



## International Trade Program

*Pennsylvania is the PREMIER State for Export Assistance!!!*

# Pennsylvania's Economy

- PA exports grew to an all time high: More than \$34.8 billion in 2010.
- PA is the 10<sup>th</sup> largest exporting state in U.S. PA's exports grew faster (+22.7%) than the national average (+20.9%).
- 18<sup>th</sup> largest economy with a GDP US\$553 Billion and the 6<sup>th</sup> largest economy in the U.S.



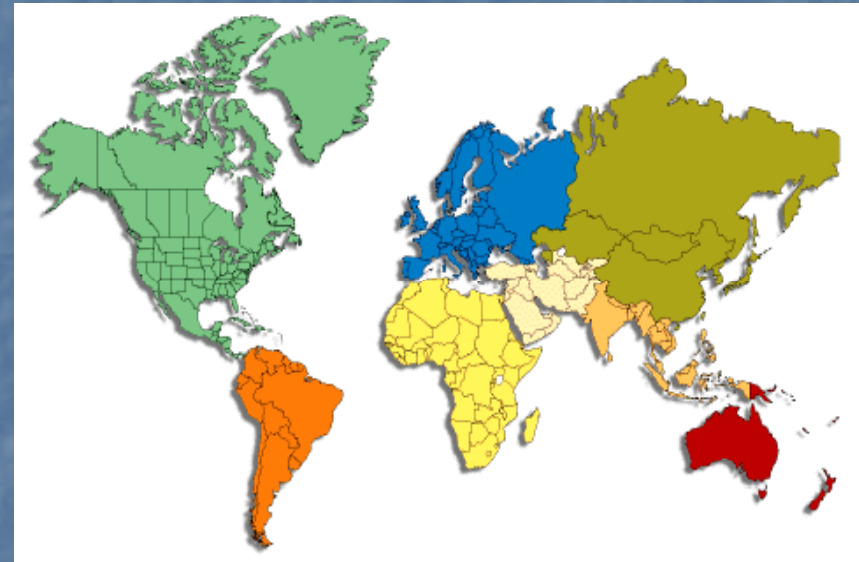
# PA Exports

- In 2009, CTD and its partners surpassed their goals by assisting over 1,200 clients and helping facilitate more than \$450M in export sales.
- Pennsylvania's leading export sectors are chemicals, machinery, primary metal manufacturing, transportation equipment, and computer and electronic products.
- Over 12,800 PA companies export their goods and services.

# PA's Export Assistance

A Three-Tiered Approach...

