



# CALIFORNIA STEP

Exporting Made Easier for California Small Businesses



## What is the STEP Program?

The California State Trade and Export Promotion (STEP) Program is designed to help increase the number of small businesses that are exporting and to raise the value of exports for those small businesses that are currently exporting so they can grow and create jobs. Market focused events for:

- ◆ Aerospace & Defense
- ◆ Food & Agriculture
- ◆ Information Technologies
- ◆ Health and Beauty Products
- ◆ Building Products
- ◆ Medical Equipment and products
- ◆ Other

## How STEP Will Help Small Businesses?

STEP will help provide:

- ◆ support for small business participation in foreign trade missions and foreign market sales trips
- ◆ subscription to services by the Department of Commerce
- ◆ trade show exhibitions;
- ◆ participation in training workshops

*This STEP program is funded in part through a grant award by the U.S. Small Business Administration (SBA).*



## California State Trade and Export Promotion Program Fact Sheet 2015 – 2016

### California Highlights

The project will conduct fourteen (14) unique export promotion activities including domestic and market-focused marketing campaigns, customized product/promotion localization assistance, matchmaking services connecting California small businesses to potential customers, and follow up support to assist firms in expanding globally.

The California STEP partners include:

- ◆ California Governor's Office of Business and Economic Development (GO-BIZ)
- ◆ California Department of Food & Agriculture
- ◆ The California Community Colleges' Centers for International Trade Development (CITD) at:
  - Los Rios Community College District
  - Rancho Santiago Community College District
  - Riverside Community College District
  - San Mateo County Community College District
  - State Center Community College District
  - Southwestern College
- ◆ Los Angeles Area Chamber of Commerce
- ◆ Los Angeles Biz Fed

With support from the U.S. Department of Commerce, Commercial Service, the U.S. Small Business Administration, Office of International Trade, the Los Angeles Regional Export Council, California Chamber of Commerce, and others.

For more information and to take advantage of these benefits, please visit the California STEP web page at [www.citd.org](http://www.citd.org).

### Questions?

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