OFFICE OF EXPORT PROMOTION

You know your product / service has potential to sell internationally so what do you do next? Instead of wondering, it's time to contact the New Jersey Office of Export Promotion, part of the NJ Business Action Center (NJBAC) under the NJ Department of State. Staffed by specialists with years of experience, the office works with New Jersey's small and mid-sized companies to help them tap into global markets. **New Jersey is a top 15 U.S. exporter behind states such as Texas, California, Louisiana, New York State and Illinois**

THE FACTS

GOING GLOBAL	TOP PARTNERS	EXPORT EXCELLENCE
Exports from the Garden State reached across the globe valued at **more than $43 billion in 2023**.	The largest export markets for NJ in 2023 were **Canada** $10B, **Mexico** $3.4B, and **Japan** $3.2B. **NJ is the 13th largest exporter out of the 56 states and territories.**	The Office received the President's "E-Star" Award for Export Service, **the Nation's highest honor** for export excellence in 2017 and 2024.

WHAT IS THE NJBAC?

We are a business-first resource able to help you get answers from government agencies, direct you to appropriate officials or contacts, follow-up with regulatory agencies and so much more, all at no cost and strictly confidential.

Whether you are an entrepreneur, own a business on "Main Street," are located on a corporate campus, or are interested in expanding your products and services through export, we're here for you. We are dedicated to solving your problems and maximizing growth opportunities.

SUCCESS STORY

A certified woman-owned manufacturer in the health and wellness industry was expanding its overseas sales. To support the process, the firm applied for and received a NJ STEP grant through NJBAC's Office of Export Promotion, which enabled it to attend a major trade show with focus on its markets. At the event, they met representatives from companies around, including Ireland, Ecuador, Norway and Africa, developing new opportunities for growth in sales abroad and jobs at home.

NJ STATE TRADE EXPANSION PROGRAM (NJ STEP)

The Office of Export Promotion competitively awards export promotion grants through NJ STEP. It is funded in part by the U.S. Small Business Administration (SBA). NJ STEP has been supporting exporters to increase international sales and grow jobs in the state for 12 consecutive years. The Office has advised and assisted thousands of businesses, supporting millions of dollars of export sales around the world. From **2021 - 2023**, NJ STEP-supported firms produced over **$55 million in sales and created over 1,100 jobs**.

Eligible businesses will be considered to receive financial awards on a first come, first served, competitive basis. to partially offset export promotion costs such as the following:

- Participation in international and U.S. Trade Events
- Participation in Foreign Trade Missions
- U.S. Commercial Service subscription services
- Translation of International Marketing Media Design
- Website / E-Commerce, Localization, SEO

SO HOW CAN WE HELP?

Our International Business Advocates can connect your business to the world in many ways, including:

COLLABORATION Universities and other organizations, like the U.S. Export Assistance Centers, are our partners in the effort to develop small businesses into new exporters and help existing small business exporters expand their markets through co-sponsored training and services.

CONNECTIONS If you need partners for joint ventures or strategic alliances, we can identify trade partners. We can also work with foreign governments to set you up for success.

CONSULTING Free consulting services at 1–800–JERSEY–7 with our experienced staff can get you started.

CUSTOMS How will your goods get across borders? We can guide you in foreign customs procedures and regulatory compliance policies.

EDUCATION We can expand your knowledge in exporting basics, regulatory compliance, customs procedures, reporting and other topics.

EXPORT PLANNING It may seem overwhelming, but we can help you develop a viable export plan to get your goods or services to customers in other countries.

FINANCING Our experts can help you navigate the complexities of exporting once you've entered the global marketplace by connecting you with federal resources available for obtaining payment.

GUIDANCE If you're not sure where your business fits in the world stage, we can help identify global business opportunities.

MARKETING ACCESS We can help identify buyers and potential markets by testing local demand.

NJBAC New Jersey Business Action Center
Answers, Advocacy, Connections

NEW JERSEY DEPARTMENT OF STATE

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