



**Wisconsin Economic Development Corporation  
Program Guidelines for Fiscal Year 2024**

**Program Name:** Global Trade Ventures

**Program Inception:** WEDC FY15

**Lead Division:** Global Trade and Investment

**New**       **Revised** [Click here to enter a date.](#)

**Aid**       **Pass-thru Aid**       **Technical Assistance**

**Program Goal:**

The goal of the Global Trade Venture (GTV) Program is to support the export capabilities of businesses in the state of Wisconsin.

**Program Description:**

The program provides Wisconsin companies access to expertise in target markets to realize export opportunities and to accelerate a company's export sales. The program supports Wisconsin's business growth by increasing collaboration between companies within our key industries and our target countries.

WEDC's Market Development Directors (MDD) lead Wisconsin companies on virtual or in-country Trade Ventures, providing each participating company a suite of in-market services that are executed by one of WEDC's Authorized Trade Representatives. The services of the US Commercial Service and/or other independent contractors may be required to execute services for a Trade Venture. Program funds will help support the cost of country-specific business services to eligible Wisconsin companies by offsetting the cost of the venture.

**Eligibility Requirements:**

Participants must 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. The company does not need to be headquartered in Wisconsin but must have export-related operations located within the state. Service companies such as engineering, architectural, information technology, scientific research and other traded services are eligible for support under this program.

International professional business service providers or economic development entities seeking to build their international network or to support client companies attending the Trade Venture may also participate. 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 venture.

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



Companies will be limited to a total participation in no more than five WEDC Trade Ventures/Missions in a five-year period.

**Incentives and Available Funding (FY24): \$753,634 (non-aids)**

The FY23 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 companies. WEDC may negotiate a reduced rate package for eligible businesses depending on the specific services to be offered. Ineligible companies may participate by paying the full market price of the Trade Venture package.

Services are determined based on the market and business need. Services may include but are not limited to:

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

**Activities and Expected Outcomes:**

Support eight Global Trade Ventures in WEDC’s target markets in nine countries and assist 49 businesses. Two of the eight trade ventures are virtual. Three of the eight trade ventures will be administered by third-party organizations.

**Performance Reporting:**

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

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

**Application and Awards Process:**

Applicants for GTV assistance should complete an interest form on the WEDC Global Trade Ventures [website](#). An Account Manager 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 company approval. The company and individual participants will be subject to background checks as part of the application process.

**Revision History:**

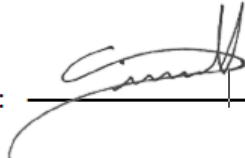
Effective Date	Description of Change
7/1/2017	Standardized Activities & Expected Outcomes by moving explanatory language to Program Description
7/1/2019	Clarified performance reporting requirements; simplified application and awards process
7/1/2020	Expanded program scope to allow for virtual trade ventures

**PROGRAM REVIEW:**


This document has been reviewed by the following parties (Check all that apply):

- Chief Operating Officer
- Chief Legal Officer
- Chief Financial Officer
- Other \_\_\_\_\_

Senior VP Strategic Investment and Policy:  Date 7/20/2023

Division Vice President:  Date 7/20/2023

**AUTHORIZED APPROVAL:**

CEO or Designee:  Date 7/20/2023