



# GLOBAL BUSINESS DEVELOPMENT GRANTS

## A WORLD OF OPPORTUNITY FOR PRODUCTS MADE IN WISCONSIN®

Companies that want to grow know they need to export—but navigating the global marketplace requires specialized knowledge and a sound strategy based upon proven best practices. The Wisconsin Economic Development Corporation (WEDC) stands ready to help you gain the insights you need to tap new international markets. Our **Global Business Development Program** helps companies lay the foundation for a new export strategy or build upon existing export programs.

## INTERNATIONAL MARKET ACCESS GRANT (IMAG)

Wisconsin companies can be reimbursed for specific expenses associated with an export project that will help to grow their presence in an international market. This grant program is now tiered to provide a base amount of support (up to \$10,000) for all eligible companies, with a higher level of support (up to \$25,000) available for companies that have completed ExporTech™.

## COLLABORATIVE MARKET ACCESS GRANT (CMAG)

This program is designed to help industry associations, alliances, agencies, nonprofits, regional economic development organizations or other state/local departments located in Wisconsin to work with Wisconsin companies to increase exports. This grant provides pass-through reimbursed funds. Organizations may apply for up to \$150,000 to provide assistance of no more than \$15,000 per Wisconsin company per fiscal year (July 1-June 30).

## APPLICATION INFORMATION

For more information about Global Business Development Grants, please contact:

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## INTERNATIONAL GRANT PROCESS: QUALIFICATIONS

All applicants for an IMAG and companies receiving support through a CMAG must:

- Be an established business, operating in Wisconsin that manufactures, processes, assembles and/or distributes a product or performs a service with the potential to be exported. The company does not need to be headquartered in Wisconsin, but must have export-related operations located within the state which provide economic benefit.
- Self-certify that at least 35 percent of the value of the product or service is composed of Wisconsin cost inputs. An Excel spreadsheet may be provided to assist in these calculations.
- Be new to exporting (with no significant export sales yet) or be participating in market expansion. An international market is defined as a country or market channel within a country.
- Agree to a minimum cost-match of 30 percent of the total grant awarded.
- Use grant funds to reimburse activities that occur after the award is accepted.
- Agree to not use grant funds for WEDC trade ventures/missions or to participate in the ExporTech™ Program, as these activities have already been subsidized by WEDC. Any funding reimbursed or used for match may not be duplicated within outside grant requests (e.g. JP Morgan Chase grant or other federal grants).

CMAG applicants must:

- Be an industry association/alliance with a Wisconsin chapter, a state or local agency/department, a regional economic development organization, or a nonprofit seeking to create an international export project that supports Wisconsin companies' export growth.
- The organization must have the administrative capacity to administer the grant, including creating an export project, determining the financial assistance package for a Wisconsin company, calculating an administrative fee of no more than 20 percent of the scholarship amount for marketing and recruitment purposes, and providing all the required documentation for project applications, reimbursements and evaluations.

## APPLICATION PROCESS

- You may request that an application packet be sent to you. You will receive a web link with several files that you will need to download. Print, complete and scan them, then email them to Monica Wahlberg.
- Electronic access and submission is preferred. If you mail a hard copy to our office, your application will be delayed.
- To allow for our project vetting and financial underwriting process, please submit your application at least 6 to 8 weeks prior to the date you need approval for expenses. There is potential for any application submitted with less than six weeks' lead time to be denied.
- A WEDC market development director may contact you for additional information on your project.
- All expenses and services being put forth for assistance in the application must wait until you at least have an ACCEPTANCE date. After this date, the company may assume the liability for those expenses until WEDC has an executed contract. Once a contract is signed, then the company may file for reimbursement.
- Once the project has been vetted, it is sent to underwriting for background checks and a credit and risk check. Any individual owning 20 percent or more of the company will be required to have a background check completed, and will receive a secure email requesting their information. The grant contact is responsible for following up with these owners to ensure that they complete their personal information statement in a timely manner. Without this information, the award process will be delayed.
- Legal will provide a draft of your contract for review. There is a final internal review, and then legal will send

you a final contract to sign.

- Once we receive your signed contract, it will be signed by WEDC's executive team and emailed back to you. The date of the executed contract will serve as the company's APPROVAL date.

## REIMBURSEMENT AND EVALUATION PROCESS

- The company's project end date is self-determined, and should reflect when the grant portion of the project will be completed. A company has 30 days after the project end date to wrap up all project expenses.
- The reimbursement request and evaluation must be submitted to WEDC no later than 90 days after the project end date.
- Request for payment and project evaluation forms are attached to the end of your contract.
  - IMAG recipients need to submit their project evaluation and will be contacted for a follow-up evaluation within a year.
  - CMAG recipients need to provide a spreadsheet with information on recipient companies as well as a project evaluation from each company.
- Disbursement checks will be cut once the project has been completed and all documentation has been reviewed. Do not send in invoices/receipts piecemeal between projects. Send everything in once the last of your projects is complete. Finance will cut ONE check. If you need your reimbursement split for any reason, you will need to make a request specifying the reason.
- Before WEDC can reimburse any expenses incurred by a company, the company must supply a W-9 form and signed contract.
- Proper documentation must be supplied for all expenses being put forth for the grant.
  - For IMAG recipients, WEDC will need documentation for what you are submitting for reimbursement as well as the company's 30 percent match. We do not need to see documentation for anything above and beyond the grant budget you cited in your application under "leverage."
  - For CMAG recipients, WEDC will need all documentation for what the organization has spent its financial assistance on and its administration fee. The organization is responsible for collecting all documentation on the companies' expenses as well as companies' 30 percent match. WEDC will audit a sampling of these expenses as part of the reimbursement process.
- Expense reimbursement requests must be denominated in U.S. dollars. Any invoices or payments charged in a foreign currency must include the currency exchange rate that was used for the transaction, or, if this was not documented, must be accompanied by proof of either the currency exchange rate from the Wall Street Journal or the interbank bid rate from [www.OANDA.com](http://www.OANDA.com) for the date of the listed expense.
- WEDC has the right to contact the company for evaluation follow-up for up to a year after the grant has been completed in order to comply with state and federal reporting standards.

