



MEDC Fall Conference  
October 25, 2012



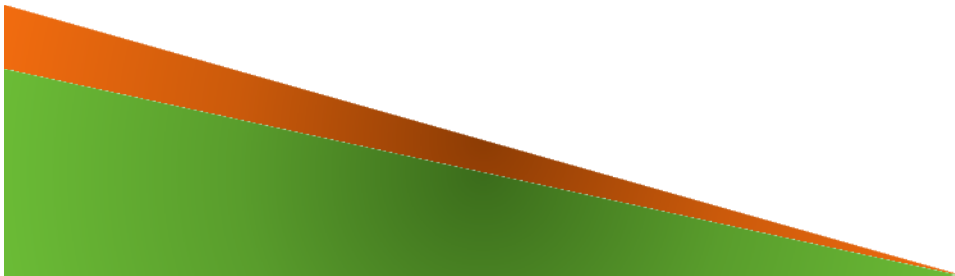
Funded in part through a cooperative agreement with the  
U.S. Small Business Administration.





## Importance of Exporting

- Helps companies to increase sales and profit
- Reduces their dependence on the domestic market
- Stabilizes seasonal sales fluctuations
- Nearly 96 percent of consumers live outside the U.S.
- Two-thirds of the world's purchasing power resides outside the U.S.
- Go to where the customers are!





