




Join us for a webinar on October 13th at 10:00am EST to learn more. [REGISTER](#)

SUSTA helps small businesses grow internationally. Whether you are new to exporting or a seasoned pro, there are opportunities for you.

 **Export Education:** Exporting Readiness Training, Export Helpline, consult with market experts & more.

 **Global Events:** Meet qualified foreign buyers at trade missions.

 **50% CostShare:** Apply for 50% reimbursement of eligible international marketing promotions each year, such as:

Exhibiting at International Trade Shows and Pre-Approved* Outbound Trade Missions

- Booth fee, including rentals, like furniture and badge scanners
- Travel for 2 employees or company reps (flight, lodging and a per diem for meals & incidentals)
- Point of sale materials & giveaway items
- Freight for shipping materials to show
- Hourly wages of interpreter/hosts for booth

*Trade mission must be organized by SUSTA, USDA or AHEC

Advertising Targeting a Foreign Country

- Magazines and other print media
- Social media, search engines & other digital platforms, billboards and more!

Website Translation

- Translation and tech development to create pages on your website or foreign URL

ELIGIBILITY

- Your company must be small by Small Business Administration (SBA) standards. Example: for a sawmill that means fewer than 500 employees.
- Your products must be grown/forested in the U.S.
- Your promotions must promote your brand and include a U.S. origin statement.

Create your MySUSTA account at susta.org

Your network of support:



The Southern U.S. Trade Association is a non-profit organization that facilitates trade between southern U.S. companies and overseas importers. We work with the Departments of Agriculture of the 14 southern states and Puerto Rico to help food and agriculture companies meet the rising global demand for high-quality U.S. food and ag products.