

The Sun Corridor EDGE Program

Join us as we launch this second year of the Sun Corridor Economic Development for the Global Economy (EDGE) Program. Tell key leaders and policymakers in the Sun Corridor (Maricopa, Pima and Pinal Counties) about what is helping and hindering your international success. Come together with service providers and increase your competitive advantage. Submit an application with your success story so that your company can be recognized and others can learn from your success. Together, we can show the world that the Sun Corridor is open for business.

Companies want more profits, customers, financial stability and new client markets with global reach. Communities want prosperity and high paying, stable jobs. Exporting products and services can help achieve all these goals. The Sun Corridor EDGE (Economic Development for the Global Economy) Program was created to increase awareness among businesses and policy leaders about the importance of international exporting. The goal is to invite more companies in Maricopa, Pima and Pinal Counties to export.

Every company has experienced both challenges and successes. It is important to examine what elements they HAVE that are working, and what they NEED to continue to grow. The EDGE Program includes these three elements:

- **Recognition Program:** This celebrates the companies that are succeeding in global markets. Experts review applications from companies to evaluate their exporting success and place each company in one of the following categories: emerging, proficient, or expert. Large companies with more than 100 employees will be evaluated separately from small to mid-size companies. Participating companies will be featured in a video, press releases and an event. Top scoring companies from each county will be highlighted.
- **Survey and Analysis on Barriers:** Companies complete a quick survey to share the barriers they face in exporting. This gives exporters a voice and gives policymakers the information they need to develop strategies that will remove the barriers.



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- **Connection to Resources:** Through our expert partners, companies can connect with the resources and strategies they need to compete in international trade.

Private and public sector leaders in the Sun Corridor are partnering to increase the region's success in global markets. The EDGE Program started in 2016 to highlight the importance of exporters and the difference they make in our economy. Seventeen diverse exporters were featured in press releases, a video that aired on multiple television channels in Arizona, and an event that featured the country's leading experts in international sales.

“Being part of this program gave my business national recognition and credibility,” shared Ray Zuckerman, CEO of ServerLIFT, one of the companies recognized as an expert exporter in the first year of the program. ServerLIFT exports machines to more than 60 countries internationally, as well as to every state in the United States.

Exporters of all sizes in all sectors can participate in this program. The EDGE Program has honored the achievements of companies exporting everything from



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peanut butter to missiles, and from high-end athletic training services to baby formula. Companies that participated in the EDGE Program last year can re-apply this year to celebrate progress made and to be placed in the next category of proficient or expert. Companies that are new to the EDGE Program can apply and begin to leverage the exposure and resources right away.



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edge 2018
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Applications for the EDGE Program may be submitted to astpeter@azmag.gov until February 28, 2018. The EDGE event will be held on April 26, 2018 to celebrate the achievement of all companies, including the top scoring companies from each county. Strategies to increase exporting will be released in the summer of 2018.

For more information, please visit <http://www.jpacaz.org/> or contact Amy St. Peter, Maricopa Association of Governments at astpeter@azmag.gov or (602) 254-6300.

Please take a few moments to complete, save, and print the following brief application to participate in the the EDGE Program.

EDGE 2018 PROGRAM

Company Contact Information

Company name: _____

Division/subsidiary of: _____

Office street address: _____

City: _____ State: _____ Zip code: _____

County (must be within Maricopa, Pima or Pinal Counties): _____

Website: _____

CEO name: _____

Point of contact name: _____

Point of contact phone number: _____

Point of contact email address: _____

MPEXA Export Explore or Export Challenge Participant: Yes No

(If yes you have the option of submitting the MPEXA application in lieu of completing this application. Whether you complete this application or submit the MPEXA application, you have also the option to complete the Call to Action and Connection to Resources sections.)



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EDGE 2018 APPLICATION (Required)

Please answer the following questions clearly and concisely in reference to your locations in Maricopa, Pima and Pinal Counties. Responses beyond the word count will not be considered. Up to 20 pages of single sided, 8 ½ x 11” pages of additional materials such as marketing collateral may be submitted. **Please email the completed application and all materials to astpeter@azmag.gov by 3:00 p.m. on Wednesday, February 28, 2018.**

The following information will be used to evaluate the company’s success in exporting and to designate the company in one of the following categories: emerging, proficient, or expert. Companies with more than 100 employees will be evaluated separately from small to mid-size companies.