1. Regional Export Network
2. Center for Trade Development (CTD)
3. PA Authorized Trade Representatives



# Regional Export Network

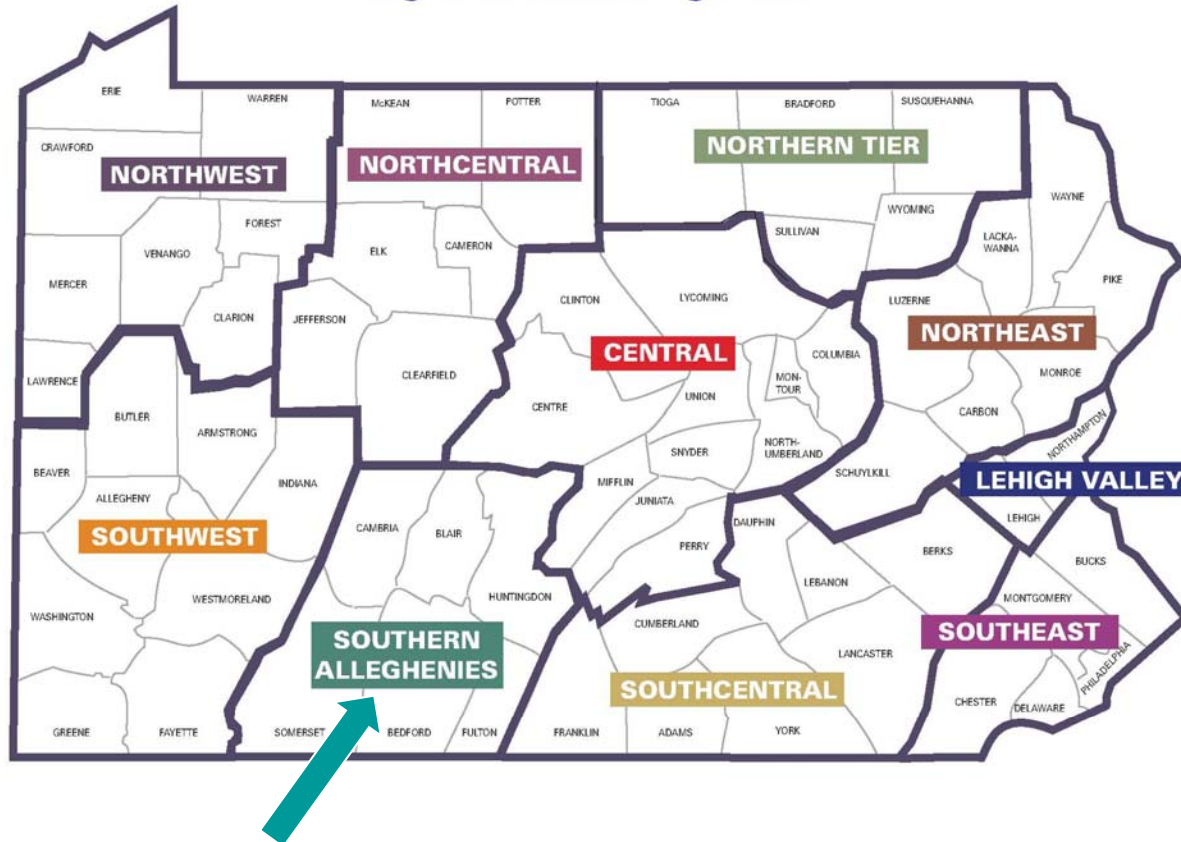
The Regional Export Network(s) (REN) are broken into 10 regions across the State of PA. Seven of the REN are LDD's, two are a World Trade Centers and one is an SBDC.

The REN's assist Small & Medium sized companies, by evaluating potential international markets and providing the tools needed for companies to successfully export their goods & services.

The REN's goal is to create & retain jobs with their assigned counties/region by assisting the client to increase sales of exported goods & services.

# PA Regional Export Network

## PENNSYLVANIA REGIONAL EXPORT NETWORK Regional Contact Agencies



# Regional Export Network

Services Include: (but, not limited to)

- Individual export counseling
- Pre-market research and strategy
- Trade event marketing and recruitment
- Assisting with Market Access Grants
- Project management
- Regional events & educational seminars
- Referrals to export partners
- Export Compliance

**Generally FREE of charge** (minimal charges may apply to seminars & training events)

# Office of International Business Center for Trade Development

The Center for Trade Development (CTD) directs Pennsylvania's Export Assistance Program. By partnering with the Regional Export Network (REN) and managing a global network of Authorized Trade Representatives (ATR's), CTD provides unrivaled services and expertise for both new to export companies and experienced exporters seeking new markets.



# PA Authorized Trade Reps

- PA has 23 Authorized Trade Representatives strategically placed over the world.
  - They are contracted by the State of PA to assist PA companies with their export initiatives.
  - ATR's provide access to over 67 countries/markets.

