

The World is Open for Your Business.

Let the U.S. Commercial Service
connect you to a world of opportunity.



Exporting is Good Business Strategy

- Doing business with the world is vital, and will become even more so in the future.
- In Washington State, exports contributed to nearly one-half of the state's new jobs over the past 30 years.
- Diversify your customer base and find new niche markets
- Diversify risk and overcome domestic market fluctuations
- Global markets are growing faster

Getting Started in Exporting

- Advantages of Exporting
- Disadvantages of Exporting
- Requirements of Successful Exporting
- Company and Product Assessment
- Market Entry Strategy
- Sample Export Transaction
- Business Plan

Free Export
Training

[Click Here](#)

The President's National Export Initiative



- ▶▶ Creates the President's Export Promotion Cabinet
- ▶▶ Enhances funding for key export promotion programs
- ▶▶ Shape Trade Agreements that open markets to our products
- ▶▶ Multiagency collaborative approach, involving Commerce, U.S. SBA, U.S. Ex-Im Bank, U.S. State Department, U.S. Department of Energy, etc.

What are we going to talk about?

1. Advantages
2. Disadvantages
3. Requirements
4. Assessment – *“readiness”*
5. Business Plan – *“market selection, partner, marketing”*
6. Market Entry Strategy
7. Resources
8. Common Things to Avoid

1. Advantages



- Adds sales volume, lowers production costs
- Lower production costs increase profitability
- Increase product life cycles
- Amortization of research & development costs
- New markets often yield ideas for innovation
- Levels business cycles
- Slow trends may be offset by booms

2. Disadvantages



- Start up time requires substantial time
- Key personnel diverted from domestic side
- Translations might be needed
- Products might require modification
- Extended credit terms might be required
- Greater distance to handle service, warranty

3. Requirements



- Requirements:
 - Commitment of Management
 - Patience
 - Quality Products
 - Follow-up and Service after the sale
 - Adapt to local conditions/cultural preferences
- A successful exporter has:
 - a viable foreign market for its product.
 - access to financing.
 - the ability to get paid.
 - a globally competitive operation

4. Readiness

- * Company Assessment
- * Product Assessment



4 (a) Company Readiness

- How successful in the U.S.?
- Who are company's competitors, US and abroad?
 - How does company compete?
 - price, technology, quality?
- Do the U.S. competitors export, how?
 - if not, why not?
- What are internal resources?
 - language skills, technical?



4 (b) Product Readiness

- Does a market overseas already exist?
 - Will you have to develop demand?
- What are installation/service/warranty needs?
- Are there U.S. government rules to be satisfied?
- Are there import restrictions, currency challenges?
- Will the product require modification?
 - can you meet voltage, metric system, color, size or other government or cultural preference of local market?



5. Business Plan

A. Export Policy of Company

B. Situation/Background Analysis

- Product or Service Considerations
- Operations - Files, Procedures, Fax Machine
- Resources for Assistance - fed, state, etc.
- Industry Resources - Association membership

C. Marketing

- Identifying, Evaluating, Selecting Markets
- Product Selection and Pricing
- Distribution Methods
- Terms and Conditions
- Internal Strategy and Procedures
- Sales Goals: Profit and Loss Forecasts



Business Plan

D. Tactics: Action Steps

- Target Countries
- Target Industries
- Walk or Participate in Trade/Catalog Shows, Domestic Events
- Indirect Marketing Efforts/Distributors/Agents

