

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.**

Brought to you by your federal trade partners: the U.S. Small Business Administration, the U.S. Export-Import Bank, and the U.S. Department of Commerce (U.S. Census Bureau, International Trade Administration, U.S. Commercial Service, and the Bureau of Industry and Security).

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



Small Business
Development Center
UNIVERSITY OF GEORGIA

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



Small Business
Development Center
UNIVERSITY OF GEORGIA

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](http://www.sidoamerica.org) www.sidoamerica.org
 - [State Regional Trade Groups \(SRTG\) – Ag](http://www.fas.usda.gov/programs/market-access-program-map/state-regional-trade-groups)
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)
<https://americassbdc.org/home/find-your-sbdc>
- Chambers of Commerce

Who can help grow my exports?



A photograph showing two people shaking hands over a laptop on a wooden desk. The person on the left is wearing a blue and white checkered shirt, and the person on the right is wearing a white shirt. The background is slightly blurred, showing a desk with a laptop, a pen, and some papers. The lighting is warm and professional.

Our Mission

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

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

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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**.

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We are **where you are** and where you **want to be**.



HOW WE DELIVER

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

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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

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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

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:
 - www.export.gov/article?id=Export-Market-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



 <p>New to Exporting Edition</p> <p>The New to Exporting email list is for companies just getting started with global sales.</p> <p>Subscribe Now</p>	 <p>Expanding Markets Edition</p> <p>The Expanding Markets email list is for companies interested in capitalizing on their initial success to succeed in new markets.</p> <p>Subscribe Now</p>	 <p>Experienced Exporter Edition</p> <p>The Experienced Exporter email list is for companies who want to increase their knowledge of exporting to succeed in new, more challenging markets.</p> <p>Subscribe Now</p>
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Where am I in my export journey?

- Exporter Assessments: Steps to “Raising the Bar”
 - 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
 - **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!

[\[Download Video 10 MB\]](#)



Upcoming Webinars

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](http://usatrade.census.gov):
usatrade.census.gov

FOR MORE INFORMATION

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