



# GO GLOBAL GEORGIA APPLICATION GUIDELINES

## WHAT IS GO GLOBAL GEORGIA?

Go Global Georgia, launched in partnership with the U.S. Small Business Administration, provides reimbursement funding to eligible Georgia exporters for pre-approved export activities. This competitive grant program is intended to increase the number of small businesses that export, assist small firms with export development and expand international sales.

- Approved small businesses can request reimbursement for two (2) eligible export activities per grant period.
- Companies are eligible for 75% reimbursement, up to the maximum activity amount. There is a maximum award amount per company for each grant period.
- Companies may apply any time during the funding period. The application deadline is September 1.

## WHO IS ELIGIBLE TO APPLY?

Eligible Georgia businesses that meet all of the following criteria can apply:

- Must be incorporated in the U.S. and operate in the state of Georgia
- Meet the SBA's size standards for a Small Business Concern (typically 500 employees or less)
- Must have been in business for at least one (1) year as of the time of the application
- Be in good standing with the federal government (have not been debarred)
- 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 trade, including the costs of packing, shipping, freight forwarding, and customs brokers.
- SBA requires applicants to self-certify that they meet **all** eligibility requirements
- Foreign-owned companies are ineligible for Go Global Georgia, per SBA guidelines
- Applications must be received at least 30 business days prior to the requested export activity

## WHAT ACTIVITIES ARE ELIGIBLE FOR REIMBURSEMENT?

- Design and translation of international marketing materials
- UGA Small Business Development Center ExportGA training course
- International trade show booth costs
- International travel costs for trade shows, trade missions and foreign buyer trips including airfare and lodging.\*
- Participation in U.S. Commercial Service programs and services
- Website globalization/localization costs and other fees associated with growing online business opportunities
- Export consultancy services for international market intelligence and partner searches
- Export credit insurance premiums

*\*Only economy class airfare is reimbursable, and must comply with Fly America guidelines.*



## ACTIVITIES THAT ARE NOT ELIGIBLE FOR REIMBURSEMENT

- Economy Comfort or 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 are eligible for reimbursement of 75%, up to the maximum activity amount.



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

SBA requires that eligible companies certify that their products or services are of U.S. origin or contain at least 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

This is a competitive grant program; each application is carefully vetted and eligible companies are thoroughly evaluated by the program's formal review committee. Go Global Georgia is open to current exporters and export ready small businesses. Companies are strongly encouraged to submit detailed applications outlining their international strategy, current export capacity, on-going export efforts and goals for international expansion. 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?
- What steps has a company undertaken to prepare for global markets?
- Is the product/service described export-ready?
- Does application describe how the requested activity will support company's stated export goals?
- Does application demonstrate a company's commitment to growing export sales/expanding international market presence?
- Does 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 Debarment Certification form
- SBA Self-Representation form
- Submit your application electronically at [Georgia.org/Go-Global-GA](https://Georgia.org/Go-Global-GA)

## QUESTIONS?

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



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