



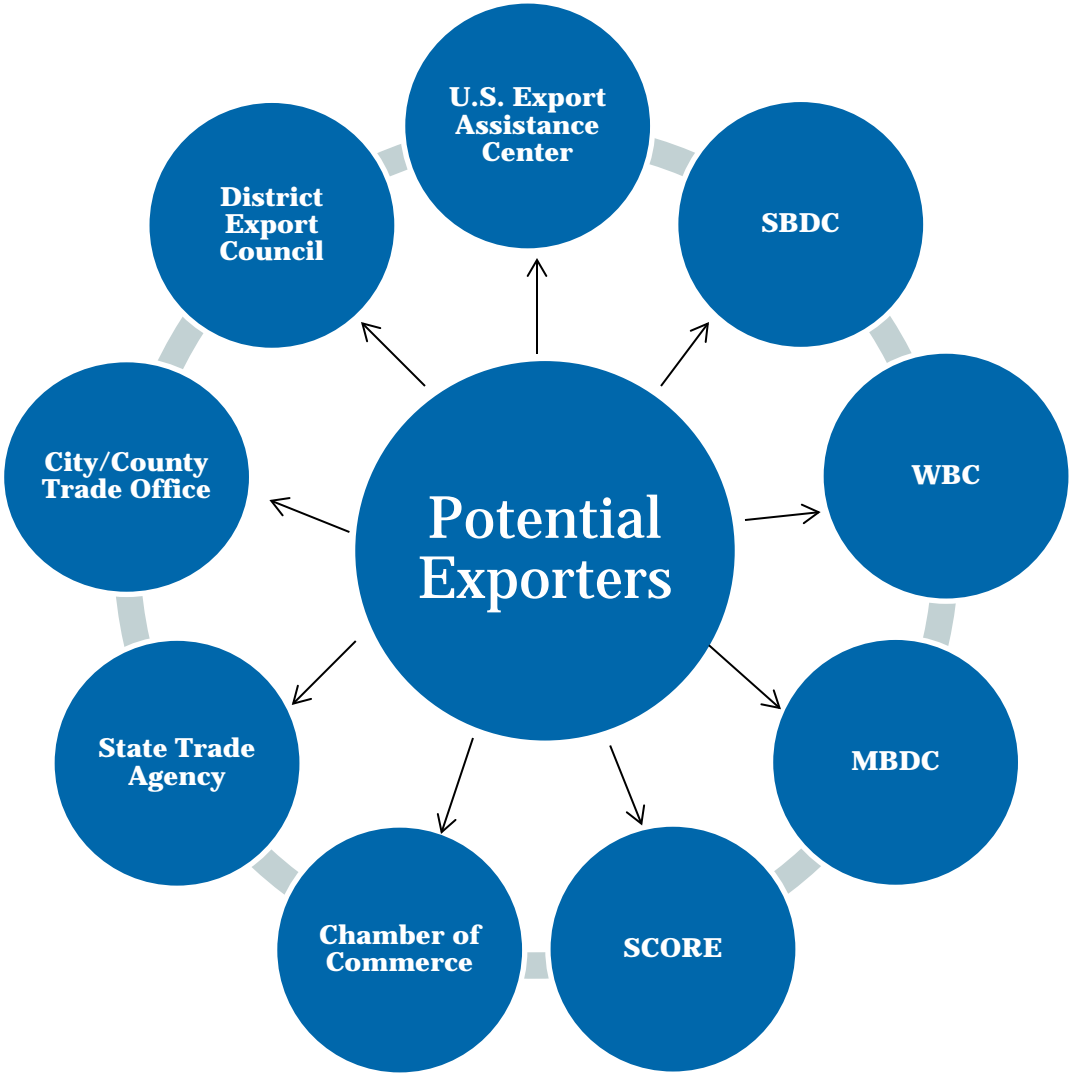
INTERNATIONAL
TRADE
ADMINISTRATION

Enhancing Coordination in the Export Ecosystem

NASBITE Conference
March 30, 2017

Ecosystem: a complex network or interconnected system

Export Ecosystem Partners



Why Is Coordination Important?

