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Thank you for joining us,  
the Webinar will begin shortly

# An Overview to Exporting

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[www.wipp.org](http://www.wipp.org)

Presented by Women Impacting Public Policy (WIPP)  
in partnership with the U.S. Department of Commerce, International Trade Administration

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Trade Promotion Coordinating Committee (TPCC) Secretariat | (202) 482-5455

[Pat.Kirwan@trade.gov](mailto:Pat.Kirwan@trade.gov) or [Ashley.Zuelke@trade.gov](mailto:Ashley.Zuelke@trade.gov)



## Before we begin...just a few notes:

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## **Ashley Zuelke**

Senior Advisor for Export Policy,  
Promotion and Strategy  
Director, Rural Export Partnerships  
International Trade Administration  
U.S. Department of Commerce

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## Overview

- What is an Export?
  - Goods vs. Services
- Why You Should Consider Exporting
  - Opportunity
  - Export Myths v. Facts
- Federal Policy Focus
  - Universe of Resources: Federal, State, and Local Level
  - Success Stories: Successful Exporters and their Path to Going Global



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## Export N.O.W.: **New Opportunities Worldwide**

- Strategic partnership between Women Impacting Public Policy (WIPP) and the International Trade Administration (ITA) finalized July 16, 2015
- Together WIPP and ITA are providing a series of free webinars designed to educate women business-owners, including:
  - An Overview to Exporting
  - Export Readiness and Preparation
  - Market Analysis (To be confirmed)
  - Building Connections (To be confirmed)
  - Export Financing and Credit Insurance (To be confirmed)

*Today's webinar, "An Overview to Exporting" is the first webinar in the Export N.O.W. series*

"Export Readiness and Preparation" will be held on August 13<sup>th</sup>, 2015



## What is an export?

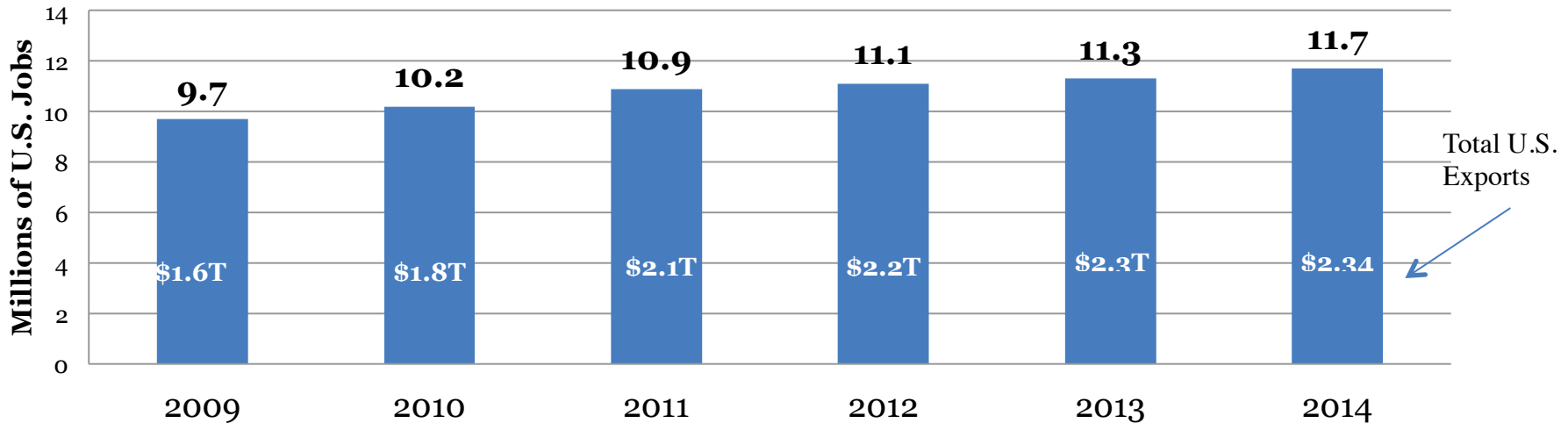
- Exporting is the sale of goods or services to a foreign country
  - **Goods:** Cars, planes, wheat, granola bars, dog toys, etc.
  - **Services:** Healthcare, education, Grand Canyon stays sold to foreign customers, etc.



