

**Wisconsin Economic Development Corporation  
Program Guidelines for Fiscal Year 2021**

**Program Name:** Global Business Development (GBD) Program

**Program Inception:** WEDC FY12

**Lead Division:** Global Investment and Trade

**New**

**Revised**

**Aid**

**Pass-thru Aid**

**Technical Assistance**

### **Program Goal:**

The goal of the Global Business Development (GBD) Program is to support the export capabilities of businesses in the state of Wisconsin.

This program supports the following WEDC Strategic Pillar and Focus Area:

Business Development: Export and International Trade

### **Program Description:**

The program consists of the International Market Access Grant (IMAG) and the Collaborative Market Access Grant (CMAG). The IMAG provides funding to support a company's specific export development and deployment strategy with WEDC's International staff providing technical assistance. The CMAG aids these efforts through an industry focused intermediary.

### **Eligibility Requirements:**

#### **IMAG**

- Be an established business operating for not less than one year that manufactures, processes, assembles and/or distributes a product or performs a service with a potential to be exported. The company does not need to be headquartered in Wisconsin but must have export-related operations located within the state and provide economic benefit to the state.
- Self-certify that at least 35% of the value of the product or of the service is composed of Wisconsin cost inputs. Program staff provide an Excel tool to help determine eligibility upon request.
- The company must be new-to-exporting (no significant export sales or novice/accidental exports) or participating in market expansion. International market is defined as a country, region, or market channel within a country.
- Grant funds may not be used for past costs or costs associated with activities funded by a CMAG.
- [ExporTech™](#) graduate companies generally may receive no more than six IMAG grants. Non-[ExporTech™](#) graduate companies generally may receive no more than three IMAG grants.

IMAG assistance categories are generally:

- Trade Shows/Conferences/Meetings/Missions: Assistance may be provided to attend a US Department of Commerce, WEDC approved domestic trade show, an international based trade show, conference, or business meetings. The IMAG grant may not be used to pay for any cost to attend WEDC sponsored trade ventures and missions.

- Market Customization: Assistance may be granted for translation of web/printed materials for a targeted foreign market, design services, advertising, and/or printing. Grants may also be used for company/product/foreign trade zone certification, registration, and marketing within the foreign market.
- Export Education & Competency Building: Assistance may be approved to support international and export related conferences, seminars, meetings, webinars, and courses. These educational opportunities are for staff who will be implementing the company's international export strategy. Educational courses and seminars also qualify.
- Consulting Services: Assistance may be funded for services with WEDC's Global Business Network Providers, match maker services, Gold Keys, consultants, or brokers.

## **CMAG**

- Eligible recipients of a CMAG include industry associations, alliances, agencies, non-profits, regional economic development organizations, or other state/local departments located in Wisconsin working with Wisconsin companies to increase exports.
- Collaborators must provide a compelling case for how the project will benefit Wisconsin companies with international exports, demonstrate organizational support for the administration of the project, and provide an explanation for why their services are needed and how these grant funds will make an impact.
- The companies benefiting from these funds must comply with the eligible business requirements of the IMAG.
- Eligible expenses allowed for CMAGs may include, but are not limited to, those eligible under the IMAG.
- Recipients may be eligible for administrative costs to support the project. If applicable, administrative costs must be clearly outlined in the contract.

## **Incentives and Available Funding (FY21): \$1,200,000**

The incentives in this program are grants of up to \$25,000 for IMAG applicants or up to \$150,000 for CMAG applicants.

IMAG: Eligible Wisconsin businesses may be awarded up to \$10,000 per WEDC fiscal year. Eligible ExporTech™ graduates may qualify for grants up to \$25,000.

CMAG: Eligible recipients may be awarded up to \$150,000 per WEDC fiscal year. Pass-thru assistance is capped at \$15,000 per company.

## **Activities and Expected Outcomes:**

Assist businesses

- IMAG: Assist 85 businesses
- CMAG: Award 3 organizations to assist 45 businesses

## **Performance Reporting:**

Recipients will be required to submit a performance report documenting project completion, as well as any other contract deliverable.

WEDC annually selects awards on a sample basis for an audit. All backup to the performance report is required to be maintained for the life of the award.

WEDC may impose additional reporting requirements to evaluate project performance and to ensure compliance with contract deliverables.

**Application and Awards Process:**

The GBD program has a continuous application process. Applicants for an IMAG or CMAG grant should complete an application through an Account Manager. The completed application will be assigned to an underwriter and go through the award review process.

For more information on application review, internal process, and award distribution, please refer to WEDC’s award administration policies and procedures.

**Revision History:**

Effective Date	Description of Change
10/1/2017	Eliminated federal STEP funding as available source
7/1/2019	Established limits on the number of grants per applicant; added eligibility requirement for IMAG applicants; clarified performance reporting requirements
7/1/2020	Temporarily eliminated match requirement due to COVID-19 pandemic; clarified Incentives and Available Funding

**PROGRAM REVIEW:**

This document has been reviewed by the following parties (Check all that apply):

- Chief Operating Officer
- Chief Legal Officer
- Chief Financial Officer
- Other \_\_\_\_\_

Senior Director of Public Policy: \_\_\_\_\_ Date \_\_\_\_\_

Division Vice President: \_\_\_\_\_ Date \_\_\_\_\_

**AUTHORIZED APPROVAL:**

CEO or Designee: \_\_\_\_\_ Date \_\_\_\_\_