00 per fiscal year can be used to offset 50% of the qualifying expenses associated with one new international marketing initiative. The MAG is a valuable tool available to qualifying companies seeking financial assistance and foreign market entry support.

B. Eligibility

Qualifying Pennsylvania companies **must**:

- Report annual sales not exceeding \$40,000,000 in the previous calendar year;
- Ensure that their FEIN number is linked to a Pennsylvania mailing address;
- Be in good standing with the Pennsylvania Department of Revenue;
- Identify one specific, achievable, new-to-market export initiative requiring financial support;
- Be classified as “export ready” by the Regional Export Network Partner (“REN”).
- Agree to provide REN partner with export sales resulting from the MAG-funded initiative;
- Understand that reimbursement is limited to 50% of paid eligible expenses, not to exceed \$3,000.00;
- Submit MAG applications to the REN Partner at least 2 weeks prior to the event for which funding is sought;
- Complete **all** fields on the application which must be signed;
- Complete the event/activity as outlined on the application within nine (9) months of the grant award date;
- Submit all receipts and proof of purchase documentation associated with the approved event/activity to the REN partner within thirty (30) days of event/activity completion.

C. Grant Allocation and Limitation

- Funds for this program are subject to availability. Applications will be reviewed and funding decisions rendered on a first-come, first-served basis. Each year, the Department reviews funding options and guidelines and has final authority in allocation of funds.
- Applicants may receive no more than \$3,000.00 per fiscal year, for one event/activity, and all funds must be matched on a 50/50 basis.

D. Program Uses

The MAG program is designed to provide flexibility and encourage innovative use of funds to meet the specific international marketing needs of Pennsylvania companies. Events/activities that MAG funding can support are:

- Overseas Trade Show Participation
- Overseas Trade Mission Participation
- Foreign Market Sales Trip
- Subscription to USDOC services

Section II – The Application Process

A. Procedures for Pennsylvania Company

Applicants ready to apply for funding must:

- Obtain MAG application from local REN partner
- Submit completed application and budget to REN partner
- Read and sign the Letter of Commitment with the REN partner
- Execute proposed event/activity and incur relevant expense(s)
- Submit completed Reimbursement Form along with receipts and proof of payment to REN partner within thirty (30) days of event/activity

Once funding is approved:

- Any change made to the event/activity (including dates) requires preapproval from OIBD and completion of ‘Change of Terms’ form.
- If you decide **not** to participate in the approved event/activity you must notify your REN partner as soon as possible before the scheduled event/activity takes place

B. Project Budget Eligible Expenses

Budget information must be completed in full to the best of your knowledge for matching funds. Funding (grants or subsidy) received from other government source(s) cannot be used to satisfy the matching requirements. Applicants must disclose the source(s) of all matching funding and total subsidy must be included in the budget section of this application.

Qualifying expenses categories are restricted to the following:

- Airfare* (economy class of service only)
- Lodging* (**room and tax only**)
~ *Reimbursement based on single occupancy*

- In-country transportation to and from a trade event
- Translation/interpreter fee
- **Non CTD sponsored** Trade show registration fee, booth fee, equipment rental
- Subscription to USDOC services

* *Funding allowance is restricted to one company employee per MAG award.*

C. Restrictions

- MAG awards are limited to qualifying Pennsylvania companies which operate a licensed business in PA to manufacture, assemble and/or distribute a product, or provide an exportable service.
- The company is required to match the MAG award amount on a one-for-one basis and provide itemized receipts and proof of purchase documentation of all related expenditures.
- The company must complete the approved international market activity within nine (9) months of MAG award date. Company must submit application at least 2 weeks prior to the event/activity and submit expenses within thirty (30) days of the activity.

Section III – Evaluation Criteria

Each MAG application will be evaluated using a numerical evaluation. The ratings will be used in the final determination of grant awards. (100 total points possible).

Company Description (15 points)

Project Description (30 points)

Economic Impact (40 points)

Project Budget (15 points)

Applications must receive a score of 80 or above to be awarded funding.

Section IV – Payment Process

- The MAG Program operates on a reimbursable basis and awardees will recover authorized funds once the activity has been completed and upon final audit of approved expenses.
- All documentation (itemized receipts and proof of payment) must be received by the REN partner within thirty (30) days of the activity.
- Expense documentation is forwarded to OIBD for audit and approval.
- Upon approval of final audit; payment is made.

Section V – Program Administration

To effectively manage the MAG Program, Pennsylvania’s Office of International Business Development and the Regional Export Network (REN) Partner will undertake specific and respective duties to ensure funds are fully utilized to open new export markets for our clients.

Each year, the Department reviews funding options and guidelines for the formula and has final authority in the allocation of funds.

Contact Information:

For more information about the Pennsylvania MAG Program, please contact your REN representative or Paige Pynos at DCED, Office of International Business (717) 214-5452.

