



# EDD

ECONOMIC  
DEVELOPMENT  
DEPARTMENT

**Contact:** Bruce Krasnow  
[Bruce.Krasnow@edd.nm.gov](mailto:Bruce.Krasnow@edd.nm.gov)  
(505) 795-0119

Gov. Michelle Lujan Grisham  
Cabinet Secretary Alicia J. Keyes  
Deputy Secretary Jon Clark

**FOR IMMEDIATE RELEASE:**  
October 31, 2022

## **New Mexico Awarded Grant to Assist Businesses Develop Global Reach**

*EDD receives \$250,000 from U.S. Small Business Administration (SBA)  
State Trade Expansion Program (STEP)*

**SANTA FE, N.M.** - Economic Development Department (EDD) Cabinet Secretary Alicia J. Keyes announced today that the state has been awarded a \$250,000 STEP grant from the U.S. Small Business Administration to help small businesses cultivate the global marketplace.

The State Trade Expansion Program (STEP) is an initiative that provides matching grants for states to assist eligible small businesses export their products. The program offers assistance with foreign trade show booth space, interpreters, export training programs, and the U.S. Department of Commerce's Gold Key matchmaking services in major markets abroad.

Expanding global trade is a priority for Gov. Michelle Lujan Grisham as a means to further diversify New Mexico's economy. The \$250,000 award is the largest the state has ever received under the STEP program.

"There has never been a better time to introduce your business to the international marketplace," EDD Cabinet Secretary Keyes said. "We are pleased to be able to provide guidance and support to our New Mexico businesses who want to grow with the aid of global sales."

"Thanks to the SBA and New Mexico Economic Development Department, STEP has become the most effective program we have to support new-to-export small businesses," Celeste Nuñez, Director of International Business Resources for the New Mexico Trade Alliance, said. "We can't wait to utilize this new round of funding to usher in New Mexico's next generation of exporters."

Many companies have benefited from prior STEP grants.

"STEP has been essential to Pajarito Powder's success. As a rare start-up that has been global since inception, Pajarito Powder's ability to exhibit at the most important international tradeshows has been critical in establishing us as a leading provider of electrocatalyst

materials for the hydrogen economy,” Thomas J. Stephenson, CEO and Chairman, Pajarito Powder, said. “Without the assistance of the STEP program, it would not have been possible for us to do so.”

Liseth Garay, UbiQD, Inc., VP of Finance and Administration, said, "The New Mexico State Trade Expansion Program has been a good resource for us to explore new market opportunities abroad and it is a great initiative for small businesses to do the same."

Two sales missions are planned for Hannover, Germany and Asia. Grants of up to \$7,500 will be made to eligible companies. These companies must be registered in New Mexico, been operational for a minimum of one year, have fewer than 500 employees, and the company's product or service must have at least 51% U.S. content. Eligible activities covered under the STEP grant include participation in a foreign trade show or foreign trade mission, global website optimization, international business matchmaking, international market research, and foreign product registration.

To begin the application process, [visit the NM STEP grant webpage](#) and schedule a consultation.

###



*Founded in 2012, Pajarito Powder is a leader in advanced catalyst and catalyst support development in rapidly accelerating clean/green hydrogen energy industries. The Albuquerque location serves as primary R&D and manufacturing operations for the international company.*



*Established in 2014 in Los Alamos, UBiQD's first commercial product, UbiGro®, is a luminescent layer of light that uses fluorescence to create a more optimal greenhouse spectrum for crops. The film shifts the colors of sunlight to make plants grow faster and improves crop yield.*

---

EDD's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD's programs contribute directly to this mission by training our workforce, providing infrastructure that supports business growth, and helping every community create a thriving economy. Since January 1, 2019, EDD has supported more than 14,000 new jobs and trained 9,401 New Mexicans for better pay. EDD has utilized LEDA to make investments in 56 businesses, supporting more than 8,600 new jobs at an average wage of \$65,748, \$570 million in annual payroll, \$7.2 billion in new capital investment, and a ten-year economic impact of \$34+ billion. Forty communities across 22 counties have benefited from EDD programs.

---

New Mexico Economic Development Department  
[EDD.NewMexico.gov](http://EDD.NewMexico.gov)