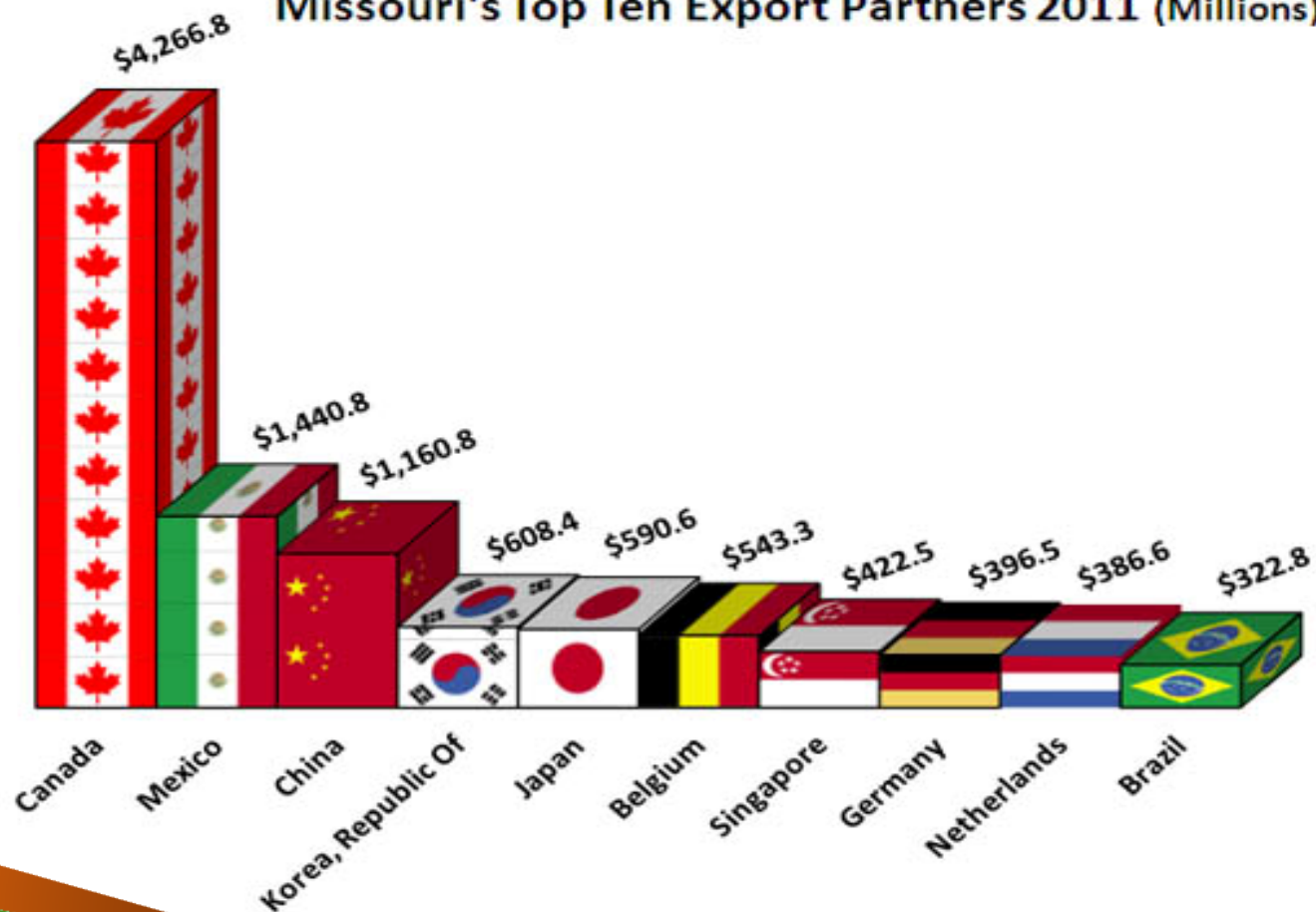
Missouri's

***Explosive*** Export Growth

\$14.1 billion



### Missouri's Top Ten Export Partners 2011 (Millions)





### Missouri's Top Fourteen Exports in 2011 (Millions)





## Is a Small Business Near You Export Ready?

- Have they received any unsolicited inquiries from foreign firms?
- Are domestic sales of their product doing reasonably well?
- Do they have a relatively strong share of the domestic market?
- Is their product price-competitive in the domestic market?
- Does their product compare favorably with domestic competitors in features and benefits?
- Is management committed?





## Introduction to Exporting: ED Training

A core training program (Introduction to Exporting 101) to help educate economic development professional across the state gain an understanding of:

- 🌐 The role International Trade plays in Economic Development
  - Why Export?
  - The Value of Exporting to Missouri Businesses & the MO economy
- 🌐 The Missouri International Trade Assistance Network (DED, MDA, USEAC, SBA, WTC, MOSBTDC)
  - Who is who and who does what?
  - Resources for exporters in your community





## Introduction to Exporting: ED Training

A core training program (Introduction to Exporting 101) to help educate economic development professional across the state gain an understanding of:

- 🌐 Basic International Trade core concepts
  - Global Business Management, Global Marketing
  - Supply Chain Management, Trade Finance
- 🌐 Training to be delivered face-to-face via a 2-3 hour seminar/networking session
  - Offered in 6-8 locations throughout the state
  - Locations to be centered in each of the 7 MEDC Districts



*A University of Missouri Extension Partner*

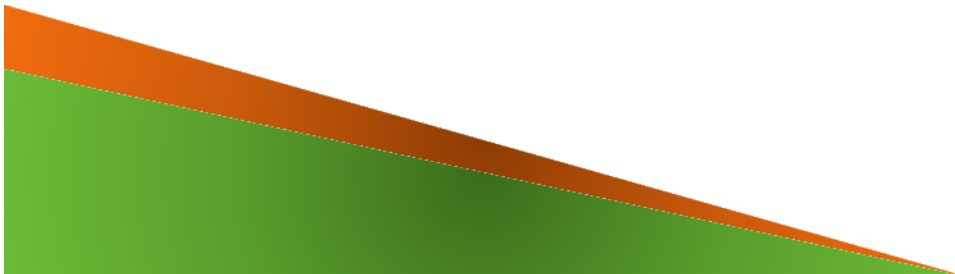




## Benefits to Economic Developers

### **EXPORTS = Jobs & Increased Tax Revenue**

- Further understanding of international trade as a competitive economic development tool
- Ability to convey the importance of international trade to business locally
- Ability to recognize when a business has untapped export potential
- Recognize the local, state and federal resources available to assist



# THANK YOU



## **Contact Information**

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