Reducing duplication makes it easier to work together and to identify the role and value of each organization.

Enhancing coordination among all export service providers can help bring more U.S. businesses into the exporting pipeline and transform novice exporters into experienced exporters.

International trade counselors (like those at SBDCs) are often the first contact small businesses have with the exporting ecosystem.

Why Do We Want More Exporters?

Revenue

- On average, sales grow faster.
- Easier time riding out fluctuations in the U.S. economy.
- More than 70 percent of the world's purchasing power is outside the U.S.

Wages

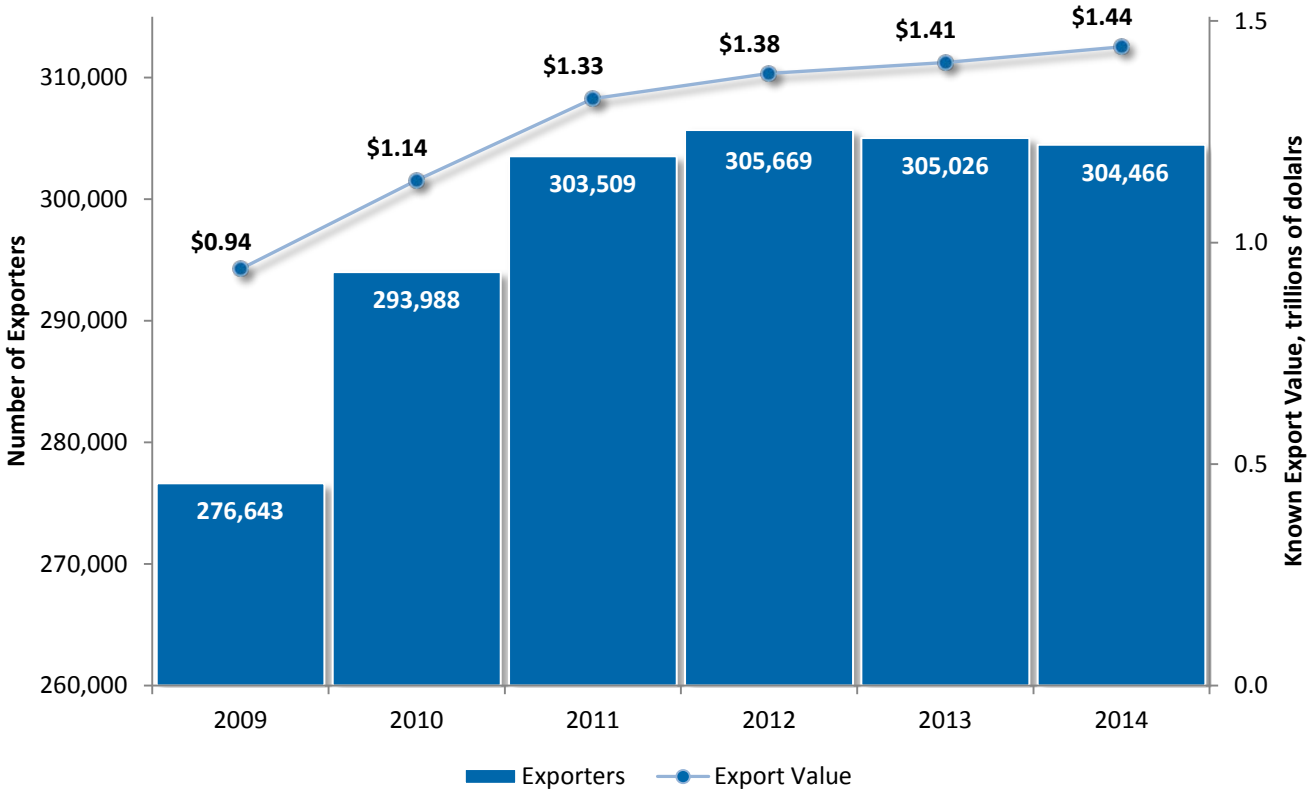
- Employ a more skilled and productive workforce and pay up to 18 percent higher wages than non-exporting firms.

