



# Office of Performance Management Oversight (OPMO)

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**Massachusetts Office of International Trade  
and Investment (MOITI)**  
FY2020 Report



# Agency Mission

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- **Mission:** MOITI mission is to create global networks and partnerships that bring new opportunities and investments to the Commonwealth. This includes increasing foreign direct investment in MA, creating jobs, strengthening the local economy, and focusing on important trade partnerships.
- **Contribution to Partnerships for Growth:** MOITI contributes to Business Competitiveness: create new business, new job by promoting trade and investment with global partners in Massachusetts and around the world.



# Agency Goals

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- **Agency Goal 1:** Promote Massachusetts (MA) to overseas investors, businesses, and government leaders. Enhance MA reputation for Foreign Direct Investment (FDI) and innovation.
- **Agency Target for Goal 1:** Organize and attend 24 events with industry groups, federal agencies, Consulates and Academia to promote MA FDI.
- **Results of Goal 1:** recruit 30 FDI business to meet with MOITI, MOBD and other MA business development stakeholders.
- **Agency Goal 2:** Engage in more diplomatic hosting and outreach activities.
- **Agency Target for Goal 2:** Support Diplomatic Corps by hosting requested visits by dignitaries, foreign officials and delegations to MA. MOITI expects to participate in 30 events involving the diplomatic corps.
- **Results of Goal 2:** Due to COVID 19, MOITI participated in 9 virtual meeting events with involving the diplomatic corps. MOITI was not able to bring the Diplomatic Corps to an identified MA region, including outside of Greater Boston, to promote FDI as usual. Instead, we keep them informed about MA COVID Travel Restriction, make sure the Corps keep MOITI advised as member of their community leave and arrive in Massachusetts.



# Agency Goals

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- **Agency Goal 3:** Support MA companies in pursuing international business opportunities through the STEP Grant program.
- **Agency Target for Goal 3:** STEP FY 2018 targets are MA Export Center training, 40 stipends to small business and host 1 trade show for 4 small businesses.
- **Results of Goal 3:** STEP FY 2018 support 42 MA small businesses in pursuing international business opportunities. Due to COVID 19, the trade show was postponed until December 2020.
- **Agency Goal 4:** Promote MOITI's Brand as the designated MA International Agency
- **Agency Target for Goal 4:** To support its FDI, MA Global and Diplomatic Liaison mission, MOITI will upgrade its website to include an active events page as well as update MOITI's "MA Innovation Ecosystem" presentation.
- **Results of Goal 4:** MOITI has its "MA Innovation Ecosystem" presentation updated for its virtual meetings with delegations.



# Agency Goals

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- **Agency Goal 5:** Ensure the MOITI Office operates as efficiently as possible.
- **Agency Target for Goal 5:** Effective use of interns, vetting of international inquiries, support to HED and Governor's Office. In FY20 MOITI will close the STEP 7 and administer the STEP 8 programs.
- **Results of Goal 5:** Effective use of interns remotely, support to HED and Governor's office. STEP 7 – FY 2018-2020: Host MA pavilion at OI 2020 in December 2020. Administer the STEP 8 – FY 2019-2021 program and successfully obtain funds from the SBA for STEP 9 – FY 2020-2022.



# State Trade Expansion Program (FY19 - STEP 8)

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- **Program Description:** The State Trade Expansion Program (STEP) is a trade and export initiative to make matching-fund grants for states to assist “eligible small business concerns,” enter and succeed in the international marketplace. The program’s objectives are to increase the number of small businesses that are exporting, and to increase the value of exports for those small businesses that are currently exporting.
- **Program Budget:** \$666,667.00 (Step 8: Oct. 2019 - Sept. 2021)
- **Partnerships for Growth Goal Alignment:** Business Competitiveness.
- **COVID – 19 Response:** STEP 7 – FY 2018-2020: OI 2020 trade show was postponed until December 2020.
- **Fiscal Year Goal 1:** STEP: Provide, via the MA Export Center (MEC), export training for small business. Training will include assistance with the STEP program.
- **Fiscal Year Target 1:** Targets to be coordinated with MEC.
- **Results of Goal 1:** MA Export training, 42 stipends to small business.



## State Trade Expansion Program (FY19 - STEP 8)

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- **Fiscal Year Goal 2: STEP:** Host 4 MA small businesses at international industry trade show
- **Fiscal Year Target 2:** 4 small businesses attend trade show
- **Results of Goal 2: STEP 7 – FY 2018-2020:** Host MA pavilion at OI 2020 in December 2020.