E. Export Budget

- Pro Forma Financial Statements

F. Implementation Schedule

- Follow-up
- Periodic Operation and Management Review

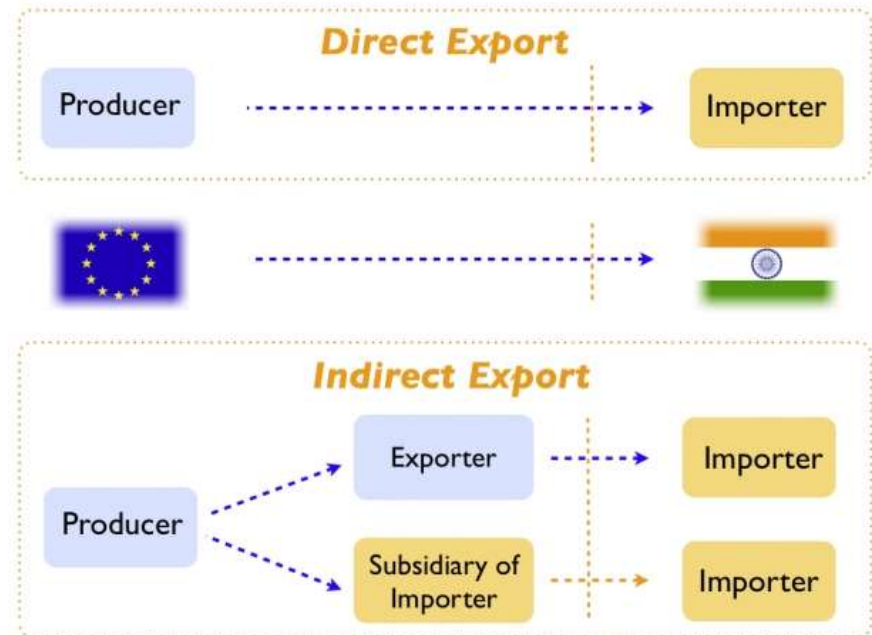
G. Continuous Review

- Market Statistics
- Background Facts
- Competition, Trade Shows, etc.



6. Market Entry Strategy

- Direct export strategy
- Indirect export strategy



ETC or EMC

Piggy Back

How to Export

- Export Readiness
- Basic Guide to Exporting
- Banker
- Forwarder
- Resources



Market Research

- Market intelligence
- Competition analysis
- Develop export strategies
- Identify best market prospects



Business Matchmaking

- Matchmaking
- Partner search
 - Buyers
 - Channel Partners
- Qualified trade leads



Trade Events and Marketing

- Trade show participation
- In- and out-bound trade missions



Moving Goods

- Clearinghouse & referral
- Advocacy



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www.export.gov

•“Basic Guide to Exporting”
•Export Readiness

EXPORT.GOV

Helping U.S. Companies Export

- About Us
- Partner Agencies
- Contact Us
- FAQ
- Non-U.S. Companies

Home > Export Basics

Print | E-mail Page

Find Opportunities

- ▶ By Industry
- ▶ Market Research
- ▶ Trade Events
- ▶ Trade Leads

Find Solutions

- ▶ International Sales-Marketing
- ▶ International Finance
- ▶ International Logistics
- ▶ Licenses & Regulations
- ▶ Trade Data & Analysis
- ▶ Trade Problems

Contact Us

- ▶ Find a Local U.S. Office
- ▶ Find an Overseas Office

Export Basics Home

Are you ready to make international sales? *Export Basics* helps you assess your export readiness, understand what you need to know and consider before pursuing an international sales strategy, and, when you are ready, develop and implement your export strategy.

The subsequent sections of *Export Basics* (see navigation to the right) — starting with *Develop Your Export Plan* — will help you develop and implement your export plan. Each section corresponds to the key components of an effective export plan — posing questions you should answer to complete your plan and providing resources to help you answer those questions.

Start here!

- Take our [Are you Export Ready?](#) online readiness assessment to find out if you're ready to pursue international sales. (Food and Agricultural Exporters)
- Read the ITA Blog on [How the Commercial Service Helps Exporters](#)
- The U.S. Commercial Service is pleased to offer you 4 ways to learn exporting, including some of the same [Online Basic Exporting Course](#) that our trade specialists and commercial officers receive at a special discount provided by Texas Tech University.
- Need an introduction to exporting? Browse our step-by-step [Basic Guide to Exporting](#).
- Watch our [Are You Ready?](#) and [Going Beyond Borders](#) videos to hear a U.S. Commercial Officer talk about issues you should consider before going global and to hear from companies that have worked with the U.S. Commercial Service to make international sales.
- Think export success is out of your reach? Read [success stories](#) about how companies like yours are succeeding in the international marketplace.

Export Basics

- ▶ Export Basics Home
- ▶ Develop Your Export Plan
- ▶ Identify Your Market
- ▶ Prepare For Your Market
- ▶ Sell to Your Market
- ▶ Conduct Business Online
- ▶ Get Logistical Support
- ▶ Secure Export Financing
- ▶ Terms of Trade

Related Topics

- ▶ Four Ways to Learn How to Export
- ▶ Online Export Basics Course
- ▶ SBA Courses: Take Your Business Global
- ▶ Basic Guide to Exporting
- ▶ Export Success Stories
- ▶ Frequently Asked Questions
- ▶ Trade Information Center Integrates with Export.gov

Export University 101

Export University 101 is a webinar that presents basic information on exporting, including:

www.unzco.com/basicguide/

www.fas.usda.gov

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www.export.gov

- Find your product's HS#
- Find Statistics

EXPORT.GOV

Helping U.S. Companies Export

Search Export.gov

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About Us | Partner Agencies | Contact Us | FAQ | Non-U.S. Companies

Home

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Find Opportunities

- ▶ By Industry
- ▶ Market Research
- ▶ Trade Events
- ▶ Trade Leads

Find Solutions

- ▶ International Sales-Marketing
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- ▶ Trade Problems

Contact Us

1-800-USA Trade

- ▶ Find a Local U.S. Office
- ▶ Find an Overseas Office

U.S. EXPORTS customers ★ profits ★ success

What's New with the National Export Initiative (NEI)

The National Export Initiative (NEI) is an initiative to improve conditions that directly affect the private sector's ability to export. There is always something going on with the NEI. Here are a few highlights:

- Obama Administration Strengthens Enforcement of U.S. Trade Laws in Support of President's National Export Initiative
- View the presentation for the first NEI webinar, co-hosted by ITA and SBA.

