

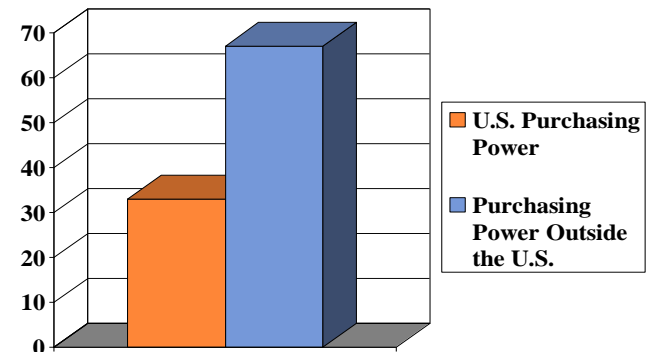
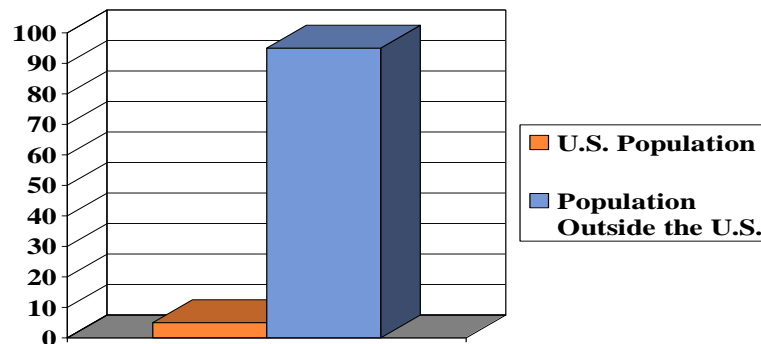
Export Readiness Education & Counseling Services

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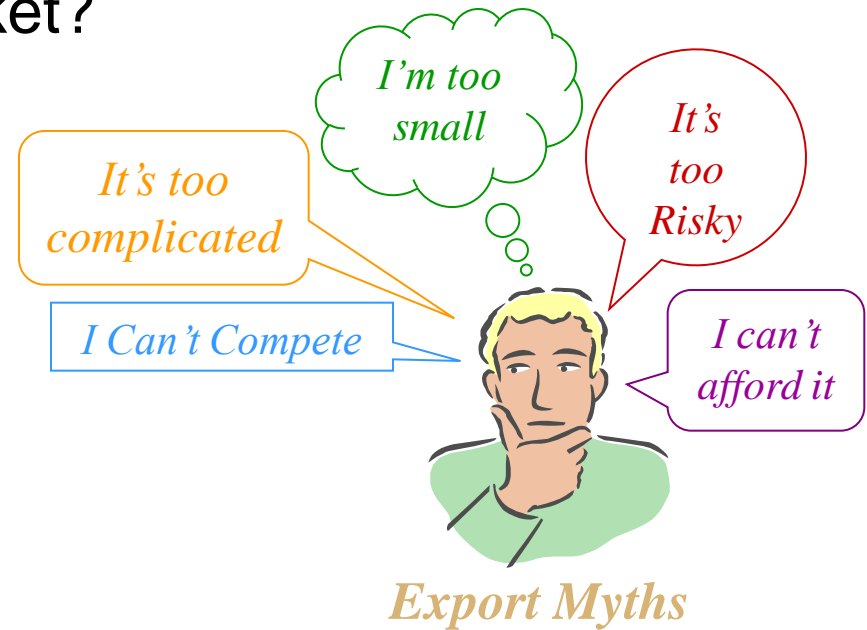
WHY EXPORT?

- ❖ Make more money - 96% of world's consumers (2/3 world's purchasing power) live outside the U.S.
- ❖ Diversify markets - reduce dependency on U.S. market
- ❖ Hire more workers - 1 in 5 U.S. mfg. jobs (20%) depend on exports; each additional \$1B in exports creates 6,000 new jobs



CALIFORNIA'S [UNREALIZED] EXPORT GROWTH POTENTIAL

- ❖ 85% of CA manufacturers do **not** export
 - Many make exportable products
- ❖ 60% sell only to Canada and Mexico
 - Many have new-to-market potential
- ❖ Why are 85% of Mfrs selling to only 4% of the potential market?



Export Myths

I'M SMALL - IS EXPORTING FOR ME?

