

DO YOU KNOW?

Thought About Exporting Recently?

Are you an established company seeking new markets? Do you have products that may have good potential? Have you had inquiries from overseas? Did you export once and are not really comfortable with it?

Now there is a way to benefit from export tips of a team of skilled professionals. In a day-long seminar dedicated to taking the guesswork out of international trade, managers and staff can gain familiarity with export strategies, tools and techniques. The seminar program is designed to help established businesses develop an export market, to provide occasional exporters with tools to grow their international business, and to provide current exporters with a forum for special issues and staff skill building.

The topics of the seminar focus on essential tools for a successful export business, ranging from finding markets and partners to financing and payment terms. In four sections, all major areas of a successful export business are explained.

- **Developing an Export Plan**

Key elements in international business marketing and for a business plan; the basic tools necessary to make strategic decisions; and essential component of an Export Manual.

- **Identifying and Selecting International Markets and Partners**

Characteristics of effective partnering and selecting optimal distribution networks; critical elements of distribution agreements.

- **Closing the Deal & Export Financing**

The importance of a credit policy; pros and cons of various payment options; positive banking relationships; the critical importance of working capital; risk assessment and mitigation; SBA export loans.

- **Export Shipping, Documentation and Compliance**

Harmonized System (HS) Code; Shipper's Export Declaration & AES electronic filing; preparing export documentation; U.S. Government Export controls & compliance.



Increasing export sales of the small, occasional exporter has long been the aim of U.S. government policy. Through the programs of the **Portland Export Assistance Center** and its trade specialists, the **U.S. Department of Commerce** implements this policy. The **U.S. Small Business Administration** is a partner in the national network of **Export Assistance Centers** and assists companies with questions on getting paid or finding financing. Often the critical piece in a successful export sale is the working capital to support the deal and export loans supported with an SBA guaranty can provide the needed financing. And, until September 2009, SBA's fees are waived for some of their loans.

Export Strategies seminars offered throughout the State by the U.S. Department of Commerce and the U.S. Small Business Administration are a full day dedicated to helping your business find success in international trade. Export success is sometimes as simple as avoiding common pitfalls or not underestimating the role of cultural understanding in clinching a contract. As a profit center in business operations, exporting adds stability to the individual business and economic growth to the region. ♦

Inga Fisher Williams is the Regional Export Finance Manager for the U.S. Small Business Administration in the Export Assistance Center in Portland. She can be reached at 503.326.5498 / inga.fisherwilliams@mail.doc.gov . For export resources, see the online library at www.sba.gov/localresources/district/or/or_itresources.html.



Mission Statement:

To initiate, support and facilitate international trade development activities within Marion, Polk, Yamhill, Linn and Benton counties.

WOITC encourages international trade by combining private sector interests with local public sector agencies. We offer education and world-wide connections to internationally oriented businesses.

THE PLACE TO GO FOR INTERNATIONAL TRADE

- Foreign Business Delegations
- Forums and Roundtables
- Resources and Information
- Technical Assistance



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Chemeketa Community College
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SEDCOR (Strategic Economic
Development Corporation)