Resiliency

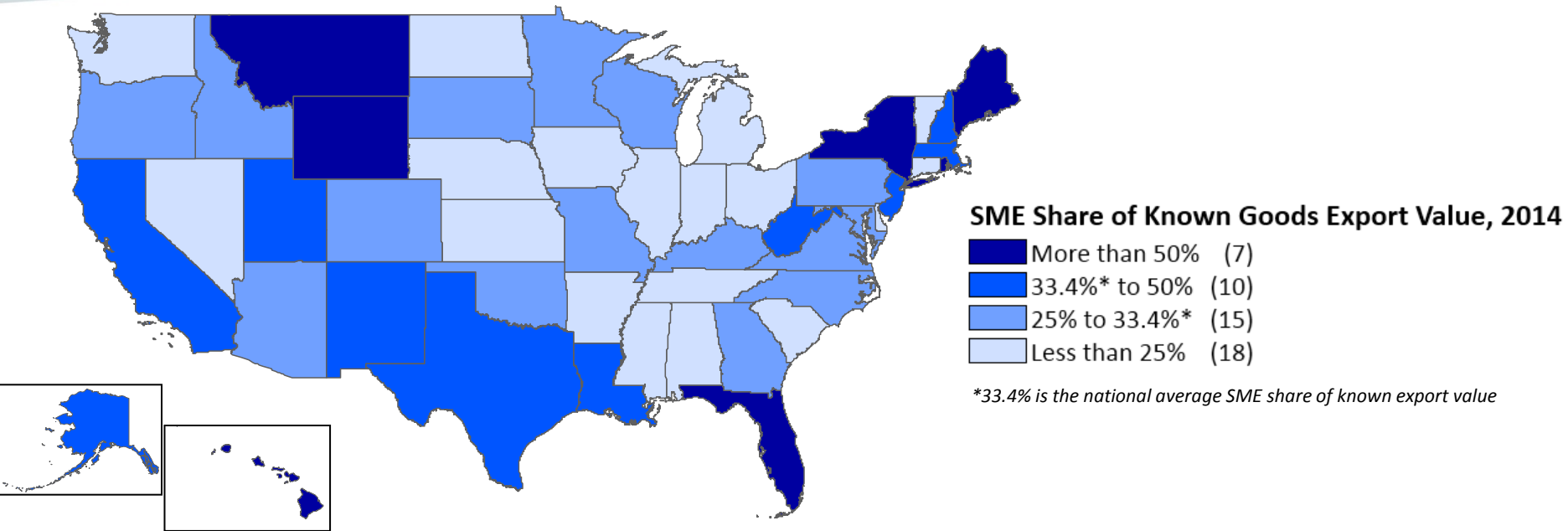
- Less likely to go out of business.

Profile of Exporting Businesses

U.S. Exporters and Exports



SMEs Can Have a Big Impact



- In 2014, SME exports accounted for a third (33%) of total known goods exports from the U.S.
- Exports from SMEs accounted for more than half of total known exports from Hawaii (72%), Montana (68%), Florida (63%), Rhode Island (61%), Maine (58%), New York (53%), and Wyoming (50%).

Coordinating Federal and Local Efforts

Engaging Export Ecosystem Included in Commerce Performance Plans

2015 Trade Facilitation and Trade Enforcement Act – Comprehensive Coordination Strategy

Trade Promotion Coordinating Committee (TPCC) Federal/State Export Promotion Coordination Working Group

Monthly Calls with State Trade Directors

Participation in NASBITE and ASBDC Conferences