



Global Trade Mission Program

Program Guidelines for Fiscal Year 2025			
Lead Division: Global Trade and Investment			
<input type="checkbox"/> New	<input checked="" type="checkbox"/> Revised	7/1/2024	
<input type="checkbox"/> Grant	<input type="checkbox"/> Loan	<input type="checkbox"/> Tax Credit	<input checked="" type="checkbox"/> Technical Assistance

Introduction

Background Information: The Global Trade Mission (GTM) program provides Wisconsin businesses access to expertise in target markets to realize export opportunities and to accelerate their export sales. The program supports Wisconsin's business growth by increasing collaboration between businesses within key industries and target countries.

WEDC's Market Development Directors (MDD) lead Wisconsin businesses on virtual or in-country Trade Missions, providing each participating business a suite of in-market services that are executed by one of WEDC's network of contracted authorized trade representatives. The services of the US Commercial Service and/or other independent contractors may be required to execute services for a Trade Mission. Program funds will help support the cost of country-specific business services to eligible Wisconsin businesses by offsetting the cost of the mission.

Program's Purpose: The program provides Wisconsin businesses access to expertise in target markets to realize export opportunities and to accelerate their export sales. The program supports Wisconsin's business growth by increasing collaboration between businesses within key industries and target countries.

Eligibility Requirements

Eligible Applicants: GTM applicants must meet the following criteria:

- Be an established business operating in Wisconsin that manufactures, processes, assembles and/or distributes a product or performs a service with a potential to be exported.
- Have export-related operations located within Wisconsin and provide economic benefit to the state (does not have to be headquartered in Wisconsin).
- If a service company, such as engineering, architectural, information technology, scientific research, provide a traded service. If an international professional business service provider or economic development entity, must be seeking to build their international network or to support client businesses attending the Trade Mission. Service providers unable to demonstrate the potential to expand traded international exports will not be eligible for the funding that supports the in-market service package and will pay full price to participate in the mission.



If the market warrants a subject matter expert or an industry representative, WEDC may invite appropriate representatives to join the Trade Mission at the expense of WEDC or the subsidized rate.

Matching: Businesses attending a GTM must provide matching funds in the amount of a \$2,500 fee per trade mission per participant.

Available Incentives

FY25: \$745,589 (non-aids contracting)

The budget encompasses the total costs of program implementation, including administrative, marketing, in-market services and other costs associated with staff and subject matter experts. WEDC may subsidize a portion of the business service package cost to eligible Wisconsin businesses. WEDC may negotiate a reduced rate package for eligible businesses depending on the specific services to be offered. Ineligible businesses may participate by paying the full market price of the Trade Mission package.

Services provided to the participating businesses are determined based on the market and business needs. Services may include but are not limited to:

- Market Assessment.
- Partner Search (Customer, Dealer, Distributor, Rep, Agent, Licensee, Employee).
- Translation/Interpreting.
- Activities to foster cultural understanding of customers or consumers.

Award Sizes: As a technical assistance program, value is provided as costs deferred for the participating business.

Awards per Applicant: Businesses will be limited to a total participation in no more than five WEDC Trade Missions in a five-year period. Businesses exceeding two participants must pay full price for any additional attendees.

Activities and Expected Outcomes

Support seven Global Trade Missions in WEDC's target markets in nine countries and assist 44 businesses. One of the seven trade missions will be administered by third-party organizations.

Impact: The Trade Mission program's impact focus is to help Wisconsin businesses grow by increasing their ability to sell to international markets.

Metrics: As part of the review of GTMs, GTI collects the data below from each participant. This is done through three separate surveys.

- Direct sales.
- Anticipation of future export sales because of participation.



- Identification or signing of new distributors or representatives.
- Lead generation.
- Time before the business realizes exports to said market.
- Did participating in this trip directly benefit the business.
- Likelihood of attending another Trade Mission with WEDC.
- Overall trade mission satisfaction.

Application Guideline

Timeline: Applications for each GTM will typically be open for a period of eight weeks, closing eight weeks prior to the trade mission.

Review Considerations: GTI reviews all trade mission applications to ensure that the mission is appropriate for applicant businesses, that businesses are export ready and that the proposed participation is in alignment with their stated export strategy.

How to Apply: Applicants for GTM assistance should complete an interest form on the WEDC Global Trade Mission website.

Award Process: A Market Development Director will review the applicant's interest form and coordinate a conference call with a Trade Representative. The in-market Trade Representative will provide the applicant with a scope of work and a schedule of appointments for the business's approval. The business and individual participants will be subject to background checks as part of the application process.

Performance Reporting: Participants will be required to submit an evaluation form documenting event satisfaction, trade mission results, as well as any other relevant feedback, within six months of completing a trade mission.

WEDC may impose additional reporting requirements to evaluate project performance and to ensure compliance with program objectives.

Revision History

Program Inception – Fiscal Year 2015

- 7/1/2017: Standardized Activities & Expected Outcomes by moving explanatory language to Program Description.
- 7/1/2019: Clarified performance reporting requirements; simplified application and awards process.
- 7/1/2020: Expanded program scope to allow for virtual trade ventures.
- 7/1/2024: Modified program name; clarified number of participants and cost of attendance for businesses.