*Pennsylvania is the PREMIER State for Export Assistance!!!*



# Pennsylvania's Authorized Trade Representatives

> ready > set > succeed

- 
1. **Australia**  
> Sydney  
Australia, New Zealand
2. **Brazil**  
> São Paulo  
Brazil
3. **Canada**  
> Toronto  
Canada
4. **Chile**  
> Santiago  
Chile
5. **China**  
> Beijing & Shanghai  
China
6. **Czech Republic**  
> Prague  
Czech Republic, Hungary, Poland, Slovakia
7. **France**  
> Paris  
France
8. **Germany**  
> Münster  
Germany, Austria, Italy, Switzerland
9. **India**  
> Bangalore  
India
10. **Israel**  
> Jerusalem  
Eastern Mediterranean:  
Israel, Egypt, Greece, Jordan, Turkey
11. **Japan**  
> Tokyo  
Japan
12. **Mexico**  
> Mexico City  
Mexico
13. **Netherlands**  
> The Hague  
Netherlands, Belgium
14. **Saudi Arabia**  
> Riyadh  
Saudi Arabia
15. **Singapore**  
ASEAN: Singapore, Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Thailand, Vietnam
16. **South Africa**  
> Highveld  
Southern African Development Community (SADC): South Africa, Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, Swaziland, Tanzania, Zambia, Zimbabwe
17. **South Korea**  
> Seoul  
South Korea
18. **Spain**  
> Madrid  
Spain
19. **Taiwan**  
> Taipei  
Taiwan
20. **United Arab Emirates**  
> Dubai  
Arab Gulf: United Arab Emirates, Bahrain, Kuwait, Oman, Qatar, Yemen
21. **United Kingdom**  
> London, England  
United Kingdom, Ireland, Denmark, Finland, Norway, Sweden
22. **Vietnam**  
> Ho Chi Minh City  
Vietnam
- 23 Trade Offices covering 67 countries

**pennsylvania**  
INTERNATIONAL BUSINESS  
DEVELOPMENT **PA**

717-787-7190 | [www.newPA.com](http://www.newPA.com)

9/8/2010

# PA ATR's

## Services include:

- **Analysis to help determine or review:**
  - Market potential for product or service in a particular country
  - Market entry strategy
  - Marketing materials
- **Understanding the competition**
  - Competitive market analysis
  - Competitive pricing information
  - Company and competitor profiles

# PA ATR's

- Agents/distributor searches
- List of potential partners
- Appointments with agents, distributors or partners
- Overseas Trade Mission and Events
- In-country assistance with travel, accommodations and translation
- Business appointment scheduling
- Introductions to government and industry leaders
- Use of office facilities and meeting space, where available
- Market briefings
- Visa assistance
- Company background checks

# PA Export Grant Program

- **Market Access Grant** — Assists companies up to \$3K per fiscal year with eligible expenses to assist in international markets.
  - Overseas Trade Mission Participations
  - Overseas Trade Show Participation
  - Foreign market sales trips
  - Subscription to DOC Services

# PA Exporting Tools

Pennsylvania International Trade Guide

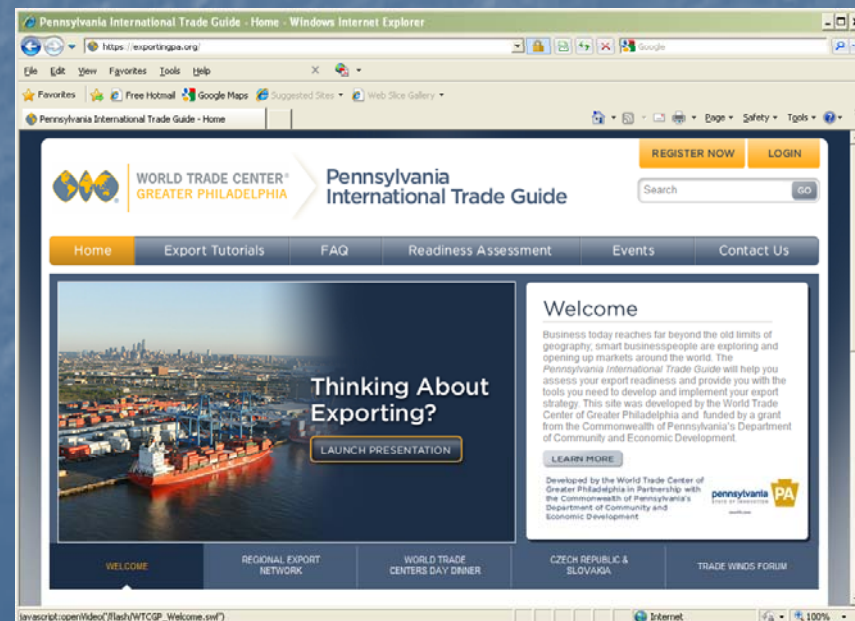
[www.exportingPA.org](http://www.exportingPA.org)

