

INTERNATIONAL MARKET ACCESS GRANT



A WORLD OF OPPORTUNITY FOR WISCONSIN EXPORTS

Companies that want to grow know they need to export—but navigating the global marketplace can mean taking risks and exploring new strategies. The Wisconsin Economic Development Corporation (WEDC) offers resources to help you craft and implement your export strategy and boost your international sales. The **International Market Access Grant Program** helps companies lay the foundation for a new export strategy or advance an existing strategy through new projects.

How it works

Wisconsin companies can be reimbursed for specific expenses associated with an export project that will help to grow their presence in an international market, including:

- Trade show attendance
- Marketing and promotion
- Export education
- Consulting services

Applications are reviewed and approved on a rolling basis, so companies are encouraged to apply as soon as possible after a new fiscal year begins on July 1 of each year for their best chance of being funded.

Eligibility

To apply, a company must have been in operation for at least a year and must manufacture, process, assemble or distribute a product or service with the potential to be exported. Grants are available to companies that are new to exporting as well as those with some export experience. Wisconsin cost inputs must make up at least 35% of the value of the product or service being exported, and companies must agree to a 30% match of the grant funds received. This grant provides two tiers of support: ExporTech™ graduates are eligible to receive up to \$30,000 with a limit of six awards, while all other eligible applicants can receive up to \$10,000 with a limit of three awards.

APPLICATION INFORMATION

For more information about the International Market Access Grant Program, please contact:

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