

HELLO 2017!



95% of the world's consumers live outside of the U.S.

Will they know your brand in 2017?

Through the Southern U.S. Trade Association (SUSTA), you can meet qualified foreign buyers and/or apply for 50% reimbursement of international marketing expenses.

Apply now for SUSTA's 2017 programs by creating a [MySUSTA](#) account on our newly re-designed website! Why apply so early?

- 2017 Global Events will start going live for registration on August 15th.
- 50% CostShare applications submitted early offer the opportunity for companies to hit the ground running on January 1st!

Companies must apply annually to participate with SUSTA. Once you create your MySUSTA account, we will review it and let you know if you are eligible to participate in our 2017 Global Events and/or apply for 50% CostShare.

SUSTA runs on the calendar year (January – December). We are still accepting 2016 applications.



Southern U.S. Trade Association
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