The Pennsylvania International Trade Guide website was created to teach the basics of exporting to Pennsylvania companies. The site provides export tutorials, frequently asked questions, an Export Readiness Assessment, a statewide calendar of export-related events, and an easy way to get in contact with your Regional Export Network (REN) representative designated by the Commonwealth of Pennsylvania's Department of Community and Economic Development (DCED).

# Pennsylvania Trade Guide (cont)

## ■ Export tutorials

The export tutorials provide expert advice and practical solutions for reaching new customers and making sales around the world. They are meant to be a comprehensive guide for businesses new to exporting as well as those companies that are looking to expand into new markets. Each lesson takes approximately 15 to 20 minutes and is presented as an easy-to-follow video.



# Pennsylvania Trade Guide (cont)

- **Frequently asked questions**

This section of the site provides a glossary of terms and an easy way to get answers to commonly asked export questions.

- **Export Readiness Assessment**

Take this 23 question assessment to help you identify your company's strengths and opportunities when approaching the decision to go global with your business. The assessment provides immediate feedback and a point-by-point diagnosis of your company's preparedness for entering international markets. Log in to save your assessment results for future reference.

# Pennsylvania Trade Guide (cont)

- **Events and seminars**

View this state-wide calendar to find out about upcoming export related events in your area.

- **Contact us**

If you can't find the answers to your questions, you can contact your Regional Export Network partner. Complete the fill-in form and have your question submitted immediately.

- **Additional information:**

The Pennsylvania International Trade Guide was developed by the World Trade Center of Greater Philadelphia and funded by a grant from the Commonwealth of Pennsylvania's Department of Community and Economic Development. The information contained in this guide is specifically designed to help Pennsylvania companies.

# Local Export Network Partners

- Ben Franklin Partnership
- Cohen & Grigsby Law Offices
- First Energy
- Industrial Modernization Center (IMC)
- PA Department of Agriculture
- PA Office of International Business Development (OIBD)
- M&T Bank
- PNC Bank – Global Treasury Management
- St. Francis University Center for Global Competitiveness
- St. Francis University Small Business Development Center
- U.S. Dept. of Commerce – U.S. Commerce Service
- United Parcel Service (UPS)
- Catalyst Connection

# Does your State have an International Program?

Most States do have an export assistance program however the depth of the program depends upon the funding that is allotted to manage the program.

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# Other Resources To Obtain Export Assistance

- **USDOC** – The U.S. Department of Commerce through the U.S. Commercial Service. U.S. Commercial Service is the Federal funded international trade assistance. These are for fee services.
- **Export.gov** brings together resources from across the U.S. Government to assist American businesses in planning their international sales strategies and succeed in today's global marketplace.
- **Chambers of Commerce**
- **World Trade Centers**
- **Trade Roots** – A division of the U.S. Chamber of Commerce.

# US Commercial Service Domestic Offices

[www.buyusa.gov](http://www.buyusa.gov)

Offices in the U.S. -- U.S. Commercial Service Your Global Business Partner - Windows Internet Explorer

http://www.buyusa.gov/home/us.html

United States of America  
Department of Commerce

Your Global Business Partner

- Our Worldwide Sites
- Export.gov Trade Portal
- Commercial News USA

## Offices in the U.S.

Find the U.S. office closest to your location. For information on a specific country see our [International Offices](#).

