



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

*Session VI*  
***U.S. Government Export Assistance, Financing  
Resources and Export.gov***

**NASBITE 30th Annual Conference**  
**Spokane, WA**  
**March 29 - 30, 2017**

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Certified Global Business Professional, CGBP

**Office of Digital Initiatives**

*Global Markets*

*Department of Commerce*

# Introduction of the Moderator



- International Trade Administration's Office of Digital Initiatives
- U.S. Commerce Department's Senior International Trade Specialist
- Team Member, U.S. Commerce Department's Global Finance Team and Information and Communications Team
- Contracting Officer's Representative Level 1 (COR) – Federal Acquisition Institute
- Master's and Associate Certificate in Project Management – The George Washington University School of Business, ESI International
- Masters of International Management (MBA) – Thunderbird, the School of International Management
- Bachelor of Arts and Sciences – University of Colorado at Boulder and the University of San Diego
- Born in Illinois, raised in Colorado, educated in Colorado, California, Arizona
- NASBITE member since 2011

# Session Objectives and Goals

- Open invitation to engage NASBITE users to evaluate Export.gov. Feedback is critical to improving the site.
  - Initial discussion today of Export.gov's strengths and weaknesses for counselors and businesses.
  - Identification of NASBITE volunteers to provide in-depth feedback.
  - Process for NASBITE volunteers to provide feedback and for ODI to respond.
  - Feedback Link: <https://www.export.gov/assistance>
- Discuss ways we can work together:
  - Discussions on improvements for www.Export.gov.
  - Future collaborated projects.
  - Partnerships.

## Feedback Questions for [www.Export.gov](http://www.Export.gov)

- Do you believe the U.S. small business community is aware of [www.export.gov](http://www.export.gov) as a resource for exploring growth through exports? If not, how can we better publicize this resource?
- Does [www.export.gov](http://www.export.gov) effectively address the needs of the current and prospective U.S. small business exporter?
- Is there any specific information or resource that you would like to see added to [www.export.gov](http://www.export.gov)?
- Is navigation of the [www.export.gov](http://www.export.gov) website intuitive/easy to maneuver or difficult/challenging?
- How can we improve the [www.export.gov](http://www.export.gov) navigation experience?

# Session Objectives and Goals

- This session brings together experts from the public sector to discuss the resources available to U.S. small and medium-sized enterprises that are interested in entering, growing, and succeeding in global markets for their export business and financing needs.
- Most Commonly Cited Obstacles to Going Global
  - Don't know where to seek assistance for entering, growing, and succeeding in global markets
  - Don't know how to get paid by foreign buyers overseas
  - Don't know how to obtain working capital and financing to support export transactions
  - Don't know where to get the information and content to assist with the export process
- You will learn today:
  - How to take advantage of the U.S. government's export assistance resources and programs
  - How to get paid from export sales in global markets
  - How to utilize commercial and U.S. government-backed export finance programs
  - How to get the content and information needed for exporting

# Session Agenda and Session Materials

- Agenda

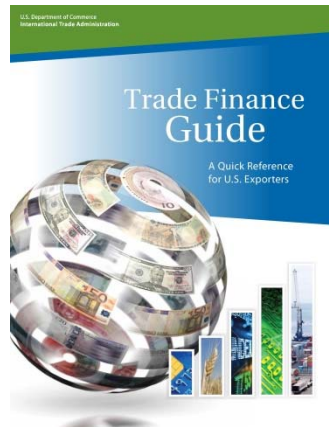
2:00 pm	Introduction of Presenters
2:05 pm	Market Development Cooperator Program 101
2:10 pm	Trade Finance Resources <ul style="list-style-type: none"><li>Introduction to the Export Finance Assistance Center of Washington</li><li>How to finance and get paid for export sales</li><li>U.S. government export finance programs</li></ul>
2:35 pm	U.S. Government Digital Export Assistance Resources <ul style="list-style-type: none"><li>Introduction to ITA's Office of Digital Initiatives</li><li>Export.gov</li><li>New Exporting Basics Video Series</li></ul>
3:05 pm	Q&As
3:15 pm	Session Adjourns

- Speakers' biographies (included in the conference program brochure)
- Presentations (available in electronic format upon request)
- Commerce Department's Trade Finance Guide
- Office of Digital Initiatives Flyer