## Economic Impact

- Since mid-2009, exports have contributed nearly a third of economic growth and account for 13.4 percent of our economy.
- Exports have increased by more than \$760 billion since 2009. U.S. exports hit an all-time record of \$2.34 trillion in 2014.
- More than 11.7 million jobs – roughly 8 percent of total employment in the United States – are tied to exports.

**Jobs Supported by Exports of Goods and Services**







## Why Export?

- **Opportunity:** Over 96% of the world's consumers live outside of the United States
  - More than 80% of the world's purchasing power is located outside of the U.S.
  - In the next 15 years, there will be more than 1 billion *new* middle class consumers worldwide
  - The U.S. currently has trade agreements with 20 countries, and is negotiating agreements with countries that together make up more than 60% of the world's GDP
  - U.S. goods and services are the gold standard of innovation, quality, and safety
- **Growth:** Exporting helps U.S. businesses grow at a faster rate and often contributes to company-level innovation
- **Security for your bottom line:** Exporters have a more diverse customer base and are more likely to weather economic downturns than non-exporters
  - Exporters are 8.5% less likely to go out of business



## Exporting: Not Just for Large Businesses

- 98% of exporters are small
- Small- and medium-sized enterprises account for 33% of the overall value of U.S. exports – up from 27% nine years ago
- Online channels make the global marketplace more accessible than ever for small companies – a new era of online storefronts is creating more buyer-seller trust and assurance of payment
- Negotiating objectives for pending trade agreements look out for the needs of small businesses, providing a high degree of transparency and predictability for both businesses and customers



## Export Myths v. Facts

Myths	Facts
<b>Exporting is too risky</b>	Exporting to some markets, such as Canada, is no more risky than selling in the United States. Different international markets have different levels of risks. Almost any perceived risk can be identified and reduced by using the affordable export assistance now available.
<b>Getting paid is cumbersome, and I'll lose my shirt</b>	Trade finance and global banking have evolved to the point where buying and selling things internationally is routine, safe, and efficient. Reliable payment collection methods are numerous and include letters of credit through banks, credit cards, and online payments. Some delivery companies will even collect payment at the buyer's back door.
<b>Exporting is too complicated</b>	Most exporting requires minimal paperwork. Researching markets and finding buyers can in many instances be done from your computer using free or low-cost information. Third-party export facilitators, such as e-commerce platforms, can remove much of the complexity and risk, real or assumed.
<b>My domestic market is secure. I don't need to export</b>	Globalization has made it easier to buy and sell goods in multiple markets. Few markets remain static, and new markets are constantly opening to competition. Most U.S. businesses are involved in or affected by international business, whether they realize it or not. More small and medium-size U.S. companies need an international strategy that includes diversifying markets. It turns out that exporting is often a tremendous learning experience for those who are open to the lessons, resulting in better products and services and valuable experiences for the practitioners.



## Export Myths v. Facts

<b>Myths</b>	<b>Facts</b>
<b>My product or service probably won't sell outside the United States</b>	If your product or service sells well in the United States, there's a good chance an overseas market can be found for it. What's more, help is available to test acceptance of your service or product in more than 100 countries around the globe. In some markets, you may have to make some modifications because of cultural or regulatory differences, but by learning how to sell into another market, you will become a better marketer, and your company will be more successful in all markets in which it competes.
<b>I won't be successful because I don't speak another language and have never been abroad</b>	Cultural knowledge and business etiquette are always helpful, but you can pick these things up as you go. The English language will take you a very long way, and help is readily available for situations in which interpreters and translators are necessary. We Americans regularly lampoon ourselves for being "ugly." A level of introspection and culturally specific knowledge can help prevent potentially deal-breaking faux pas, but a friendly disposition and willingness to learn can make up for a multitude of unintended mistakes.
<b>I have no idea where to turn for help</b>	There is plenty of help available, much of it free.



