GET STARTED

Webinar #1: May 9, 2018

World Trade Month
Go Global
Webinar Series
Go Global Webinar Series

We are here to help you Go Global.
Get answers to your top questions on Getting Started, Getting Paid, Preparing to Ship, and Managing Challenges.


Access more international trade resources on www.export.gov.
Episode 1: Get Started

How do I know I am ready to export?

Who can help me, and where do I start?

How do I target markets and find foreign buyers?
Today’s Speakers

Host: Omari Wooden
U.S. Census Bureau

Presenters:
Rick Martin
Dir., Int’l Trade Center
Univ. of GA SBDC

George Tracy
Dir., Atlanta
U.S. Commercial Service

John Larsen
Dir., Digital Client Engagement
U.S. Commercial Service
Are foreign buyers knocking at your door?

- 95% of the world’s consumers live outside of the USA
- They represent 80% of the world’s purchasing power
- 92% of the world’s economic growth is outside of the USA
- North America represents only a little over 8% of Internet users
Can you do this?

• 70% of all U.S. exporters have fewer than 20 employees.
• Most exporters knew little or nothing about international business before engaging in their first export transaction.
Keys to Export Readiness

- Domestic Success
- Financially Sound
- Executive Commitment
- Foreign Customer = Domestic Customer
- Designate Budget
- Capacity
- Export Point Person
- Training
Product Exportability

- Cost, technical competitiveness, uniqueness
- Size / weight / value
- Patents / copyright / trademark
- Regulatory issues
- Factory support & local service needed
- Modifications required
Services Exportability

• One third of U.S. exports are services
• Reputation
• Face time
Think Ahead

• Market Research
• Business Plan
• Financial Plan
Resource Providers

• Federal trade support services
  • U.S. Commercial Service    www.export.gov/locations
  • SBA Office of International Trade    www.sba.gov/offices/headquarters/oit
  • ExIm Bank    www.exim.gov
  • Foreign Agricultural Service    www.fas.usda.gov

• State-based trade support services
  • SIDO    www.sidoamerica.org
  • State Regional Trade Groups (SRTG) – Ag
    www.fas.usda.gov/programs/market-access-program-map/state-regional-trade-groups
  • Small Business Development Center (SBDC)
    https://americassbdc.org/home/find-your-sbdc

• Chambers of Commerce
Who can help grow my exports?
Our Mission

Grow U.S. exports to increase U.S. jobs.

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service
Client Profile

- Export Capable and Committed
  - Both new and experienced exporters
- Established U.S. Business
  - 51% U.S. Content
- Proactive Export Goals
- Commitment from Company Leadership
- Export Specific Budget (~$10,000+)
Your **local** trade specialist can **counsel** you and **connect** you to resources across the **globe**.
We are **where you are** and where you **want to be**.
HOW WE DELIVER
International Expansion Blueprint

Six Sigma/PMI Best Practice Engagement Model
Supporting your export growth every step of the way.
Service highlight: In-country **business matchmaking** to connect you with the right **partners**.

- Customized market and industry briefings
- Post-meeting and follow-up strategies
- Help with travel & interpreter service
- Appointments with prospective partners
Results for U.S. small businesses

Our efforts supported over 250,000 U.S. jobs in 2016.

After just 12 months, our clients see...

9% increase in new revenue
5% increase in new employment
3 jobs safeguarded
Online Resources to Get Started

- What is the exporting process?
- How do I explore markets?
- How do I stay informed?
- Where am I on my export journey?
- How can eCommerce drive my exports?
- What customized services are available?
What is the exporting process?

- Exporting Basics video series:
  - [www.export.gov/How-to-Export](http://www.export.gov/How-to-Export)

Get Ready to Export

Small, medium, and large businesses all have the amazing opportunity to expand internationally, however there are several steps that must be taken to ensure that your company is ready to export. Find out the first steps to take by watching this informative series on export planning:

The "Get Ready to Export" Video Set:
1. The Export Process Overview
2. Are You Export Ready
3. My Export Plan
How do I explore markets?

- Export Destinations videos:

Are You a New Exporter?

Consider these countries to develop your export business. They can be easier for businesses learning to export and may be geographically closer to the U.S.
How do I stay informed?

• Export.gov subscriptions:
  • “Export Today” email tips
  • “What’s New in Exporting”
    • [www.export.gov/article?id=Email](http://www.export.gov/article?id=Email)
Where am I in my export journey?

• Exporter Assessments: Steps to “Raising the Bar”
  • [www.export.gov/article?id=Assessment](http://www.export.gov/article?id=Assessment)

• Is your company a new exporter looking to develop international business?

• Is your company an occasional exporter with an eye on expanding into more markets?

• Is your company a proactive, experienced exporter interested in pursuing more challenging, high-growth markets?
How can eCommerce drive my exports?

• eCommerce Export Resource Center
  • www.export.gov/eCommerce

Digital Strategy

Practical digital strategy guidance for small to medium-sized business' cross-border ecommerce sales
• eCommerce Definitions
• eCommerce How-To
• eCommerce Best Practices

[Download Video 13MB]
What customized services are available?

- [www.export.gov/services](http://www.export.gov/services)

- **Plan and Assess** - Develop your strategy, choose the best market, and evaluate potential overseas partners.
- **Promote and Expand** - Increase your brand awareness and market exposure. Find and meet potential partners.
- **Export Successes** - Learn how these services have helped clients.
- **User Fees** - See the U.S. Commercial Service user fee schedule.

Download Video [16MB]

Cincinnati Crane Raises Its Global Sales
Veteran-owned Cincinnati Crane & Hoist recently made its first export sale in the Dominican Republic. Learn how the U.S. Commercial Service found the right international partner to assist this company achieve success!

[Download Video 10MB]
For more information or to sign up for our next webinar go to:

http://www.census.gov/foreign-trade/outreach/index.html

- **Get Paid:** May 16, 2018
- **Prepare to Ship:** May 23, 2018
- **Manage Challenges:** May 30, 2018
Questions?
International Trade Resources

WWW.CENSUS.GOV/TRADE

- Press Releases
- Schedule B, Tariff Code Support
- References and Guides
- Hub for Data

Prepared Data

- Imports and Exports of Merchandise
- Imports and Exports History
- Standard and Custom Data Products
- State and Port Data

Access to Detailed Data

- International Trade Time Series (Census API)
- USA Trade Online: usatrade.census.gov
FOR MORE INFORMATION

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