# Market Development Cooperator Program (MDCP) Export Awards

- The MDCP is a competitive matching grant program of the U.S. Department of Commerce's International Trade Administration
- MDCP award winners (“cooperators”) receive:
  1. Up to \$300,000 of federal funding per project
  2. Collaboration with experts from federal agencies
  3. A team of dedicated trade professionals to work with you
- Who is Eligible?
  - Trade Associations
  - State and Regional Economic Development Entities
  - World Trade Centers
  - Chambers of Commerce
  - Small Business Development Centers
  - Non-profit Industry Organizations
- Learn more at [www.export.gov/mdcp](http://www.export.gov/mdcp)

# ***Trade Finance Guide: A Quick Reference for U.S. Exporters***



- Created by the U.S. Commerce Department’s International Trade Administration
  - A concise, simple, and easy-to-understand guide specifically designed to help new-to-export U.S. small- and medium-sized enterprises (SMEs) learn quickly how to get paid from export sales in the most effective manner.
  - A “60-minute” guide to learning the basics of trade finance: 14 two-page chapters plus an introduction, 30 pages in all.
  - A self-learning tool for new-to-export SMEs.
  - A user-friendly tool for commercial lenders, trade finance and credit professionals, and international trade counselors for client assistance and new customer outreach purposes.
  - A flexible educational tool for professionals teaching international business.



# More Information about the Trade Finance Guide

## Partnership and Cooperation

- FCIB – Finance, Credit and International Business Association
- U.S. Export-Import Bank
- U.S. Small Business Administration
- U.S. Department of Agriculture
- Association of Trade & Forfaiting in the Americas
- International Factoring Association
- BAFT-IFSA (Bankers Association for Finance & Trade–International Financial Services Association)

## Trade Finance Guide in Spanish

- In May 2013, the U.S. Commerce Department's International Trade Administration published a Spanish version of the Trade Finance Guide to help U.S.-based Hispanic-owned SMEs enter, compete, and succeed in global markets, especially in Spanish-speaking countries. The Guide's Spanish language version was developed through partial funding from the California Centers for International Trade Development and in collaboration with FCIB and the Commerce Department's Minority Business Development Agency.

## How to obtain?

- The Guide is available online at [www.Export.gov/TradeFinanceGuide](http://www.Export.gov/TradeFinanceGuide) for easy download as a complete document or as individual chapters.

# Office of Digital Initiatives Objectives

1. Improve our user experience and customer journey on [www.export.gov](http://www.export.gov) and other internal / external platforms
2. Improve the digital content and tools, including through data analytics
3. Establish content marketing strategies using digital tools including website, social media, etc., and through partner engagement.

# Office of Digital Initiatives

## 1. www.Export.gov

### a. Video Shorts – Exporting Basics

#### (1) Get Ready to Export

The Export Process Review

#### (2) Find Foreign Buyers

Find Foreign Buyers Part 4: E-Commerce

### b. Market Intelligence – CCG

### c. Market Intelligence – Top Markets

## 2. Digital Channels

### a. Social Media

### b. Websites

## 3. Marketing Campaigns

### a. Defining Client Engagement

### b. Coordinating Common Themes and Topics within ITA

### c. Partnering and Outreach to Other Government Agencies, Associations, Organization, etc.

## TAKE YOUR BUSINESS GLOBAL

Developed by international trade experts and economists, Export.gov provides trusted market intelligence, practical advice and business tools to help U.S. companies expand in global markets.



Export Guides



Market Intelligence



FAQs



Events

### How to Export

- [eCommerce](#)
- [Export Education](#)
- [Finding Foreign Markets](#)
- [Legal Considerations](#)
- [Logistics](#)
- [Financial Considerations](#)
- [Product Preparation](#)

### Customized Services

- [Services for U.S. Exporters](#)
- [Plan and Assess](#)
- [Promote and Expand](#)
- [Locations](#)

### Market Intelligence

- [Find Market Intelligence](#)
- [Export Guides](#)
- [Trade Leads](#)
- [Trade Data & Analysis](#)

### Events

- [Events and Trade Missions](#)
- [Webinars](#)

### Trade Problems

- [Get Help with Trade Problems](#)
- [Report a Foreign Trade Barrier](#)
- [Foreign Trade Remedies](#)
- [Foreign Safeguard Activity Involving U.S. Exports](#)
- [U.S. Products Subject to AD/CVD Measures](#)

### FAQs

#### Boards

#### About Us

- [International Trade Administration](#)
- [Federal Trade Partners](#)
- [Programs for Trade Promotion Partners](#)
- [Trade Initiatives](#)
- [Contact Us](#)
- [Social Media](#)