## Federal and Local Level Resources:

- **Commerce/International Trade Administration:** Market entry and matchmaking, industry-specific assistance and expertise, advocacy, market access, compliance
- **U.S. Department of State:** Commercial advocacy, commercial function in many posts, trade promotion initiatives (e.g., Direct Line, BIDs)
- **Small Business Administration (SBA):** Working capital and export loan guarantees, business counseling
- **Ex-Im Bank:** Export loan guarantees, export credit insurance, and direct loans to foreign buyers (*when authorized by Congress*)
- **Overseas Private Investment Corporation (OPIC):** U.S. investment & know-how in emerging economies: guarantees, project finance, political risk insurance
- **U.S. Trade Development Agency (USTDA):** Reverse trade missions, feasibility studies, conferences
- **U.S. Department of Agriculture:** Services, grants, and financing. Delivered through associations and state regional groups
- **United States Office of the Trade Representative (USTR):** Trade negotiations, enforcement, and outreach



## National Focus on Exports

- **National Export Initiative (NEI) | 2010**
  - In 2010, President Obama launched the National Export Initiative (NEI), a government-wide comprehensive plan with the goal of helping American businesses drive economic growth and create good jobs by increasing their exports.
- **(NEI)/NEXT | 2014**
  - Building on the progress of the NEI, (NEI)/NEXT was launched with the goal of making it easier for more U.S. businesses to begin exporting or expand international sales, fueling U.S. competitiveness and job growth.
  - Through NEI/NEXT, the U.S. government is making program and policy improvements to enable U.S. exporters to capitalize on increased opportunities created by global demand and unlocked by new trade agreements like the Trans-Pacific Partnership (TPP).



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## NATIONAL EXPORT INITIATIVE

# NEXT

The "NEXT" logo features the word "NEXT" in a bold, blue, sans-serif font. To the right of the word are two stylized, blue, chevron-like arrows pointing to the right, each containing a white outline of a world map.

Through NEI/NEXT, federal agencies are advancing program and policy improvements to:

1. Provide exporters more tailored assistance and information;
2. Streamline export reporting requirements and improve the performance of the national freight network;
3. Expand access to export financing;
4. Partner at the state and local level to support export and foreign direct investment attraction strategies; and
5. Ensure market access and a level playing field.



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## Trade Promotion Coordinating Committee (TPCC)

- Establishes whole-of-government priorities
- Fosters collaboration among trade agencies
- Advances initiatives to make it easier for customers to navigate federal programs and the export process
  
- Is responsible for issuing the National Export Strategy and leads the implementation of the National Export Initiative/NEXT
- Created by Congress in 1992; Chaired by Secretary of Commerce

NATIONAL EXPORT INITIATIVE  
**NEXT** 

The logo for the National Export Initiative (NEXT) features the word "NEXT" in a bold, blue, sans-serif font. To the right of the text is a graphic consisting of three blue chevrons pointing to the right, with a stylized globe or map integrated into the design.





## Federal Trade Promotion

**Trade Promotion Coordinating Committee Chair**  
Secretary of Commerce

**TPCC Deputy**  
International Trade Administration Under Secretary

### Oversight

National Security Council  
Office of Management and Budget  
Council of Economic Advisors

### Policy-focused Agencies:

U.S. Trade Representative  
Commerce/  
International Trade  
Administration  
Treasury  
State

**TPCC Working  
Groups**  
Agency staff-led

### Business-Facing Agencies:

Commerce/  
International Trade  
Administration  
State  
Small Business Administration  
Agriculture  
U.S. Export-Import Bank  
Trade and Development Agency  
(USTDA)  
Overseas Private Investment  
Corporation (OPIC)