- ❖ Yes, 97% of all U.S. exporters are SMEs
- ❖ You too can profit from exporting
 - As a supplier of a product or service
 - As an intermediary for a commission
 - As an export consultant
 - As a provider of an export support service (e.g., logistics, banking, legal)



FOUR STAGES OF EXPORT DEVELOPMENT FOR NEW-TO-EXPORT SMEs

CLIENT NEEDS FOR ASSISTANCE AT EACH STAGE

| Stage 1 (EEP 1-3) Build Export Capacity | Stage 2 (EEP 3-6) Develop Export Markets | Stage 3 (EEP 6-7) Make Sales & Get Paid | Stage 4 (EEP 7) Deliver the Goods |
|--|--|---|---------------------------------------|
| Improve Competitiveness | Identify Best Markets | Close the Deal | Regulatory Compliance |
| Situation analysis/SWOT | Market research/analysis • Select target markets • Assess target markets - Competition - Market segments - Market conditions/barriers | Respond to inquiries | U.S regulatory compliance |
| Solidify fundamentals • Production processes • Business practices • Operating capital | | Quote prices-INCOTERMS | Foreign regulatory compliance |
| | | Negotiate sales terms | |
| Develop Export Readiness | Develop Entry Strategies | Finance Sales Get Paid | Documentary Compliance |
| Export readiness assessment | Market strategy planning • Distribution, pricing, and promotion • Adaptation/localization • Implementation/action plan • Resource/budget plan | Payment methods/services • Pre-export financing • Transaction financing • Export credit insurance • Factors and Forfeitors | U.S. documentary compliance |
| Enhance company readiness • Export counseling • Export training & education | | Payment Sources • Commercial Banks • Export-Import Bank • Factors and Forfeitors | Foreign documentary compliance |
| Get & Use Help | Implement Strategy | | Transport the Goods |
| Trade assistance network • State export assistance centers • USDOC/USEACs & Embassies • County/city export centers • Chambers/Assoc./WTCs | Find Partners • Trade leads • Int'l partner searches • Screen/select partners | | Manage the supply chain |
| Trade assistance resources • Partner programs/services • Partner client databases • Internet trade sites | Promote export sales • Broadcast promotion • Targeted promotion • Market promotion financing | | Prepare goods for delivery |
| | | | Book cargo/ship the go |





YES, CITDs CAN HELP YOU

- ❖ Get started in exporting (or importing)
- ❖ Assess your export readiness & potential
- ❖ Train you on how-to-export (or import)
- ❖ Find promising export markets
- ❖ Develop best market entry strategies
- ❖ Find reputable buyers/distributors
- ❖ Market & promote your export products
- ❖ Quote prices and close deals
- ❖ Comply with trade regulations
- ❖ Finance sales & get paid
- ❖ Deliver the goods





CITD EXPORT SERVICES FOR YOU

- ❖ Free orientation for start-ups (3-4 hours)
- ❖ Free consultation (by appointment)
- ❖ Free export readiness assessment
- ❖ Extensive free Web resources
- ❖ Low-cost workshops on key trade topics
- ❖ ETAP
- ❖ ExporTech
- ❖ 7-step Export Enabler Program (EEP)
- ❖ Extensive partner/consultant network
 - USDOC, Eximbank
 - POLA, LAWA
 - Banks, freight forwarders, legal experts





FREE CITD WEB RESOURCES

- ❖ Main CITD Website
(www.elcaminocitd.org) - One-stop access to extensive information on all aspects of international trade, including Start Up Kit and Trade Information Database.
- ❖ CITD's Export Podcasts
(www.exportassist.org) - 14 topics take new exporters through each stage of the export process -- from start-up to getting paid and delivering the goods.
- ❖ CITD's International Trade Compliance Institute
(www.tradecomplianceinstitute.org) - Easy look-up to 1,000s of trade regulations and regulatory FAQs.
- ❖ CITD's Green Export Enabler Program
(www.greenexport.org) - Grant supported research and services to help U.S. green-tech suppliers enter the huge China market.



CITD EXPORT ENABLER PROGRAM

7-Step Deliverables

1. Competitiveness/operational assessment
 2. Export readiness assessment
 3. Export training – 8 key topics - 24 hours
 4. Market research to identify best markets
 5. Customized Export Market & Action Plans
 6. Export promotion/trade events
 7. International matchmaking
- Plus, help with financing & first transactions



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