



# 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 tiered to provide a base amount of support (up to \$10,000 per annual application, limited to three total grants per company), with a higher level of support (up to \$25,000 per annual application, limited to six total grants per company) 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 for at least one year, 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 that provide economic benefit to Wisconsin.
- Under the program, companies that have not completed ExporTech can only receive IMAG funding up to three (3) times with a maximum of \$10,000 per grant, while ExporTech graduate companies can receive IMAG funding up to six (6) times with access to \$25,000 per grant. No company can be funded more than (6) six times through the Global Business Development Grant Program.
- Self-certify that at least 35% of the value of the product or service is composed of Wisconsin cost inputs. An Excel spreadsheet can be provided upon request to assist you with these calculations.
- Be new to exporting (with no significant export sales or novice/accidental exports) or be participating in market expansion. An international market is defined as a region, country or market channel within a country.
- Agree to a minimum cost-match of 30% of the total grant awarded.
- Use grant funds to reimburse activities that occur after the award is accepted by WEDC. Costs incurred prior to application acceptance will not be considered.
- Agree not to 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).
- Not utilize an IMAG and a receive a CMAG scholarship for the same market within the same fiscal year.

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 and eligibility to administer the grant, including creating an export project, determining the financial assistance package for a Wisconsin company, utilizing an administrative fee of no more than 20% of the scholarship amount for marketing and recruitment purposes, and providing all the required documentation for project applications, reimbursements and evaluations.
- 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.
- Ensure that companies benefiting from CMAG funds comply with all eligibility requirements of the IMAG.

## 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. Complete the information within the documents, include an authorized signature, and email them back as .pdf documents to WEDC's international grants coordinator.
- Electronic access and submission is required. Submission of hard copy application materials will delay your application. To allow sufficient time for project vetting and the financial underwriting process, please submit your application at least six to eight 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, the company becomes eligible to 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% or more of the company will be required to have a background check completed and will receive a secure email requesting their information. The applicant 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 cannot proceed.
- WEDC's in-house legal staff will provide a draft of your contract for review. There is a final internal review, and then WEDC's legal staff 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 applicant's project end date is self-determined and should allow sufficient time for the project to be completed and bills to be paid.
- The reimbursement request and evaluation must be submitted to WEDC no later than 90 days after the project end date.
- Request for payment forms are attached to the end of your contract. A project evaluation form will be sent to you via email at the end of your project.
  - 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 and approved. Do not send in invoices/receipts piecemeal throughout the project. Submit all documentation in one packet once the project is completed and bills have been paid. WEDC's financial staff will cut one check per grant. If you need your reimbursement split for any reason, you will need to make a request specifying the reason.
- 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%. A dated, itemized invoice is required for each expense.
  - 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% match. WEDC will audit a sampling of these expenses as part of the reimbursement process. A dated, itemized invoice will

be required for each administrative expense.

- 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.
- 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 for any expense is a dated, itemized invoice. An email verification, ticket stub, credit card receipt or other documentation that does not verify the vendor, date, item and amount paid may be rejected.
- 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.

## ELIGIBLE EXPENSE EXAMPLES

### Trade shows/ventures

- 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 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

### Marketing and promotion

- 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, international 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 in foreign countries

### Export education

- 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,” including modification of existing products or services
- 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 or visa costs
- Travel and lodging 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
- Costs associated with U.S. patents, trademarks or product certifications
- Membership fees to join industry-specific or trade-related associations

## PROJECT WINDOW AND BUDGET

- The project window is the time between your contract acceptance date and your project end date. All expenses must be incurred and invoiced within this window. Any expense that falls outside this window or was documented or paid outside this window will be rejected.
- The Global Business Development Program grant cycle for applications tends to be mid-September through April 1. Grant applications are accepted until the budget is exhausted or until April 1, whichever occurs first. Applicants should communicate with the program coordinator to inquire whether funding is still available.
- Grant windows may extend beyond the end of the fiscal year, through the end of the calendar year (i.e., FY22 grant projects must end on or before Dec. 31, 2022, even though FY22 ends on June 30, 2022).
- IMAG assistance is up to \$10,000 (with a lifetime limit of three (3) approved applications) OR ExporTech graduates may apply for up to \$25,000 (with a lifetime limit of six (6) approved applications).
- CMAG assistance is up to \$150,000 with the requirement of a schedule of expenditures and a single project audit, or up to \$100,000 without a schedule of expenditures and independent audit. 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. No company may receive more than one IMAG in any given fiscal year.