### Sector/Issue-Based Agencies:

Defense  
Energy  
Transportation  
Labor  
Homeland Security  
Interior  
U.S. Agency for International  
Development (USAID)  
Environmental Protection  
Agency (EPA)



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# International Trade Administration



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- **Mission:**
  - Strengthen the global competitiveness of U.S. industry
  - Promote trade and investment
  - Ensure fair trade through the rigorous enforcement of U.S. trade laws and agreements
- **3 Business Units:**
  - Global Markets (*known locally as U.S. Commercial Service or U.S. Export Assistance Center*)
  - Industry & Analysis
  - Enforcement and Compliance
- **Leadership on Presidential Initiatives:**
  - National Export Initiative/NEXT | SelectUSA Task Force on Commercial Advocacy | National Travel and Tourism Strategy



## Success Story:

**Tess Winningham, CEO**

*Alignment Simple Solutions, LLC*

**“About 20% of our business is international with e-commerce as the primary source. We have sold direct to consumers and businesses in over 95 countries” –Tess Winningham, CEO**

- Alignment Simple Solutions, launched in 2011, manufactures products to diagnose wear and tear on car tires and suspension.
- Husband-and-wife team Tess and Gary designed “QuickTrick,” a compact portable wheel alignment diagnostic system, and received export counseling from the U.S. Commercial Service and Small Business Development Center in Birmingham, Alabama.
- Tess and Gary participated in a trade mission to Germany, made initial sales, and ultimately established a presence in Germany.
- The firm then was able to grow its sales to the UK, Finland, and Norway.
- Tess found Europe to be a better market for “QuickTrick” for several reasons, and offered this advice:
  - “Consumers in many parts of Europe have high levels of disposable income, so there are a lot of different opportunities for different industries, and ‘Made-in-the-USA’ name brands sell well. Germany is an excellent springboard for making sales throughout the region, but before you do business, get over and talk to people.”



## Success Story:

**Rachel Carson, CEO**  
*Helicopter Tech, Inc.*

**“The international market has *always* been an integral part of HTI’s business strategy” – Rachel Carson, CEO**

- Based in King of Prussia, PA, Helicopter Tech, Inc. is a woman-owned small business found in 1995, that specializes in manufacturing aircraft parts.
- 4 of the company’s 6 full time employees are directly involved in international exports,
- Exports make up approximately 13% of sales per year. Top markets include Saudi Arabia and South Korea, a U.S. free trade agreement partner.
- Companies like Helicopter Tech, Inc. have the potential to grow and create jobs with the reduced barriers, simplified procedures and expanded market opportunities that come through high-standards trade agreements including Trans Pacific Partnership and Transatlantic Trade and Investment Partnership.
- Helicopter Tech is a long-term client of the U.S. Commercial Service in Philadelphia and has benefitted from export counseling and U.S. government financing assistance in its export endeavors.



## Additional Resources

- **Export.gov** | <http://export.gov/>
- **A Basic Guide to Exporting** | [www.export.gov/basicguide](http://www.export.gov/basicguide)
- **Business USA** | <http://business.usa.gov/export>



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# Any Questions?





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## Thank You for Participating!

Following this call you will receive links to the podcast of this session, or you can find the links on [www.wipp.org](http://www.wipp.org) under Export NOW

For questions, please contact Ivana Aschmannova at [Iaschmannova@wipp.org](mailto:Iaschmannova@wipp.org)



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Thank You!

www.wipp.org  
(415) 434 4314

Trade Promotion  
Coordinating Committee  
(TPCC) Secretariat  
T: (202) 482-5455  
[Pat.Kirwan@trade.gov](mailto:Pat.Kirwan@trade.gov)  
[Ashley.Zuelke@trade.gov](mailto:Ashley.Zuelke@trade.gov)