Enter a U.S. Zip code

U.S. Offices			
Anchorage, AK	Grapevine, TX	Missoula, MT	Salt Lake City, UT
Arlington, VA	Greensboro, NC	Monterey, CA	San Antonio, TX
Atlanta, GA	Greenville, SC	Montpelier, VT	San Diego, CA
Austin, TX	Harlem, NY	Nashville, TN	San Francisco, CA
Bakersfield, CA	Harrisburg, PA	New Hampshire, NH	San Jose, CA
Baltimore, MD	Honolulu, HI	New Orleans, LA	San Juan, PR
Birmingham, AL	Houston, TX	New York, NY	San Rafael, CA
Boise, ID	Indianapolis, IN	Newport Beach, CA	Santa Fe, NM
Boston, MA	Indio, CA	Northern New Jersey, NJ	Savannah, GA
Buffalo, NY	Jackson, MS	Oakland, CA	Seattle, WA
Charleston, SC	Jacksonville, FL	Oklahoma City, OK	Shreveport, LA
Charleston, WV	Kansas City, MO	Omaha, NE	Sioux Falls, SD
Charlotte, NC	Knoxville, TN	Ontario, CA	Spokane, WA
Chicago, IL	Las Vegas, NV	Orlando, FL	St. Louis, MO
Cincinnati, OH	Lexington, KY	Peoria, IL	Tacoma, WA
Clearwater, FL	Libertyville, IL	Philadelphia, PA	Tallahassee, FL
Cleveland, OH	Little Rock, AR	Phoenix, AZ	Toledo, OH
Columbia, SC	Long Island, NY	Pittsburgh, PA	Trenton, NJ
Columbus, OH	Los Angeles, CA	Pontiac, MI	Tucson, AZ
Denver, CO	Los Angeles (West), CA	Portland, ME	Tulsa, OK
Des Moines, IA	Louisville, KY	Portland, OR	Ventura, CA
Detroit, MI	McAllen, TX	Providence, RI	Wheeling, WV
El Paso, TX	Memphis, TN	Raleigh, NC	White Plains, NY
Fargo, ND	Miami, FL	Reno, NV	Wichita, KS
Fort Lauderdale, FL	Middletown, CT	Richmond, VA	Ypsilanti, MI
Fort Worth, TX	Midland, TX	Rochester, NY	
Fresno, CA	Milwaukee, WI	Rockford, IL	
Grand Rapids, MI	Minneapolis, MN	Sacramento, CA	

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http://www.buyusa.gov/hawaii/

# US Commercial Service International Offices

The screenshot shows a web browser window displaying the US Commercial Service website. The browser's address bar shows the URL [http://www.buyusa.gov/home/worldwide\\_us.html](http://www.buyusa.gov/home/worldwide_us.html). The website header includes the logo for BUYUSA.GOV, U.S. Commercial Service, and a 'Contact us' link. The main content area features the US Commercial Service logo and the tagline 'Your Global Business Partner'. Below this, there is a navigation menu with links to 'Our Worldwide Sites', 'Export.gov Trade Portal', and 'Commercial News USA'. The main heading is 'Information for exporters of U.S. goods and services', followed by a paragraph: 'Choose an international office, partner post or Multi-lateral-Development Bank web site below. To find an Export Assistance Center nearest you see our list of U.S. Offices.' Below this is a section titled 'International U.S. Commercial Service Offices' which contains a table of countries.