What's New in Exporting

- ✉ Sign up for Export.gov email updates
- Learn about Financing Your Small Business Exports, Foreign Investments or Projects
- Join us in Charlotte, NC for Export University 201 Sept 28 - Nov 16
- Webinar Series: Foreign Trade Regulations (in English and Spanish)
- Learn More About Certified Trade Missions
- Register Now: Private-Public Partnership Conference in Sri Lanka
- Join us for Export University's Seminar on Website Optimization and Marketing

Exporting 101

- ▶ Export Basics
- ▶ Export Programs Guide
- ▶ Watch Export Webinars
- ▶ What are HS Codes
- ▶ Find Tariffs and Taxes
- ▶ Training Opportunities

I Want To

- ▶ Promote My Products Overseas
- ▶ Fill out a NAFTA Certificate
- ▶ File a Trade Complaint
- ▶ Protect my IPR
- ▶ Get USG Advocacy

Prominent Markets

- ▶ China
- ▶ India
- ▶ Africa
- ▶ FTA Countries
- ▶ Other Country Information



Trusted sites

100%



- Read Country Information
- Read Market Research Reports
- Logistics, documentation, etc.

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International Market Research

Industry: All Industries

Region: All Regions

Country: All Countries

Report Type: All

Date [Range]: Month / Year To: Month / Year

Keyword(s): ALL words

Search the document body [slower but more results]

Include Archived records

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Note: Effective May 14, 2009, the United States and Foreign C (US&FCS) has updated its disclaimer policy for market rese reference to or inclusion of material by a non-U.S. Governme is for informational purposes only and does not constitute an US&FCS of the entity, its materials, or its products or services appear only in market research reports generated after this d equally to all documents in the Market Research Library.

- **Country Commercial Guides**
 - *Country Oriented*
 - *Best prospects*
 - *How to do business*
- **Market Research Reports**
 - *Industry oriented*

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Matchmaking

Gold Key Service

- Pre-screened appointments
- Market and industry briefings
- Debriefing and assistance with follow-up strategies
- Travel and clerical support
- Final and Mid-Term Reports



Matchmaking

International Partner Search

- Report that includes up to five prospects
- Contact Information of Key Officers
- Company Intelligence
- Summary of Marketability of your product by prospects
- Final and Mid-Term Report

Due Dilligence

International Company Profile

- Report on the prospective business partner, to include:
 - credit rating
 - profit and loss numbers
 - key officers,
 - opinion on the overall viability of the firm in its market



Promotions

Publications – *Commercial News USA*

Export Promotion Magazine

On-line Version

[http:// www.thinkglobal.us](http://www.thinkglobal.us)

Websites – Featured U.S. Exporters (FUSE)

Online Directories on U.S. Embassy websites

<http://www.buyusa.gov/home/fuse.html>

Trade Events

Trade Shows

Webinars

www.export.gov/industry/index.asp

Trade Shows

Domestic, at Selected Events

- Counseling with Overseas based Specialists

- Matchmaking Opportunities

- Hosted Receptions

International Locations, at Selected Events

- Display Opportunities

- Counseling with Overseas based Specialists

- Administrative Support

- Matchmaking Opportunities

- Hosted Receptions

Associations

- Evergreen Building Products Association

- US-China Build Program

Single Company Promotions

- Product launches
- Sales seminars
- Staff training
- Networking Receptions



Facilities, Invitations, Catering,
Planning



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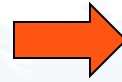
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7. Resources – Who to ask for help?

1. Small Business Development Center
<http://www.wsfdc.org/> Phone: (206) 428-3022
2. Washington State Department of Commerce
www.choosewashington.com Phone: 206-256-6100
3. Export Finance Assistance Center of Washington (EFACW)
www.efacw.org Phone: 206-256-6115
4. U.S. Small Business Administration (SBA), Export Finance Program
www.sba.gov/international Phone: 206-553-0051 x 228
5. U.S. Department of Commerce, U.S. Commercial Service, Seattle USEAC
www.export.gov www.buyusa.gov/seattle Phone: 206-553-5615



Small Business Development Center

Statewide, small-business assistance program

Excellent resource library

Business plan development

Training programs

Information and consulting

– Contact:

