Give Your Small Business a Boost by Exporting

SBA

U.S. Small Business Administration

Funded in part through a cooperative agreement
with the U.S. Small Business Administration.

NITRO

NEVADA INVESTMENT & TRADE
REVENUE OPPORTUNITIES

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What is NITRO?

The Nevada Investment & Trade Revenue Opportunities (NITRO) initiative will fuel the export trade promotion activities of the Governor's Office of Economic Development (GOED) for the next two years

NITRO is funded in part by a $203,878 U.S. Small Business Administration (SBA) grant through the State Trade and Export Promotion (STEP) Pilot Grant Initiative; includes direct grants to Nevada companies

NITRO provides partnership funds and access to global resources to Nevada's small businesses that wisely look to exports for future sales growth and prosperity

4 key programs and events

- **STEP Grant Program–**
- This STEP grant funded program will help small businesses market products overseas. Nevada companies apply to receive up to 50% reimbursement for eligible marketing expenses. Matching funds are allocated to companies on a yearly basis depending upon their marketing experience.

Tier I ($0 - $1,000)

Export Training such as Gold Keys and Export Tech.

Tier II ($0 - $5,000)

Tier I activities or costs toward Trade Shows and/or Trade Missions

Tier III ($0 -$25,000)

Tier I & II activities or costs for activities to penetrate new markets such as advertising and technical seminars.

4 key programs and events continued

- **State-Directed Trade Missions- Outbound and Inbound**
  - Specific Missions under development
  - Nevada's industries (mining, aircraft/aerospace, agriculture, technology, manufacturing, warehousing distribution, e-commerce, healthcare) captured the attention of the world and global investment.
  - Nevada delegation and government officials participate in pre-set business matchmaking meetings with manufacturers, buyers and distributors of customized industry products and technologies.

- **Governor's Conference on Exports and Manufacturing**- **February, 2013**
  - TENTATIVE- Annual wrap-up to NITRO related activities and recognize companies, exporters, and manufacturers who have participated.

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NITRO Program Eligibility

Participants

- Be a registered company in good standing with the Nevada Secretary of State's office
- Been in business at least one year
- Be a small U.S. business entity as defined by SBA

Products

- Be a Branded Label; bulk material companies may also be considered
- May NOT be covered by another federal grant program
  - Example: U.S.D.A or the Foreign Agriculture Service Market Access Program (MAP)
- Be of U.S Origin-
  - Must contain at least 50% U.S content. Clearly labeled as a product of U.S.A and/or Nevada

Countries - Almost all countries are viable for participant reimbursement except:

- Federally Prohibited Countries and U.S Territories including Outlying Areas

NITRO Program Eligibility

- **Activities** (all activities must occur during the program year)
  - Advertising
  - Fees and Promotional Services
  - Freight for sample shipment
  - In-Store Demonstrations/Displays and P.O.S. Materials
  - State-Directed International Trade Missions
  - International Trade Seminars
  - Modifications to Labels and Packaging when required by the country which you are entering
  - Printed Sales Materials
  - Trade Shows expenses: booths, travel, per diem expenses
  - Translation Expenses for literature, labels and website

STEP Grant Program Ineligibilities

Activities (costs NOT reimbursable by the NITRO program)

- Administration Costs
- Business Development
- Capital Expenditures
- Personnel, Consultants, or Buyers
- Project Management
- Cost of sample Products

Application Process

Materials Needed:

- Sales Figures (GOED requires actual and projected)
- Country Market Plan developed for each target country (Tier II and III)
- Certificate of Exclusivity/Private Label Agreement (if applicable)
- Company Brochure and Product Literature
- SBA Self-Certification Statement

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Approval Process

Submit Application

Committee Review
(9 members)

Approval

Program Contracts
(2 copies signed and returned within 30 days)

AWARD !

STEP Grant Program Timeline

***In order to receive reimbursement for approved activities claim forms must be submitted during the fiscal quarter in which the activities took place

Government Fiscal Quarters:

