

**EXPORT PODCAST SERIES**  
NASBITE International Annual  
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## NEI EXPOSES GAPS IN EXPORT ASSISTANCE –PODCASTS CAN HELP

- Exports must grow by \$1.3 trillion to double in 5 years
- Conducive exogenous factors will count most
  - Recovery in world demand; reduced trade barriers
  - Favorable exchange rates
- Export promotion can contribute marginally
  - But must target NTEs for most impact, not just NTMs
    - i.e., increase the export base, as well as diversify markets
  - And must address particular start-up needs of NTEs
    - Overcome their inhibitions; increase their export readiness
    - And, teach them how through all export stages
    - And, provide information for export decision-making
    - And, help them through each step
- Export Podcast Series is one gap-filler for NTEs

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## UNREALIZED U.S. EXPORT GROWTH POTENTIAL

- 85% of U.S. manufactures do **Not** export (NTEs)
  - Many NTEs make exportable products
- Of the 15% that export, 60% sell only to Canada and Mexico (w/in NAFTA)
  - Many have NTM export potential
- 96% of the World's Consumers Live Outside the U.S.



Population  
■ US  
■ Rest of World



Purchasing Power  
■ US  
■ Rest of World



■ Export  
■ Do Not Export



■ NAFTA  
■ Rest of World

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## EXCUSES (MYTHS AND FEARS) FOR NOT EXPORTING

- Too Small
- Too Complicated
- Too Risky
- Too Expensive
- Cannot Compete



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### Myths about Exporting

•**I'm too small to export; only large firms with name recognition, ample resources, and export departments can export successfully.** False! Most of the world's exporters are SMEs.

•**I can't afford to export; I don't have the money to hire people, market abroad, or expand production if I get new export business.** Not true! There are low-cost ways to market and promote abroad, handle new export orders, and finance receivables. These don't require hiring new staff or setting up an export department.

•**I can't compete overseas; my products are unknown and my prices too high for foreign markets.** Not necessarily. The world is large, with varied needs and interests. If your product is selling well in the domestic market, it might well be wanted somewhere else in the world. What makes your product sell in the home market can help it sell abroad.

•**Exporting is too risky; I might not get paid. I might get cheated. I might break a law I didn't know about.** Not likely! Selling anywhere has risks, but they can be reduced with reasonable precautions.

•**Exporting is too complicated; I don't know how.** Wrong! You don't need to be an expert to export. You can use outside experts to deal with the complications, hire your own expert, Or, become more knowledgeable yourself with training like ours.

## THE EXPORT PROCESS - FOUR STAGES

Podcasts Must Address Needs-to-Know at Each Stage

- Stage 1: Build Export Capacity
- Stage 2: Identify Best Export Markets
- Stage 3: Make Sales and Get Paid
- Stage 4: Delivering the Goods

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### 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	Stage2 (EEP 3-6) Develop Export Markets	Stage 3 (EEP 6-7) Make Sales & Get Paid	Stage 4 (EEP 7) Deliver the Goods
<b>Improve Competitiveness</b>	<b>Identify Best Markets</b>	<b>Close the Deal</b>	<b>Regulatory Compliance</b>
<b>Situation analysis/SWOT</b>	<b>Market research/analysis</b> • Select target markets • Assess target markets - Competition - Market segments - Market conditions/barriers	<b>Respond to inquiries</b>	<b>U.S regulatory compliance</b>
<b>Solidify fundamentals</b> • Production processes • Business practices • Operating capital		<b>Quote prices-INCOTERMS</b>	<b>Foreign regulatory compliance</b>
		<b>Negotiate sales terms</b>	
<b>Develop Export Readiness</b>	<b>Develop Entry Strategies</b>	<b>Finance Sales Get Paid</b>	<b>Documentary Compliance</b>
<b>Export readiness assessment</b>	<b>Market strategy planning</b> • Distribution, pricing, and promotion • Adaptation/localization • Implementation/action plan • Resource/budget plan	<b>Payment methods/services</b> • Pre-export financing • Transaction financing • Export credit insurance • Factors and Forfeitors	<b>U.S. documentary compliance</b>
<b>Enhance company readiness</b> • Export counseling • Export training & education		<b>Payment Sources</b> • Commercial Banks • Export-Import Bank • Factors and Forfeitors	<b>Foreign documentary compliance</b>
<b>Get &amp; Use Help</b>	<b>Implement Strategy</b>		<b>Transport the Goods</b>
<b>Trade assistance network</b> • State export assistance centers • USDOC/USEACs & Embassies • County/city export centers • Chambers/Assoc./WTCs	<b>Find Partners</b> • Trade leads • Int'l partner searches • Screen/select partners		<b>Manage the supply chain</b>
<b>Trade assistance resources</b> • Partner programs/services • Partner client databases • Internet trade sites	<b>Promote export sales</b> • Broadcast promotion • Targeted promotion • Market promotion financing		<b>Prepare goods for delivery</b>
			<b>Book cargo/ship the goods</b>

