



Office of Economic Development and International Trade (OEDIT) Services for Exporters

Overview

If you're a Colorado manufacturer or professional service provider looking for new markets, you can start or expand your international trade efforts with the support of the Colorado Office of Economic Development and International Trade (OEDIT). OEDIT helps to create and retain jobs in Colorado by helping Colorado companies expand and diversify their markets and by building Colorado's identity as an international business center. The OEDIT's international staff helps companies obtain the information, skills, resources and contacts they need to successfully export goods and services worldwide. Services available for Colorado exporters through OEDIT include:

Funding Programs

Colorado Export Development Grant (CEDG)

The CEDG provides financial support to qualifying Colorado companies to assist them in developing new export markets. Grantees can receive up to \$4,500 to apply towards travel expenses, trade show exhibition and/or attendance, business matchmaking services or other direct expenses for developing a new target market. Funds are available one time per year according to the grant application cycle.

Colorado Export of Innovative and Sustainable Technologies (CO-EXist)

CO-EXist supports business exchanges between Colorado companies and business, government and industry leaders in China, Mexico, Japan and Canada in the targeted areas of sustainable and environmental technologies and services. Companies may apply throughout the duration of the program (until December 2013) to participate in trade shows, incoming buyer visits, outgoing trade missions or to receive funding for client development expenses (up to \$4,500) and technical assistance (up to \$4,500) for Mexico and/or China. Funds for client development expenses and technical assistance are disbursed on a reimbursement basis (with proof of receipt and assuming a \$1:\$1 company match).

Next Step Program

The Next Step Program helps qualifying Colorado companies overcome challenges to exporting their goods and/or services to prospective buyers abroad. Financial assistance up to \$3,500 is provided directly to companies on a reimbursement basis (with proof of receipt and assuming a \$1:\$1 company match) to engage in the following client development activities with OEDIT's support: B2B matchmaking services; interpretation and translation of business-specific conversations and/or documents; economy-class airfare on a U.S. carrier to and from the target country to develop commercial relationships (not to include incidentals) and lodging for up to three nights for the Colorado company in the target market or for the potential buyer in Colorado. Funds are available for disbursement on a rolling basis.

Events

Trade Shows

The OEDIT participates in domestic and foreign trade shows for the dual purpose of export- and investment promotion. Exporting companies benefit from OEDIT's coordination of business-to-business matchmaking, exhibition logistics and lead generation.



Foreign Missions

The OEDIT organizes foreign missions to strategic markets to help exporters increase their international sales and to promote Colorado as a place to invest. Common features of trade missions include: customized appointments for Colorado companies with potential partners in industry and government, customized industry briefings and networking opportunities.

Incoming Buyer Delegations

The OEDIT arranges business-to-business appointments between visiting international buyers and Colorado companies in order to assist foreign buyers with sourcing goods and services from Colorado.

General Services and Programs

Export Counseling

OEDIT's international staff counsels Colorado companies in the areas of marketing, sales, market selection, partner selection and exporting fundamentals.

Foreign Representatives

The OEDIT has a Trade Representative in Mexico City run by a private consultant, an Honorary Trade and Investment Representative in Tokyo and an Honorary European Trade and Investment Office in Dublin. The foreign office representation provides on-the-ground presence to assist Colorado companies with market development and to promote Colorado to potential investors.

Trade-Related Education

The OEDIT organizes and co-organizes conferences and workshops on trade-related topics, which bring experts to speak on opportunities and challenges. Staff members also speak at workshops related to international trade. Additionally, the OEDIT maintains a formal internship program that allows students and other individuals seeking experience in international trade under the supervision of the OEDIT staff.

International Market Analysis Partnership (IMAP) Program

The OEDIT and accredited Colorado universities partner to offer international market analysis performed jointly by the international staff and graduate-level business students. Colorado companies wishing to explore new export markets can utilize the program to gain valuable market research specific to their needs.

Governor's Award for Excellence in Exporting

The Governor's Award for Excellence in Exporting recognizes Colorado companies that demonstrate significant achievements in international trade. This competitive award has been given every May since 1970 in conjunction with World Trade Month. Colorado companies that are committed to exporting are encouraged to apply.

Sandi Moilanen

Division Director—International
sandi.moilanen@state.co.us

Jeffrey King

International Business Manager
Asia-Pacific
jeffrey.king@state.co.us

Jorge Diaz

Grant Manager
jorge.diaz@state.co.us

Stephanie Garnica

Senior International Business Manager
Americas
stephanie.garnica@state.co.us

Stephanie Dybsky

International Business Manager
Europe, Middle East and Africa
stephanie.dybsky@state.co.us

Colorado Office of Economic Development and International Trade

1625 Broadway, Suite 2700, Denver, CO 80202
Phone: 303-892-3840 • Fax: 303-892-3848
www.advancetcolorado.com