

Sun Corridor EDGE Program

(Economic Development for the Global Economy)
(Include partner logos)

Businesses want more profits, customers, and financial stability. 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 exporting in Maricopa, Pima and Pinal Counties.

The EDGE Program includes these three elements.

- **Recognition Program:** This celebrates the businesses that are succeeding in global markets. Experts review applications from businesses to evaluate their exporting success and place each business in one of the following categories: emerging, proficient, or expert. Businesses with more than (100) employees will be evaluated separately from small to mid-size exporters. Participating businesses will be featured in a video, press releases and an event. Top scoring businesses from each county will be highlighted.
- **Call to Action Strategies:** Businesses 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.
- **Connection to Resources:** Through our expert partners, businesses can connect with the resources and strategies they need to compete in international trade.

Private and public sector leaders in the Sun Corridor (Maricopa, Pima and Pinal Counties) 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. A total of 17 diverse exporters were featured in press releases, a video that aired on multiple channels in Arizona, and an event that featured the country's leading experts in international sales.

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

"Being part of this program gave my business national recognition and credibility," shared Ray Zuckerman, CEO of ServerLIFT, one of the businesses 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 businesses exporting everything from peanut butter to missiles, to high-end athletic training services. Businesses that participated last year can re-apply this year to show progress made and to be placed in the next category. Businesses that are new to the program can apply and begin to leverage the exposure and resources right away.

Applications for the EDGE program may be submitted to astpeter@azmag.gov beginning in January 2018 until **February 28, 2018**. The EDGE event will be held in April 2018 to celebrate the achievement of all

businesses, including the top scoring businesses from each county. The Call to Action 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 the following brief survey and participate in the EDGE Program.

Business Contact Information

Business name:

Division of 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 Explorer or Pitch Participant: Yes No

(If yes, skip the application and complete the Call to Action and Connection to Resources sections. The information from the MPEXA application will be used to evaluate the business' exporting success.)

EDGE application

Please answer the following questions clearly and concisely in reference to your business locations in Maricopa, Pima and Pinal Counties. Responses beyond the word count will not be considered. Additional materials such as marketing collateral may be submitted. All answers and materials are due to astpeter@azmag.gov by 3:00 p.m. on Wednesday, February 28, 2018.

The following information will be used to evaluate the business's success in exporting and to designate the business in one of the following categories: emerging, proficient, or expert. Businesses with more than (100) employees will be evaluated separately from small to mid-size exporters.

1. Operations

Sector:

Number of employees:

Description of products or service being exported:

List 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 business, woman-owned business, minority-owned business

2. Success in Exporting

Year the business started exporting:

Number of countries exporting to now:

Number of jobs supported by exporting:

Growth rate of international sales:

Percentage of foreign sales in 2014: In 2015: In 2016:
Ratio of dollars spent on importing to exporting:
Describe the business's growth in foreign sales since it started exporting (up to 200 words):
What factors contributed to this growth (up to 200 words):
Describe how selling to foreign markets contributed to the business' bottom line and stability (up to 200 words):

Call to Action

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 shown to the evaluation panel or used to evaluate the business for the recognition program.

1. Challenges and Barriers

Please indicate which of the following have been challenges to the business exporting goods and services (check all that apply):

- Legal
- Financial
- Shipping
- Marketing
- Cultural differences
- Customs

Please describe the challenges faced in each area selected:

How did the business overcome this barrier?

What changed as a result of addressing the barrier?

What still needs to change to further remove the barrier?

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

3. What has helped you move your products and/or services more efficiently?

Connection to Resources

The Arizona Commerce Authority is offering an ExporTech boot camp for businesses that participate in the Sun Corridor EDGE Program. Any business that applies for the EDGE Program will be eligible for the boot camp. This includes emerging, proficient and expert businesses, as well as businesses that have participated in previous boot camps.

During the boot camp, businesses will attend three in-person class sessions between April and June 2018. They will receive assistance to develop an export business plan. The plan can position the businesses to enter a new market or increase exporting to current markets. After successful completion of the boot camp, the businesses may receive go-to-market assistance, such as having costs covered for attending trade shows in foreign countries. Generally, businesses are charged \$900 for the boot camp. This fee will be subsidized 100 percent for any EDGE business completing the boot camp.

Please indicate which of the following programs and services have already been used by the business as well as those that would be of interest. This information will be used to provide aftercare services by the

EDGE partners. Please click on the name for more information about the program. Costs will be subsidized for the Sun Corridor ExporTech Program. Charges may apply for the other programs if businesses choose to participate.

Name of Program	Previous Participant	Would like to Participate	Not of Interest
Arizona Commerce Authority ExporTech Program			
Arizona Commerce Authority AZSTEP Program			
Metro Phoenix Export Alliance Export Challenge			
Metro Phoenix Export Alliance Explore Program			
U.S. Commercial Service Gold Key Service			

Please indicate what kinds 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
- 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. _____

Name of person authorized to submit the survey on behalf of the business: _____
 Title: _____

Contact info: _____

Name of person who would represent the business at the EDGE event: _____
 Title: _____

Contact info: _____