<http://www.wsbdc.org/>

Phone: (206) 428-3022



Washington State Department of Commerce

State Economic Development Agency

- Education
- Marketing Assistance
- Counseling
- Overseas Offices
 - Mexico, ...
- Contact:
 - Mr. Andrew Crowder,
Program Manager
206-256-6140

andrew.crowder@commerce.wa.gov

www.choosewashington.com



Export Finance Assistance Center of Washington

Administers EX-IM Bank export finance programs

Credit reports

www.efacw.org

John Brislin

President & CEO

John.Brislin@efacw.org

206-256-6127

Natalie Campbell

Program Manager

Natalie.Campbell@efacw.org

206-256-6115



U.S. Small Business Administration (SBA)

Export Finance Program

Complimenting the EFACW/EM-IM Export Finance Program

Contact:

Mr. Pru Balatero

206-553-0051 x 228

pru.balatero@mail.doc.gov

www.sba.gov/international



<http://app1.sba.gov/training/sbaexporting/>



U.S. Department of Commerce

Local district office, Export Assistance Center
- a network of export and industry specialists located in more than 100 U.S. cities and over 80 countries worldwide.

- Gold Key Service
- International Partner Search
- International Company Profile
- International Buyer Program
- *Commercial News USA*
- 1-800-USA-TRADE (872-8723)

www.export.gov

206-553-5615

www.buyusa.gov/seattle



Web Resources



<http://www.ita.doc.gov/td/tic/> - Trade Information Center

<http://www.export.gov/China> - tool kit for China

<http://www.buyusa.gov/eme> - (E-Market Express)

<http://www.buyusa.gov/China/En> - CS office websites

<http://www.usembassy-china/org> - Embassy websites

<http://www.export.gov/middleeast/> - MENA BIC

www.bis.doc.gov - export controls, denied parties

www.state.gov/e/eb/cba/178.htm - trade restrictions

www.secretservice.gov/alert419.shtml - fraud

www.usdoj.gov/criminal/fraud/fcpa/fcpa.html - Foreign Corrupt Practices Act

www.unzco.com/basicguide/ -- past edition of the Basic Guide to Exporting

8. 12 Most Common Mistakes

1. Failure to obtain qualified export counseling.
2. Insufficient commitment by top management to overcome initial difficulties and financial requirements of exporting
3. Insufficient care in selecting overseas distributors
4. Chasing orders around the world instead of establishing profitable operations and orderly growth.
5. Neglecting export business when U.S. sales boom.
6. Failure to treat international distributors on equal basis with domestic counterparts.

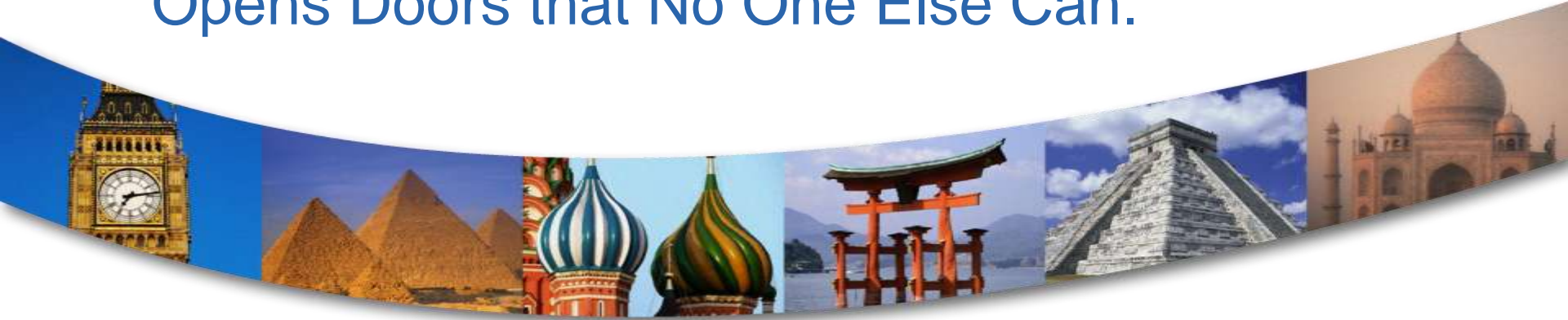


Most Common Mistakes



7. Assuming given market techniques work equally well elsewhere.
8. Unwillingness to modify products.
9. Failure to print service, sale, and warranty messages in locally understood languages.
10. Failure to consider use of export trade management companies.
11. Failure to consider licensing or joint-venture agreements.
12. Failure to provide readily available servicing for product.

Our Global Network of Trade Professionals Opens Doors that No One Else Can.



With offices throughout the United States and in U.S. Embassies and consulates in nearly 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce's International Trade Administration utilizes its global network of trade professionals to connect U.S. companies with international buyers worldwide.



Contact us today
to connect with a world of opportunity.

export.gov | 800.USA.TRADE

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**U.S. Commercial Service—
Connecting you to global markets.**