NOTE: Cash is very hard to document for reimbursement. If you must use cash, make sure you have provided substantial documentation on the transaction. If such documentation is not provided, that expense may not be reimbursed.

Credits used by a company across international divisions are not able to be audited for value, and thus are not eligible to be claimed for reimbursement.

Electronic forms of currency (e.g., Bitcoin) are not eligible forms of currency to be reimbursed.

Proper documentation includes answering the following questions:

- Who was the expense paid to? (documentation options include invoice, receipt, wire transfer)
- How did the company pay for the expense? (e.g., company check, credit card, wire transfer)
- Was the payment processed? (Documentation options include backside of the canceled check, credit card)

statement showing equal amount or greater paid after the charge date, bank general ledger showing a complete accounting of the transaction, or wire transfer.)

## ELIGIBLE EXPENSE EXAMPLES

### Trade trips/meetings/missions

- Non-WEDC-sponsored international trade mission participant fees
- Registration and booth expenses for an international trade show/exhibit
- Registration for international conferences/meetings where the company is presenting and having business meetings scheduled to increase its international exports
- Shipping charges to and from the show for booth, display, samples, literature and/or equipment
- In-country interpreter services during an approved trip

### Market customization

- Costs associated with foreign-language translation of brochures and product materials
- Design services, printing, marketing and advertising at the trade show or within the target market
- Website microsites/landing pages' translation and/or hosting for a specific market
- Company product/trademark and/or foreign trade zone certification registration

### Consulting services

- Business services provided by WEDC's authorized trade representatives
- U.S. Department of Commerce services such as Gold Key
- Consulting service fees and legal, professional and/or government fees needed to meet certification standards to export a product, such as:
  - CE, UL or CCC mark certification
  - Trademark registration

### Export education and competency building

- Registration for international and export-related conferences, seminars, meetings, webinars and courses. A company may plan ahead and budget for educational opportunities with its grant application and then submit exact course titles and dates as part of the reimbursement process.
- Language and cultural competency training for the target market

## ELIGIBLE FOR COMPANY MATCH BUT INELIGIBLE FOR REIMBURSEMENT

- Transportation – domestic/international/intra-national flights, cabs, trains, parking etc.
- Lodging

## INELIGIBLE EXPENSES

Note: This is not an exhaustive list.

- Business-related expenses that are considered “costs of doing business”
- Other business service providers currently subsidized by the federal government (e.g., Food Export Association)
- Salaries, stipends, living expenses, office costs, allowances, office parking fees
- Communication costs relating to international trade show participation (hotel and cell phone charges, internet usage, other business center charges)
- Passport costs
- Travel expenses for non-company employees, including consultants, customers, interpreters, independent

representatives, distributors and dealers

- Refundable deposits and advances paid before the grant approval date
- Design of materials and websites used exclusively for domestic markets
- Rental, lease or purchase of warehouse space
- Purchase, construction or lease of space for permanent displays (i.e., displays lasting beyond a one-year activity plan)
- Meals, reception refreshments, entertainment or gifts
- Business cards, seasonal greeting cards or subscriptions to publications
- Product research and development not related to international exporting
- Capital expenditures
- Membership fees to join industry-specific or trade-related associations

## PROJECT WINDOW AND BUDGET

- The project window is the time between your acceptance date and your project end date.
- The Global Business Development Program grant cycle for applications tends to be mid-August through mid-April. WEDC's fiscal year runs from July 1 to June 30. Grant applications are accepted until the budget is exceeded or until the award process dictates that we must stop accepting applications in order to get prior submissions contracted by the end of the fiscal year. Applications should communicate with the program coordinator to inquire whether funding is still available.
- If you have projects that will continue into WEDC's next fiscal year, you need to make sure that you apply and get acceptance on the current fiscal year's award. Work backwards from your deadlines.
- Grant windows may extend beyond the end of the fiscal year, through the end of the calendar year (e.g., FY19 begins July 1, acceptance in October 2018, project end date could be as late as Dec. 31, 2019).
- IMAG assistance is up to \$10,000 OR ExporTech graduates may apply for up to \$25,000.
- CMAG assistance is up to \$150,000 with the requirement of an SOE and a single project audit, or up to \$100,000 without. From each CMAG, no more than \$15,000 may be given to a single company.
- Previous grant projects must be completed, along with their reimbursements and the project evaluation, before a new application will be considered.