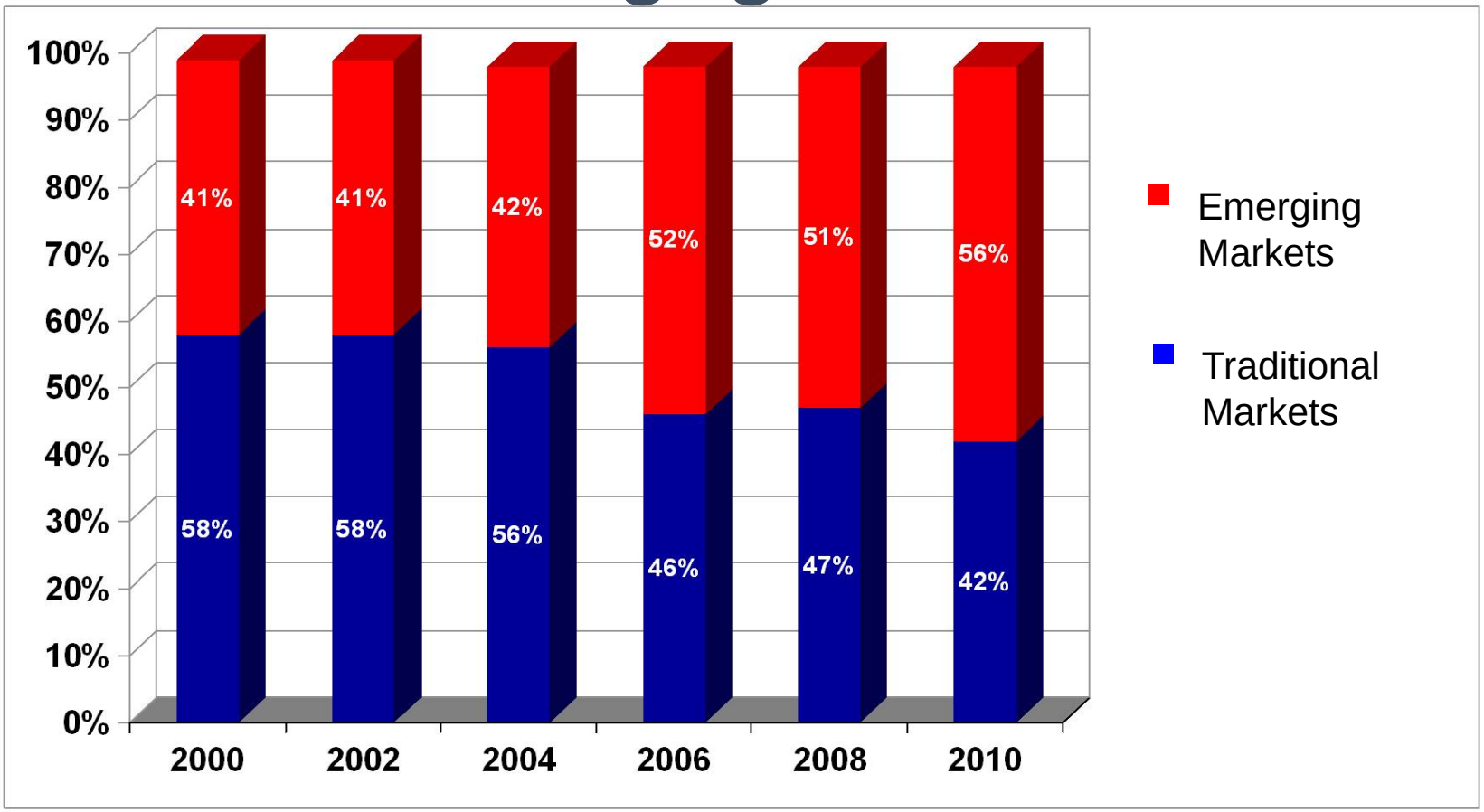
1st	October 1st - December 31st, 2012
2nd	January 1st – March 31st , 2013
3rd	April 1st – June 30th , 2013
4th	July 1st – September 30th ,2013

GOED Services

- Export Readiness Programs
- Export Seminars and Counseling Services
- International Trade shows and Trade Missions
- Administration of Federal Export Grant Programs
- Inbound Buying Missions
- Foreign Direct Investment (FDI) Activities
- Independent Trade Representatives

Please visit our site for more detailed information on our services
www.diversifynevada.com

Shift in Nevada Exports to Emerging Markets



Success Breeds Success

Over the last ten years, Nevada's efforts to increase exports through education and resources have had solid results. Each year, exports infuse nearly $8 billion into our economy.

Since 2000, emerging markets such as Asia, Latin America and the Middle East have increased in exports with Nevada businesses from 41% to 56%.

Resource Partner Services

- SBA
  - David Leonard (North & South Nevada)
- Department of Commerce
  - Open (Northern NV)
  - Andrew Eldlefsen (Southern NV)
- Small Business Development Center (SBDC)
  - Marcel Scherer (Northern NV)
  - Mike Bindrup (Southern NV)
- Nevada Industry Excellence (NVIE)
  - Rhea Gustafson (Northern NV)
  - Terry Culp (Southern NV)

Questions?

Alan Di Stefano
(775)687-9912
adistefano@diversifynevada.com

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