



CARES Act Funding Available to Support Small Business Exporters in Southern Illinois

The Illinois SBDC International Trade Center at Southern Illinois University Edwardsville (ITC) has been awarded CARES Act COVID-19 funding to expand our professional business advising efforts, and provide additional resources for education and training to small businesses experiencing challenges, including impending closures as a result of the pandemic. Outreach efforts for use of this funding are being ***focused on businesses owned by minorities, women, persons with disabilities, veterans and those located in rural areas.***

The ITC serves businesses in Southern Illinois by providing individualized, no-cost export advising, identification of foreign buyers, agents and/or distributors through trade leads, international market analysis, and more.

Whether you are currently working to grow your international footprint, or have yet to consider international markets, there are multiple funding opportunities now available through your local SBDC International Trade Center at SIUE.

Here are just a few examples on how we are currently supporting small businesses in the southern region:

- Website translations and search engine optimization for foreign markets.
- Translation services for marketing and product materials, such as brochures, instruction manuals, and data sheets.
- One-on-one connections with consulting firms to assist with the writing of export plans, developing marketing strategies and the identification of new international customers and distributors.
- Certification services for your products such as UL, CE Marking, etc.
- Participation in virtual trade shows and B2B virtual matchmaking events around the globe.
- Monthly Virtual Trade Roundtable Meetings via Zoom: discussing export challenges, sharing experiences, developing new connections, and gaining insights to the keys to successful exporting, with a special focus on the needs in Southern Illinois.
- In-house and other training programs covering international business and export-related areas.



New Initiatives being Implemented by the ITC at SIUE supported by CARES Act Funds:

- ❖ In-depth market research / supply chain & logistics
- ❖ Additional resources for education and training programs: *“Go Global” Series*
- ❖ *South America Virtual Trade Mission (tentatively scheduled for March, 2021)*
- ❖ FIRST Online International Business Directory: *“Export Southern Illinois”*

What are your needs?

Contact us by email International-Trade-Center@siue.edu or phone at (618) 650-3851 and discover how the ITC at SIUE can assist your business to take advantage of these resources and virtual tools.

As always, we stand ready to serve you!

Silvia Torres Bowman, CGBP

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Winner of the Governor's Export Award