## THE DEVELOPMENT STRATEGY

- Use versatile medium (Podcasts) to deliver the export message - easy to access, on multiple platforms, wherever you are
- Cover need-to-know topics for NTEs and NTMs
- Keep Podcasts short (15 minutes) but also informative and easy to understand
- Embed in ECC/CITD Websites ([www.exportassist.org](http://www.exportassist.org) and [www.elcaminocitd.org](http://www.elcaminocitd.org))

## THE PODCAST TEAM

- Maurice Kogon, CITD Director
- Bronwen Madden, Deputy CITD Director & Podcast Project Manager
- Write Click Media, Audio Technician
- Subject matter experts in: export readiness; market research and planning; intercultural communication; matchmaking; trade finance and risk mitigation; logistics; regulatory compliance; contracts and agreements; and legal protection

## PODCASTS – WHAT ARE THEY?

- Podcasts are audio and video programs that are distributed over the Internet
- Content is delivered to subscribers' portable media players or computers for convenient playback at any time



**PodCast**

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## WHY PODCASTS?

- Podcasts are free
- Podcasts save time because you no longer have to go off-site to attend seminars and waste time on travel
- Podcasts allow you to customize a mix of trainings that interest you
- Podcasts are available for listening or viewing at your convenience



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## INITIAL PODCAST RECORDINGS

- Episode 001 – Is Exporting for Me?
- Episode 002 – Assessing Export Readiness
- Episode 003 – International Trade Resources
- Episode 009 – Invitation Letter for Business

The screenshot shows the website for the L.A. Export Series. At the top, it reads "The Center for International Trade Development at El Camino College" and "L.A. Export Series" in large bold letters. Below this, it says "Free educational resources to help your company export competitively." The main content area is split into two columns. The left column is titled "Episode 001" and contains a video player with a play button. The right column is titled "Clips & Transcripts:" and contains introductory text about the podcast series, including a welcome message and details about the content and presenter, Myrae Huggs.

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## CURRENTLY IN PRODUCTION

- Episode 004 – How to Identify Target Markets
- Episode 005 – Cultural Language of Business
- Episode 006 – On-line Resources
- Episode 007 – International Trade Compliance
- Episode 008 – International Matchmaking
- Episode 010 – Methods of Payment
- Episode 011 – Protecting Against Non-Payment
- Episode 012 – Protecting Your Intellectual Property Rights
- Episode 013 – International Contracts and Documentation
- Episode 014 – Transportation and Logistics

## PODCAST DELIVERY PLATFORMS

- Website
- Voice
- Video
- Transcripts (ADA requirements)



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## DELIVERY FORMATS

- Computer
  - Mac
  - Windows
- Portable playback device
  - iPods
  - MP3 (audio) players
  - MP4 (video) players
  - Mobile Phones
  - Download the transcripts in a convenient PDF document



## OTHER AVAILABLE EXPORT PODCASTS

- [Basics of Exporting](#)
- [U.S. Census Bureau Export Podcasts](#)
- [Small Business Administration Podcasts](#)
- [Growing Global: A Business of Details](#)
- [Export-U Webinars](#)
- [Supply Chain Videos](#)
- [USDOC Market Brief](#)

*[More](#)*

## THANK YOU! QUESTIONS?

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