I. Operations

Sector: _____

Total number of employees in the Sun Corridor location(s): _____

Description of products or service being exported:

List of countries receiving exports: _____

Length of time exporting:

Less than three years

More than three years and less than 10 years

More than 10 years

Designations (optional):

Veteran-owned company

Woman-owned company

Minority-owned company

2. Success in Exporting

Number of jobs supported by exporting: _____

Percentage of international sales in: 2014 _____ 2015 _____ 2016 _____

Ratio of dollars spent on importing to exporting: _____

Describe the company’s activities to grow international sales (up to 200 words):

Describe the specific financial benefits of selling to international markets. For example, this may include an increase in sales due to new markets or stabilizing revenue to offset seasonal changes or economic recessions. (up to 200 words):

Describe strategies the business used to ship or deliver products and services more efficiently (up to 200 words):

Barriers (Optional)

The following information will be used to better understand the challenges and needed changes in exporting. This will help to develop effective strategies to better support exporters in the Sun Corridor. Responses will not be used to evaluate the company for the recognition program.

1. Challenges and Barriers

Please indicate which of the following have been challenges to the company exporting goods and services.

Select all that apply:

1. Adapting products in diverse markets
2. Building critical relationships
3. Building and maintaining communication with worldwide contacts
4. Getting payments from international clients
5. Getting products through Customs
6. Insurance (such as insuring large orders and credit insurance)
7. Keeping up with technology
8. Legal issues (including intellectual property)
9. Lack of capital for exporting activities
10. Lack of capital for research and innovation
11. Marketing to a diverse audience in a culturally appropriate way
12. Pricing and currency exchange
13. Recruiting and retaining a skilled workforce
14. Regulatory requirements
15. Political unrest and uncertainty
16. Shipping logistics and reliability
17. Other: (please list) _____

Please describe the challenges faced in the area(s) selected:

How did the company overcome the barrier(s)?

What changed as a result of addressing the barrier(s)?

What still needs to change to further remove the barrier(s)?

2. How can your products and/or services be shipped or delivered more efficiently?

Connection to Resources (Optional)

The Arizona Commerce Authority (ACA) and its RevAZ Manufacturing Extension Partnership program are offering two ExporTech export boot camps in collaboration with the Sun Corridor EDGE Program, the National Institute of Standards & Technology, the U.S. Commercial Service (USCS) and FedEx. Any company that applies for the EDGE Program and meets the requirements for ExporTech may participate in one of the boot camps. This includes new-to-export companies, as well as companies already exporting and are looking to enter new export markets. Companies that have participated in previous boot camps are also eligible. This program is open to as many as eight companies in each boot camp.

During ExporTech, companies will attend three in-person class sessions between April and June 2018 in the Greater Phoenix region or from September to November 2018 in the Greater Tucson area. Each company will be assigned an export coach who will work with the company on export market research and assist the company in developing a written export plan. The plan serves as a roadmap for the company to export proactively for the first time, or increase exporting to current markets, or enter new export markets.

After successful completion of one of the boot camps, the company may receive financial assistance to undertake go-to-market export initiatives identified in their export plan, such as having some level of costs covered for participating and exhibiting at international trade shows. This financial assistance is provided by the ACA, Sun Corridor EDGE, and FedEx under various programs – and a participating company may qualify (depending on eligibility requirements) for go-to-market funding from one source, two sources, or all three sources.

Typically, companies are charged \$900 for the ExporTech boot camp. This fee will be subsidized (on a reimbursement basis) at 100 percent for any company that participate in the EDGE Program and completes one of the boot camps.

Please indicate which of the following programs and services have already been used by the company as well as those that would be of interest. This information will be used by the partners to provide services to participating EDGE companies.

(Continued.)

Name of Program & Lead Entity	Previous Participant	Would like to Participate	Contact Person
RevAZ ExporTech Program - ACA			Kevin O'Shea kevino@azcommerce.com
Arizona State Trade Expansion Program (AZSTEP) - ACA			Kevin O'Shea kevino@azcommerce.com
Metro Phoenix Export Alliance Export Challenge - GPEC			Ruth Soberanes rsoberanes@gpec.org
Metro Phoenix Export Alliance Explore Program - GPEC			Ruth Soberanes rsoberanes@gpec.org
Gold Key Service - USCS			Karen Allen Karen.Allen@trade.gov

Please indicate what types of assistance would be most helpful. Select all that apply.

- Group training sessions
- One-on one-instruction
- Mentoring
- Financial assistance to attend trade shows
- Development of marketing materials
- Networking events
- Other:

Please indicate which topic areas would be of interest. Select all that apply.

- Legal
- Freight: air, truck, rail
- Cultural competency
- Marketing
- Financial and budgeting
- Product research and development
- Workforce
- Other:

Final Certification

Applicant: By clicking this box, I confirm that I am authorized to submit this survey and I certify, to the best of my knowledge, that this information is true and correct. I also confirm that I understand the material I submit may be used in promotional materials about the EDGE Program unless otherwise noted as proprietary.

Person authorized to submit the application on behalf of the company:

Name: _____ Title: _____

Contact info: _____

Person who would represent the company at the EDGE event:

Name: _____ Title: _____

Contact info: _____