

Session 1:

ARE YOU READY TO EXPORT?

Myths and Realities of Exporting



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EXPLORING TRADE OPPORTUNITIES



Photo: Camel Caravan Shadow, photo by Causation on Flickr

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Myth: Exporting = Large Firms



vs.



- ✦ Large Firms = \$ Volume
- ✦ Small = Largest Number
- ✦ \$28 Billion
- ✦ 29% of All Exports

Images: Microsoft clip art

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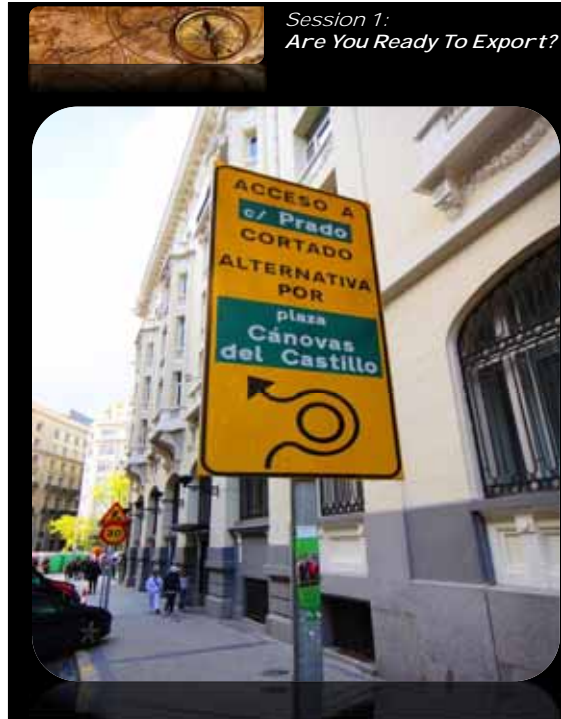
Myth: Exporting Is Easy

(or... Very Difficult)

- ✦ It's not that easy
- ✦ But, it's not that difficult
- ✦ It does require time, effort, and resources



Photo: Earth at Night, AFP PHOTO / NASA Earth Observatory/NOAA NGDC



MYTH: Fluency in foreign language is essential

- A Plus – but not essential
- Will want to develop it as your markets grow

Photo: Acceso cortado. <http://cad.washuff.edu/140/799.jpg>



MYTH: PROFIT MARGINS ARE LARGER

- ☛ For most products....NO!
- ☛ Margins about the same

Image: Microsoft clip art, and NASA

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MYTH: ANYBODY CAN EXPORT!

- Yes....probably...but...
- Proactive exporting takes **commitment**
- Approach **best markets** for long-term success
- Need adequate **resources**
(financial and human)



Image: Clipart from Photobucket.com

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BENEFIT: GREATER PROFITABILITY OVER TIME

- Exporters outperform non-exporters
- Increased market size
- More potential clients
- Better use of capacity



Image: Clipart from Photobucket.com



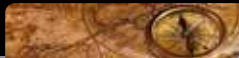
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Benefit: Market Diversification

- Extend product life cycles
- Counter economic cycles
- Maintain level production



Twilight at Sydney Opera House (© James G. / CC BY-ND 3.0)



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Benefit: Foreign Competitor Insights



Photo: Dusk on Chang Jiang (Yangtze) - photographer Andrew Hitchcock - <https://www.istock.com/stock-photo/1407000000/Dusk-on-the-Yangtze-River.jpg>

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US Market Success Portends Global Success



Image: World currencies. http://vicentequillen2008.blogspot.com/2011_11_01_archive.html

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Photo: Hand at work at the office after a relaxing long weekend of... www.flickr.com

- Charge one person with managing exports
- Create/ train the “export team” within company
- Management support essential



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FINANCIAL RESOURCES

- Market development
- Cost sharing
- Product mods
- Regulatory compliance
- Capital to sustain sales
- Travel and overhead

Photo: Chilean Currency by Isalas Campbell, www.fotopedia.com



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MANAGEMENT
COMMITMENT IS
ESSENTIAL

Photo: John Chambers at World Economic Forum on Flickr, http://www.flickr.com/photos/john_chambers/ (CEO)



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YOUR EXPORT ASSISTANCE TEAM

- US Export Assistance Center
- SBDC International Trade Center
- State Global Commerce Division
- Freight forwarder
- Banker
- International attorney



Photo: Israeli Rugby Team, <http://simbabu.blogspot.com/2010/12/01/irrbw.html>



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Image: Clipart from Lacey Wen for SBDC



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For assistance call :
1-800-USA TRADE

or consult your nearest

US Export Assistance Center

in Georgia you can also call the SBDC International Trade Center at
678-985-6820



photo by NASA Goddard Photo and Video on Flickr

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THE END

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