DCED / OIBD
Paige Pynos, Global Operations
Commonwealth Keystone Building
400 North Street, 4th Floor
Harrisburg, PA 17120-0225

Email: ppynos@state.pa.us



MARKET ACCESS GRANT APPLICATION

Event / Activity: _____

Grant Fund Requested: \$ _____

COMPANY INFORMATION

COMPANY NAME:					
ADDRESS (INCLUDE STREET, CITY, STATE & ZIP)					
CONTACT PERSON:				TITLE:	
PHONE:		FAX:		E-MAIL:	
COUNTY:	MUNICIPALITY:	PA HOUSE:	SENATE:	US CONGRESSIONAL:	
WEBSITE:		FEIN:		STATE OF INCORPORATION:	
ANNUAL SALES:		INTERNATIONAL SALES:		YEARS EXPORTING:	
EMPLOYEES IN PA:			EMPLOYEES WORLDWIDE:		

COMPANY DESCRIPTION (15 POINTS)

PROVIDE A BRIEF, NON-TECHNICAL DESCRIPTION OF THE COMPANY'S PRODUCTS OR SERVICES AND APPLICATION(S).

HOW HAS THE INTERNATIONAL MARKET IMPACTED COMPANY GROWTH OVER THE PAST 5 YEARS?

HAVE YOU UTILIZED THE COMMONWEALTH'S EXPORT PROMOTION PROGRAMS? IF YES, DESCRIBE.

MARKET ACCESS GRANT APPLICATION

PROJECT DESCRIPTION (30 POINTS)

DESCRIBE THE PROPOSED INTERNATIONAL MARKET ACTIVITY? INCLUDE START AND COMPLETION DATES.

WHY HAS THIS ACTIVITY BEEN SPECIFICALLY TARGETED? PROVIDE PROJECT OBJECTIVES.

HOW DOES THIS ACTIVITY SUPPORT THE COMPANY'S OVERALL GROWTH AND EXPORT STRATEGIES?

DESCRIBE MARKET RESEARCH OR OTHER ACTIVITIES THAT LED THE COMPANY TO CHOOSE THIS ACTIVITY?

IS ADDITIONAL RESEARCH OR PREPARATION REQUIRED BEFORE UNDERTAKING THIS ACTIVITY? IF YES, PLEASE EXPLAIN.

WHAT IS THE FOLLOW-UP PLAN ONCE THE ACTIVITY IS COMPLETED?

MARKET ACCESS GRANT APPLICATION

HAVE YOU RECEIVED FUNDING FROM ANY OTHER SOURCE FOR THIS EVENT/ACTIVITY? IF YES, PLEASE DISCLOSE DETAILS.

WOULD YOUR COMPANY STILL PARTICIPATE IN THIS ACTIVITY IF FUNDS WERE NOT GRANTED?

ECONOMIC IMPACT (40 POINTS)

WHAT IS THE ANTICIPATED CORPORATE IMPACT UPON SUCCESSFUL COMPLETION OF THIS ACTIVITY (E.G. INCREASED SALES, EMPLOYMENT, ETC.)? PROVIDE 3 YEAR PROJECTION.

HOW WOULD PARTICIPATION IN THIS ACTIVITY BENEFIT THE COMMONWEALTH OF PENNSYLVANIA (E.G. USE OF LOCAL SUPPLIERS, PENNSYLVANIA PORT/AIRPORT, ETC.)?

MARKET ACCESS GRANT APPLICATION

PROJECT BUDGET (15 POINTS)

APPLICANTS MUST MATCH REQUESTED GRANT FUNDS ON A 1:1 BASIS AND WILL BE REQUIRED TO SUBMIT PROOF OF EXPENSES TO THE OFFICE OF INTERNATIONAL BUSINESS DEVELOPMENT AT THE CONCLUSION OF THE ACTIVITY.

Expense Category	Company Contribution
Travel: airfare, taxes, entry visas (economy class only)	_____
Lodging (room & tax only)	_____
In-country transportation to and from the event/activity	_____
Translator/interpreter fee	_____
Non CTD sponsored event/activity registration fee, booth fee, equipment rental	_____
Subscription to USDOC services	_____
Other grant funding/subsidy received for this event/activity	_(_____)_
Total	\$ _____

TRADE EVENT (TO BE COMPLETED FOR TRADE MISSIONS OR EXHIBITIONS)

TYPE OF EVENT/ACTIVITY:	
DATE (MM/DD/YY) - (MM/DD/YY):	LOCATION:

INFORMATION DISCLOSURE

I certify that the information provided in this application is true and correct. I agree to abide by the MAG program funding and reporting policies. I further understand that this information will be reviewed and is pending approval. This application must be signed or it will not be considered.

Signature of Authorized Company Official	Date
Print Name	