

Governor's Workforce Board Training Grants

The Market Entry Program trains Rhode Island companies to build distribution networks in export markets. This is accomplished through specialized training, identifying and scheduling meetings with qualified distributors, agents or end-users in targeted foreign markets, and targeted market research. The program is administered by the international trade partnership of the RIEDC and the United States Department of Commerce (USDOC).

Customized Research & Communications

Through the Market Entry Program, experienced USDOC Industry Specialists, located in American Embassies and Consulates around the world, schedule one-on-one business meetings with pre-qualified business contacts whose interests and objectives match a company's needs.

They determine if demand exists for the company's products and services, screen the market, and schedule appointments in the target country with the best contacts available. The service is available in more than 70 of the world's best markets. The Market Entry Program includes customized country and industry training prior to business meetings, debriefings to discuss the results of the meetings and determine appropriate follow-up strategies, and a variety of other pre- and post-market entry training services.

Fees & Costs

Companies are reimbursed the cost of the customized market and industry training; the one-on-one business meetings; and other pre- and post-market entry training expenses.

USDOC fees for this Gold Key Service:

A company with less than 500 employees [SME]: Day 1: \$700; Additional days \$300/day

A large company [500 or more employees]: Day 1: \$2300; Additional days: \$1000/day

An SME company ***New to Export*** [using these services for the 1st time]: \$350; \$300/day

Companies pay these fees to the USDOC office in the target country two to three months prior to departure. Companies are reimbursed upon their return to Rhode Island and completion of an evaluation form. Companies must pay their own travel expenses.

Guidelines/Eligibility:

- Rhode Island for profit businesses that have been in business for at least 2 years, have a stable financial position, and offer a product or service that is competitive in the U.S.;
- Companies who seek long-term international trade opportunities;
- Companies whose product is at least 51% manufactured in the United States;
- Companies who have the potential to deliver products and services overseas;
- Applicants must pay into the RI Job Development Fund by having at least one employee in addition to the business owner.
- Applicants must be current on their RI State taxes and provide their RI employer tax ID and Federal Tax ID numbers. The RIEDC will contact the RI Division of Taxation to confirm all tax payments have been made.
- Individual companies or consortiums may apply. The RIEDC would accommodate companies traveling individually or in a group.

Company Commitment:

Companies must make at least a fifty percent matching contribution to the overall program cost. Company contribution will include the following expenses:

- Travel to the designated foreign country
- Hotel and accommodation expenses
- In-country transportation
- Interpreter costs (if applicable)

Companies must be willing to give feedback on training. Evaluation forms must be completed immediately upon return to the US and again, one year after the completion of the program. Funding is performance-based with cost reimbursed after the successful completion of the program.

Filing an Application:

- Contact the RIEDC to obtain a company profile form and more information.
- Schedule an appointment with an RIEDC International Trade Office Representative for an explanation of the application procedure.

Contact: Maureen Mezei, International Trade Director
Katherine Tufts, Associate International Trade Director

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