



# EXPAND YOUR BUSINESS BY EXPORTING

From diversifying your customer base and growing your market share to extending your product life cycle and mitigating risk—exporting has a lot of advantages. SelectFlorida helps thousands of companies around the state enter and expand in international markets through nationally-recognized programs and services.

Getting started with exporting can be daunting but you don't have to do it alone. SelectFlorida has assembled a group of experts and services to help you get started.

Our statewide network of trade professionals provide free export counseling to small and medium-sized companies interested in expanding globally. Services include evaluation of a company's market readiness, selecting target markets for its products or services, market research, information on channels of distribution in target markets and introductions to our International Offices.

## SelectFlorida's Export Assistance Services Include:



- Export Sales Missions
- Educational Webinars, Seminars & Conferences
- Export Counseling
- Market Research
- Trade Events Newsletters
- Overseas Trade Shows
- Certificates of Free Sale
- Trade Grants
- International Offices Network
- Export Finance Referrals



Contact a Regional Trade Office to help you grow your business overseas.  
[SelectFlorida.org/trade-offices](https://SelectFlorida.org/trade-offices)



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# TRADE GRANTS

SelectFlorida offers grants to help qualified companies start exporting for the first time or diversify into new markets.

## TARGET SECTOR TRADE SHOW GRANTS

SelectFlorida offers event-specific, reimbursable grants to help Florida small to medium-sized companies generate or increase their export sales overseas. Attending trade shows is an excellent way to introduce and showcase products and services to a global audience. Receive a grant to help reduce the cost of exhibiting at an internationally-focused trade show or exhibition supported by SelectFlorida.

## GOLD KEY/BUSINESS MATCHMAKER GRANTS

Eligible manufacturers and professional service providers can apply for a Gold Key/Matchmaker Grant to generate or increase sales overseas during a SelectFlorida Export Sales Mission. Gold Key/Matchmaker services are a market development tool for new or infrequent exporters, offering meetings with pre-screened and pre-qualified buyers, agents, importers and representatives with an interest in your company's products or services.

## EXPORT MARKETING PLANS

Working in partnership with the Florida Small Business Development Centers Network, qualified Florida manufacturers and service providers can receive a customized export marketing plan to pinpoint the best countries for their products, develop the right entry strategies, and promote their products abroad.

## FLORIDA ONLINE GLOBAL

Globalize your website by making it local with Florida Online Global. This program offers two predefined, fully optimized websites in your target markets to help grow your exports, sales, brand and business overseas.

**Interested in SelectFlorida grant opportunities?**

Visit [SelectFlorida.org/trade-grants](https://selectflorida.org/trade-grants) to learn more about eligibility and qualifications.



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**“IT WAS GREAT TO BE ABLE  
TO INTRODUCE AND EXPAND  
OUR NEW PRODUCTS INTO THE  
WORLDWIDE MARKET.”**

“The trade show was very engaging and successful for our company, and we estimate that we will get a large capacity of business during the next two years thanks to this resounding adventure. We are also planning on expanding our operations in order to become bigger and better in the near future. Events and experiences such as the IDS Trade Show are vital in making this a reality.”

“Receiving the trade grant has helped our company greatly as well. It is programs such as this that help with the initial introductions and showings that lead the way to being a great success.”

– Advanced Orthodontics Solutions  
IDS - Global Dental Show