# Get Ready to Export Videos

## The Export Process Review

<https://www.export.gov/article?id=why-export>



## EXPORTING BASICS

### Episode 01: The Export Process Overview

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

# Find Foreign Buyers Part 4: E-Commerce

## Find Foreign Buyers Part 4: E-Commerce

[https://www.export.gov/article?id=eCommerce-Plan-Checklist&utm\\_source=USCS&utm\\_campaign=Exporting\\_Basics&utm\\_term=3](https://www.export.gov/article?id=eCommerce-Plan-Checklist&utm_source=USCS&utm_campaign=Exporting_Basics&utm_term=3)



## EXPORTING BASICS

### Episode 13: Finding Foreign Buyers Part 4 - e-Commerce

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

# Market Intelligence - CCG

[How to Export](#) [Customized Services](#) [Market Intelligence](#) [Events](#) [Trade Problems](#) [FAQs](#) [Boards](#) [About Us](#)

## COUNTRY COMMERCIAL GUIDES

Market conditions, opportunities, regulations, and business customs for over 125 countries prepared by trade and industry experts at U.S. embassies worldwide.

-- Select a Series --

## INSIDE EVERY GUIDE

Country Commercial Guides are an excellent starting point to find everything you need to know about doing business overseas, detailing 8 important factors to help you decide if a market is right for your product or service:

### 1. Doing Business in ...

Provides a broad overview of the market and the top reasons why U.S. companies should consider exporting here. Recommends strategies for entering the market and summarizes challenges or barriers for U.S. companies.

# Market Intelligence – Top Markets

The screenshot shows the homepage of the International Trade Administration's Top Markets Series. At the top left is the Department of Commerce logo and the text "INTERNATIONAL TRADE ADMINISTRATION". To the right are navigation links: "Contact Us", "Careers", "Help", "FAQs", "Find Local Export Assistance", a "Zip Code" input field with a "Go" button, and social media icons for Facebook, Twitter, LinkedIn, YouTube, and a "Search Trade.gov" input field with a "Search" button. Below this is a dark blue navigation bar with white text for "ABOUT ITA", "TRADE TOPICS", "SERVICES", "DATA & ANALYSIS", "PROGRAMS", "PUBLICATIONS", and "PRESS". The main heading is "TOP MARKETS SERIES". The central graphic features a stylized "G" logo and the text "Top Markets" in large blue and orange font, with the subtitle "A Market Assessment Tool for U.S. Exporters" below it. A paragraph of text explains the series: "The International Trade Administration's Top Markets Series is meant to help exporters determine their next export market by comparing opportunities across borders. Each report ranks *future* export opportunities within a particular industry based on a sector-specific methodology. The reports provide a detailed assessment of the competitiveness landscape within a sector, as well as the opportunities and challenges facing U.S. exporters in key markets. Each report is available for download. Interested exporters can also download or view individual case studies within larger reports." Below this text is a grid of 14 report categories, each with a small icon and a title: Agricultural Equipment (2017), Aircraft Parts (2016), Automotive Parts (2016), Building Products and Sustainable Construction (2016), Civil Nuclear (2016), Cloud Computing (2016), Cold Supply Chain (2016), Industrial Automation (New for 2016), Manufacturing Technology (New for 2016), Media and Entertainment (2016), Medical Devices (New for 2016), Oil and Gas Equipment (2016), Pharmaceuticals (New for 2016), and Recreational Transportation (2016).



# Digital Channels

## Social Media

Official ITA Blog:



Tradeology (ITA's official blog)

<http://blog.trade.gov/>



YouTube:

<https://www.youtube.com/TradeGov>



Twitter

<http://www.twitter.com/TradeGov> (@Tradegov)

<https://twitter.com/exportgov> (@Exportgov)



Facebook

<https://www.facebook.com/TradeGov>

<https://www.facebook.com/ExportGov>



LinkedIn

<https://www.linkedin.com/company-beta/761638/?pathWildcard=761638>

<https://www.linkedin.com/groups/4231713>

# Digital Channels

## Web Sites

Trade.gov (stakeholders)



Export.gov (U.S. businesses)



SelectUSA.gov (EDOs/Investors)



StopFakes.gov (U.S. businesses)



PrivacyShield.gov (U.S./EU data protection)



BuyUSA.gov (foreign buyers)



## Contact Info



## INTERNATIONAL **T R A D E** ADMINISTRATION

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