



For Immediate Release
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WIPP Launches Export N.O.W.—New Opportunities Worldwide

Women Impacting Public Policy (WIPP) announces the launch of its newest educational and outreach effort: [Export N.O.W.—New Opportunities Worldwide](#), focusing on bringing women-owned businesses into the fast-growing world of global trade. [WIPP](#) firmly believes that the products and services provided by women-owned businesses belong not just in American hands, but should reach every consumer on the planet.

Consistent with the goals of the Obama Administration, the Small Business Administration, and our partners at the Clinton Global Initiative; [Export N.O.W.](#) is targeting small- and medium-sized enterprises (SMEs) for growth on an international scale—ultimately bringing thousands of new businesses to the world marketplace while strengthening the American business community.

Export N.O.W. is a global, two-pronged export expansion education program: both aiding current exporters in efforts to expand to other countries; and guiding interested SMEs - new to exporting, through the development and execution of an export strategy. Utilizing various tools of on-line live training, an archived library, peer mentorship and regional US-based events, **Export N.O.W.** will instruct businesses on the opportunities and complexities of international trade.

Export N.O.W. will design the curriculum and partner with experts from both the public and private sectors for delivery, while measuring utilization and participant progress throughout the program. It will provide an extensive resource guide to supplement its program and connect businesses with key agencies and organizations. As a **WIPP** program, **Export N.O.W.** will leverage the 67 strategic partnerships it has to reach the broadest possible audience.

Export N.O.W. will use WIPP's successful **Give Me 5 model** (www.giveme5.com) – a unique training program, which has trained over 600,000 women entrepreneurs to compete for federal contracts. The GM5 program, along with several others started by **WIPP**, has generated a breadth of successful experiences that strengthen businesses. **Export N.O.W.** was created to continue **WIPP**'s efforts of providing top-tier education—this time focused on the where, how, and why of selling to consumers around the world.

To make this program a success, **WIPP** is proud to be partnering with the **Clinton Global Initiative** (CGI). Established in 2005 by President Bill Clinton, **CGI** convenes a community of global leaders to forge solutions to the world's most pressing challenges with Commitments to Action. Announced this summer, **Export N.O.W.** is a CGI 2012 Commitment to Action - consistent with making international trade a keystone of their broader efforts.

Export N.O.W. is an obvious manifestation of **WIPP**'s awareness that many businesses will need to look beyond American consumers. As the U.S. marketplace becomes more competitive than ever, it is crucial for businesses - particularly small and medium size businesses – to engage a broader market for success. With

over 95% of all consumers living outside the U.S., representing more than two-thirds of global purchasing power, it is imperative that small businesses—the engines of a recovering economy—remain connected in an increasingly globally connected world.

As a leader in educating businesses on ways to build, develop, and expand their companies, **WIPP** is perfectly positioned to aid businesses creating or growing their footprint in the global marketplace. Export N.O.W. is an exciting program that will seek to do just that.

WOMEN IMPACTING PUBLIC POLICY (WIPP)

WIPP is a national nonpartisan public policy organization, advocating on behalf of nearly 1 million women-owned businesses and representing 67 business organizations.

For more information, please visit www.wipp.org

CLINTON GLOBAL INITIATIVE (CGI)

Established in 2005 by President Bill Clinton, the Clinton Global Initiative (CGI) convenes global leaders to create and implement innovative solutions to the world's most pressing challenges. CGI Annual Meetings have brought together more than 150 heads of state, 20 Nobel Prize laureates, and hundreds of leading CEOs, heads of foundations and NGOs, major philanthropists, and members of the media. To date CGI members have made more than 2,100 commitments, which are already improving the lives of nearly 400 million people in more than 180 countries.

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