



LET'S TALK  
EXPORTS



# APPLICATION GUIDELINES



## WHAT IS GO GLOBAL GEORGIA?

Go Global Georgia, in partnership with the U.S. Small Business Administration (SBA) provides funding for small business export activities. The initiative is intended to increase the number of small businesses that export, assist with export development and expand international sales.

- Approved small businesses can request reimbursement for two (2) eligible export activities during the grant year
  - Companies are eligible for reimbursement of 50% of actual export costs incurred
  - Maximum grant award is \$6,000, per company per year
- Companies may apply any time during the funding year - October 1, 2020 - September 1, 2021

## WHO IS ELIGIBLE TO APPLY?

- All eligible Georgia businesses that meet the following criteria can apply:
  - Must be incorporated in the U.S. & operate in the state of Georgia
  - Meet the SBA's size standards for a [Small Business Concern](#) (typically 500 employees or less)
  - Have been in business for not less than one year at the start of the grant year
  - Be in good standing with the federal government
  - Be an export ready Georgia company seeking to export goods or services of U.S. origin or that have at least 51% U.S. content
  - Have access to sufficient resources to bear the costs associated with exporting
- Please note, foreign-owned companies are ineligible for Go Global Georgia, due to SBA guidelines
- SBA requires applicants to self-certify that they meet all eligibility requirements
- Applications must be received at least 30 business days prior to the requested export activity and approved prior to the activity start date

## WHAT ACTIVITIES ARE ELIGIBLE FOR REIMBURSEMENT?

- International trade show/exhibition fees – up to \$4,000
- Website globalization/localization – up to \$3,000
- Travel expenses for trade shows, trade missions and foreign buyer trips – up to \$2,000 (airfare\* \$1,000 & lodging \$1,000)
- U.S. Commercial Service programs and services – up to \$1,500
- Design and translation of international media and marketing materials – up to \$3,000
- Export training for new to export firms – up to \$1,500

\*Must adhere to [Fly America guidelines](#).

## ACTIVITIES THAT ARE NOT ELIGIBLE FOR REIMBURSEMENT

- First Class airfare
- Meals
- Entertainment costs
- Other non-allowable items

## DOES YOUR BUSINESS REPRESENT A DESIGNATED SMALL BUSINESS COMMUNITY?

Do any of the following apply to your business?



Appling, Atkinson, Bacon, Baldwin, Banks, Ben Hill, Berrien, Bleckley, Bulloch, Calhoun, Camden, Candler, Charlton, Chattooga, Clay, Clinch, Coffee, Colquitt, Cook, Crisp, Decatur, Dodge, Dooly, Early, Elbert, Emanuel, Evans, Fannin, Franklin, Gilmer, Glascock, Gordon, Grady, Greene, Habersham, Hancock, Hart, Irwin, Jackson, Jeff Davis, Jefferson, Jenkins, Johnson, Laurens, Lumpkin, Macon, Miller, Mitchell, Montgomery, Pierce, Polk, Putnam, Quitman, Rabun, Randolph, Schley, Screven, Seminole, Stephens, Stewart, Sumter, Talbot, Taliaferro, Tattnall, Taylor, Telfair, Thomas, Tift, Toombs, Towns, Treutlen, Troup, Turner, Union, Upson, Ware, Warren, Washington, Wayne, Webster, Wheeler, White, Wilcox, Wilkes or Wilkinson.

If your business represents one of the above, you're eligible for reimbursement of 75% of actual export activity costs, up to the \$6,000 maximum.



## HOW TO DETERMINE IF YOUR PRODUCT/SERVICE HAS AT LEAST 51% U.S. CONTENT

SBA requires that eligible companies certify that their products/services are of U.S. origin *or* contain 51% U.S. content. Definition of U.S. content for manufactured goods: the ex-factory price of a good minus the aggregate value contributed by non-U.S. or foreign sources (e.g., costs or payments to foreign suppliers/providers/ employees not resident in the United States).

### Products

<b>Ex-factory price of good</b>		<b>\$100</b>
<b>Aggregate value contributed by non-U.S. or foreign sources</b>	Manufacturing costs (payment to foreign contract manufacturer)	<b>\$25</b>
	Value of all foreign-supplied parts/inputs/materials	<b>\$20</b>
	Foreign administrative costs	<b>\$2</b>
	Foreign transportation and logistics costs (up to factory door)	<b>\$2</b>
	Licenses, royalties, and fees paid for foreign intellectual property	<b>\$0</b>
<b>U.S. content</b>		<b>\$51</b>

Definition of U.S. content for services: the contract value of the service (whether delivered in the U.S. or overseas), minus the aggregate value contributed by non-U.S. or foreign sources (e.g., costs or payments to foreign suppliers/providers/employees not resident in the United States).

### Services

<b>Contract value of the service</b>		<b>\$100</b>
<b>Aggregate value contributed by non-U.S. or foreign sources</b>	Staffing costs of foreign subcontractor	<b>\$25</b>
	Value of foreign inputs/materials used to execute contract	<b>\$15</b>
	Foreign based legal and administrative costs	<b>\$9</b>
<b>U.S. content</b>		<b>\$51</b>



## APPLICATION REVIEW CRITERIA

Applications are evaluated by a formal review committee. Please be as thorough and detailed in your responses as possible. The following factors will be used to evaluate completed applications:

- What are the company's export goals for the next 12-18 months?
- If new to export, what steps has a company undertaken to prepare for global markets?
- If new to export, is the product/service described export-ready?
- Does application describe how the requested activity will support company's stated export goals?
- Does application reflect company's commitment to growing export sales/expanding international market presence?
- Does the application demonstrate a company's ability to translate the requested export activities into measurable export success?

## WHAT'S NEXT

- Companies will receive an automatic reply once a completed application has been received
- Within 30 days of receipt of a completed application, GDEcD will notify companies of their application status
- Approved applicants will need to provide completed W-9 and Vendor Management forms prior to reimbursement

## APPLICATION CHECKLIST

- Completed Application
- SBA Self-Representation form
- SBA Debarment Certification form
- Submit your application electronically at [Georgia.org/Go-Global-GA](https://Georgia.org/Go-Global-GA)

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## QUESTIONS?

**Contact:** Alice Carson, Senior International Trade Manager, [global@georgia.org](mailto:global@georgia.org)

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