

Session 5:

# Approaching The Market

*Finding the right foreign business partners*



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## CHECKING OUT FOREIGN MARKETS

B1



What **YOU NEED IS**  
some **EXPERT HELP**

NO...Not Him!

You need to  
work with us....



We'll Help Make the  
**World Your Market!**

- Are your products exportable, and where
- Strategies to approach foreign markets
- Promoting your goods overseas
- Finding/ engaging trade partners

**Expand Your Export Sales!**





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# U.S. COMMERCIAL SERVICE



US EXPORT ASSISTANCE CENTERS  
IN 100+ US CITIES

160 OVERSEAS OFFICES

IN 89 COUNTRIES

LOCAL EXPERTISE

PRODUCT SPECIALIZATION

HELP FOR  
US BUSINESS VISITORS



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# CLIENT CRITERIA



- 51% US Content
- Established manufacturer or service provider
- Documented agent/distributor

Photo: <https://pixabay.com/en/earth-from-space-301600000-149732/>



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# TRADE PROMOTION SERVICES

- Market Entry
- Market Expansion
- Counseling
- Market Research
- Advertising and Promotion
- Advocacy & Dispute Resolution

Background photo: NASA, <http://publib.nlm.nih.gov/astmnm/03a>



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# MARKET ENTRY STRATEGY

(things to consider)

- **Resources** - financial & personnel
- **Product** type
- **Experience** & expertise
- **Business conditions** overseas

Photo: Pawn, by Al Glass Photo on Flickr, <http://www.fotopedia.com/items/flickr-2203549363>



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## INDIRECT OR DIRECT EXPORTING?

### Indirect exporting

- Passive through US distributors
- Piggy-back
- Through an intermediary

### Direct exporting (pro-active)



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## DIRECT EXPORTING: OPTIONAL SALES CHANNELS

- Distributors
- Sales agents
- Overseas office
- Foreign retailers
- Direct sale to end users



Photo: Microsoft clip-art and Kostas Kanakis <http://www.fotopedia.com/wiki/Sunset#/items/CmdoY2MPM3w-FMeKCuopMZ4>

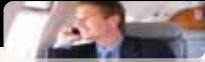


## USCS Market Entry Support

Photo: Montmartre early morning - le chevalier du Sacre Coeur - by Dominik Boud



- Intl. Company Profile
- Intl. Partner Search
- Gold Key
- Platinum Key
- Trade events
- Trade leads



## International Company Profile

- Evaluates potential trading partners
- Detailed report includes:
  - Company History
  - Financials
  - Key Contacts
  - Reputation
  - Anything else we can find out!

Photo: Star Ferry, byLEEPWADSLING1 on Flickr http://www.flickr.com/photos/leepwadsling1/490602415 http://www.flickr.com/photos/leepwadsling1/490602415





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## **INTERNATIONAL PARTNER SEARCH**

- Pre-screened list of potential partners
- Detailed company info
- High-quality market Intel
- All in about 30 business days!



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## **GOLD KEY PROGRAM**

- International partner search + market visit
- Market briefings
- Escort to meetings
- Help with interpreters, clerical support
- Post-meeting debriefing and follow-up



Photo: Blue-Marble-by-Nasa-Public-Domain



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## PLATINUM KEY SERVICE

- Sustained intensive support  
(6+ months)
- Varied range of services
- Agreed scope of work:
  - International business plan
  - Strategies for target market
  - Long-term project opportunities
  - Export compliant processes

Photo: <http://www.commercial.com>, <http://www.platinum.com>, and many other online coin dealers



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## Trade Events

- Trade missions
- Trade fair certification  
and USA Pavilions
- International  
Buyers Program







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# TRADE LEADS DATABASE

(see links section of this website)



Photo: [http://upload.wikimedia.org/wikipedia/commons/e/ef/2009\\_AEGold\\_Proof\\_Rev.png](http://upload.wikimedia.org/wikipedia/commons/e/ef/2009_AEGold_Proof_Rev.png)



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# RECAP

- USCS services
- Market entry strategy
- Support services to enter overseas markets



Photo: <https://pixabay.com/en/tank-red-army-%D0%BA%D0%B2-army-war-russian-2249838/>



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for export assistance call:

**1-800-USA TRADE**

or consult your nearest

**US Export Assistance Center**

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

(In Georgia, you can also call the SBDC International Trade Center at 678-985-6820)

Photo: The Photo Project, photo by George Luo, <http://www.fotopedia.com/items/701432/usa-trade>

*Session 5:*

***The End***

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