

EXPORT ASSISTANCE PROGRAMS

Market Access Grant (MAG)

Designed to enhance the capability of small and mid-sized PA companies to increase export sales, the MAG is a valuable tool available to qualifying companies seeking financial assistance and foreign market entry support. This is a matching grant awarded up to \$3,000 per company, per fiscal year, to be used for projects such as participating in a trade mission or show, foreign market sales trip and more.

Envoy Program

Currently available in Australia/New Zealand, Brazil, Chile, China - Beijing, France, India, Japan, Korea, Mexico, Singapore, South Africa, Taiwan. The Envoy Program offers PA companies a high-performance, cost-effective and low-risk method of building a continuous marketing and sales presence in-country. Specific short-term and project based agreements can also be arranged to meet your company's specific requirements with participating offices.

Exporting PA

This interactive website provides PA businesses with information & tutorials to help them understand international trade and the tools necessary to become a successful exporter. www.exportingpa.org

Trade Missions & Shows

The PA Export Network organizes PA business delegations to participate in select trade missions and trade shows held around the world each year. As a member of a PA delegation, you have the opportunity to meet face to face with international business prospects, share experiences with fellow PA businesses and connect with high level government and private representatives.

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Northeastern Pennsylvania Alliance



**International
Business
Development**

Partner of



world trade PA
www.newpa.com/intl



NEPA'S INTERNATIONAL BUSINESS DEVELOPMENT PROGRAM

NEPA provides a wide range of direct assistance to help businesses take full advantage of the global marketplace through the PA Export Network. For both businesses already involved in export and those just starting out, NEPA administers a number of export promotion programs in Northeastern PA on behalf of the PA Department of Community and Economic Development's (DCED) Office of International Business Development, funded through the World Trade PA program.

WHAT IS THE PA EXPORT NETWORK?

PA has a larger network of expert consultants than any other state in the U.S. The network consists of the Regional Export Network (NEPA covers Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill and Wayne counties), the Office of International Business Development and the Global Network of Trade Advisors. Combined, these entities can help you evaluate your export readiness, research new markets, locate qualified buyers, find the funding you need to start or expand your export business, and assist you long term as your exports grow.

SERVICES PROVIDED BY THE PA EXPORT NETWORK

Determine or review:

- Market potential for your product or service
 - Market entry strategy
 - Marketing materials
 - Regulatory Requirements

Know your competition:

- Competitive market analysis and competitor pricing
- Company/competitor profiles

Find key contacts, organizations and events:

- Appointments with agents, distributors or partners
 - Liaison between your company and in-country partners
 - Identify and assist with trade shows
 - Agent/distributor searches
 - Lists of potential partners

Pennsylvania's Global Network of Trade Advisors

Your company's market partners abroad, these in-country trade advisors can help build your business in the following markets:

The Americas:

- Brazil
- Canada
- Chile
- Mexico

Europe:

- Czech Republic (*Belarus, Bulgaria, Croatia, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia & Ukraine*)
- France
- Germany (*Switzerland, Austria & Italy*)
- The Netherlands (*Belgium*)
- Russia
- United Kingdom (*Ireland & Scandinavia*)

Middle East:

- Eastern Mediterranean Region (*Israel, Egypt, Greece, Jordan & Turkey*)
- Saudi Arabia
- United Arab Emirate (*Bahrain, Kuwait, Oman, Qatar & Yemen*)

Africa:

- South Africa (*Southern African Development Community*)

Asia:

- China - Beijing
- India
- Indonesia
- Japan
- Southeast Asia (*Singapore, Malaysia, Indonesia, Thailand, Philippines & Vietnam*)
- South Korea
- Taiwan

Oceania:

- Australia & New Zealand