International U.S. Commercial Service Offices		
<a href="#">Algeria</a>	<a href="#">Honduras</a>	<a href="#">Panama</a>
<a href="#">Argentina</a>	<a href="#">Hong Kong</a>	<a href="#">Peru</a>
<a href="#">Australia</a>	<a href="#">Hungary</a>	<a href="#">Philippines</a>
<a href="#">Austria</a>	<a href="#">India</a>	<a href="#">Poland</a>
<a href="#">Belgium</a>	<a href="#">Indonesia</a>	<a href="#">Portugal</a>
<a href="#">Brazil</a>	<a href="#">Iraq</a>	<a href="#">Qatar</a>
<a href="#">Bulgaria</a>	<a href="#">Ireland</a>	<a href="#">Romania</a>
<a href="#">Canada</a>	<a href="#">Israel</a>	<a href="#">Russia</a>
<a href="#">Chile</a>	<a href="#">Italy</a>	<a href="#">Saudi Arabia</a>
<a href="#">China</a>	<a href="#">Japan</a>	<a href="#">Senegal</a>
<a href="#">Colombia</a>	<a href="#">Jordan</a>	<a href="#">Serbia</a>
<a href="#">Costa Rica</a>	<a href="#">Kazakhstan</a>	<a href="#">Singapore</a>
<a href="#">Croatia</a>	<a href="#">Kenya</a>	<a href="#">Slovakia</a>
<a href="#">Czech Republic</a>	<a href="#">South Korea</a>	<a href="#">South Africa</a>
<a href="#">Denmark</a>	<a href="#">Kuwait</a>	<a href="#">Spain</a>
<a href="#">Dominican Republic</a>	<a href="#">Lebanon</a>	<a href="#">Sweden</a>
<a href="#">Ecuador</a>	<a href="#">Libya</a>	<a href="#">Switzerland</a>
<a href="#">Egypt</a>	<a href="#">Malaysia</a>	<a href="#">Taiwan</a>
<a href="#">El Salvador</a>	<a href="#">Mexico</a>	<a href="#">Thailand</a>
<a href="#">European Union</a>	<a href="#">Morocco</a>	<a href="#">Turkey</a>
<a href="#">Finland</a>	<a href="#">Netherlands</a>	<a href="#">Ukraine</a>
<a href="#">France</a>	<a href="#">New Zealand</a>	<a href="#">United Arab Emirates</a>
<a href="#">Germany</a>	<a href="#">Nigeria</a>	<a href="#">United Kingdom</a>
<a href="#">Ghana</a>	<a href="#">Norway</a>	<a href="#">Uruguay</a>
<a href="#">Greece</a>	<a href="#">Pakistan</a>	<a href="#">Venezuela</a>
<a href="#">Guatemala</a>	<a href="#">Palestinian Territory</a>	<a href="#">Vietnam</a>

Commercial Service Partner Posts

# National Export Initiative (NEI)

- President Obama's National Export Initiative (NEI) aims to double exports in the next five years and support the creation of several million new jobs.
- The National Export Initiative is focused on three key areas: a robust, administration-wide trade promotion strategy, improving access to credit and continuing the rigorous enforcement of U.S. trade laws.
- The NEI is a multi-year effort to increase U.S. jobs by increasing the number of companies exporting and expanding the number of markets U.S. companies sell to. Currently, 58% of exporters export to only one market—we are focused on encouraging single market exporters to enter new target markets:, such as, Canada, Mexico, EU Countries and Free Trade Agreement (FTA) countries.
- The federal government's trade promotion and export finance agencies are ready to help U.S. businesses large and small meet this challenge.

# University Export Programs

- Some Universities have export programs. For example in PA, there are several Universities which are Small Business Development Centers (SBDC's). These SBDC's have international programs to assist companies with their export initiatives such as market research, international business plans, overseas trade shows, etc.. In PA several of our SBDC's are CGC's which are Centers for Global Competitiveness.

## Other State Examples

- Michigan State University: [www.globaledge.msu.edu](http://www.globaledge.msu.edu)  
Created by the International Business Center at Michigan State University ([IBC](#)), globalEDGE™ is a knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities. Partially funded by a U.S. Department of Education Title VI B grant ([CIBE program](#)), globalEDGE&trade is your source for global business knowledge.
- Cleveland State Global Business Center

# Other resources: NASBITE

(North American Small Business International Trade Educators)

- **NASBITE** International is a professional organization for the global business community. Their members include global business educators and trainers at academic institutions; trade specialists at federal, state and local trade assistance organizations, and practitioners that engage in or facilitate global business activity.

# Questions?

- Contact:

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