



## Export Assistance for Small Business



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## Opportunities for Exporting

- **It's where the money is** – the world's fastest growing economies
- **It's where the people are** – 95% of the world's population is NOT in the USA
- **It's where the growth is** – Emerging markets and beyond



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## Reasons to Export

- Increased revenue and profit
- Spread risk base of business
- Offset lack of demand for seasonal products
- New product ideas



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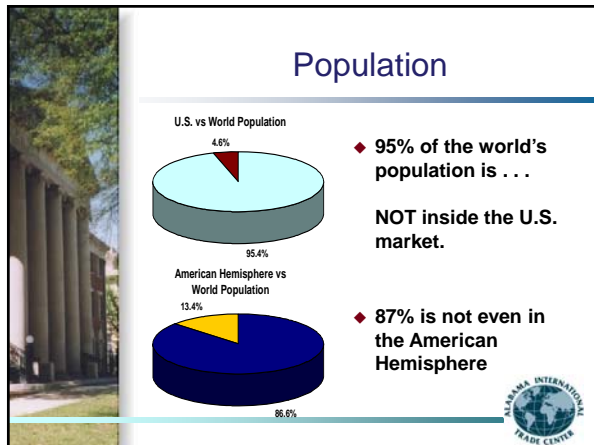
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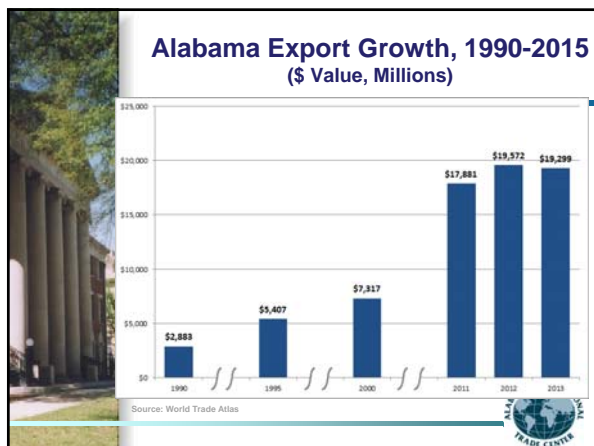
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## Alabama Exports

- Exports were \$19.3 billion in 2015 and have grown significantly from \$2.8 billion in 1990.
- What products are exported from Alabama?

Source: World Trade Atlas




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## Alabama Exports By Products (Top 5 Categories by Value, Billions USD)

Category	2014	2015	% Change
Vehicles	\$7.3	\$7.7	+6.2%
Machinery	\$1.6	\$1.78	+11.2%
Iron & Steel	\$1.0	\$1.08	2.4%
Plastics	\$0.99	\$0.93	-6.5%
Mineral fuel	\$1.25	\$0.89	-28.0%

Source: World Trade Atlas




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## Alabama Exports by Country (Top 5 Countries by \$value billions)

Country	2014	2015	% Change
Canada	\$4.2	\$4.0	-4.7%
China	\$3.1	\$3.1	+.79%
Mexico	\$2.3	\$2.8	+23%
Germany	\$2.1	\$2.4	+14%
United Kingdom	\$0.6	\$0.6	1.6%

Source: World Trade Atlas




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## Southeast US Exports

(\$Value, Billions)

State	2015
1 Florida	\$53.8
2 Louisiana	\$49.1
3 Georgia	\$38.5
4 Tennessee	\$32.4
5 South Carolina	\$20.8
6 North Carolina	\$30.0
7 Kentucky	\$28.0
<b>8 Alabama</b>	<b>\$19.3</b>
9 Virginia	\$18.1
10 Mississippi	\$10.7

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## Alabama's Foreign Direct Investment

- Over 425 establishments statewide
- From over 32 countries of origin
- Top industries—auto, wood products, chemicals, building materials
- Export and import oriented firms

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## Foreign-Based Industrial Establishments in Alabama - 2014



 Japan	69
 Germany	70
 South Korea	61
 Canada	48
 United Kingdom	27

TOP ALABAMA COUNTIES	
Madison	55
Jefferson	44
Lee	31
Mobile	34
Tuscaloosa	22
Montgomery	23

Source: Alabama Development Office

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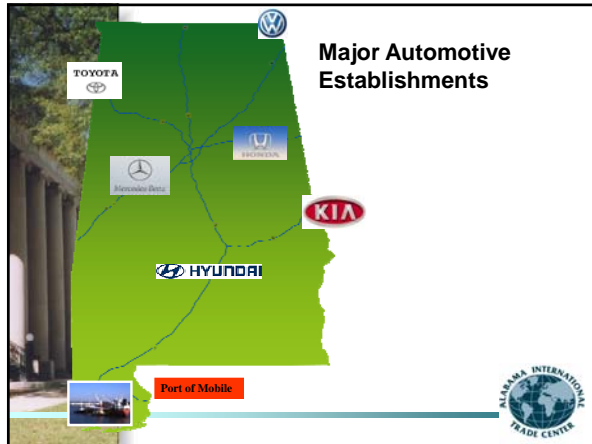
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### AITC History

- Founded in 1979, by Dr. William R. Bennett; named in his honor by the UA Board of Trustees
- *Export Achievement Award* from U.S. Department of Commerce
- *National Model of Excellence in International Trade* from SBA




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### Trade Partners

- Small Business Administration, ASBDC Network, and UA.
- State Agencies – ADOC, Dept of Ag & Industry, and Export Alabama Alliance
- Federal Agencies – USDOC, USDA, EXIM Bank, and ARC
- Chambers of Commerce
- Trade Associations
- Economic Developers




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## State Trade Alliance

- **Partner Organizations**
  - Alabama Department of Commerce
  - Alabama International Trade Center
  - Alabama Department of Agriculture
  - Alabama State Port Authority
  - Alabama World Trade Association
  - Birmingham Business Alliance
  - Madison County Commission
  - Mobile Area Chamber of Commerce
  - North Alabama International Trade Association
  - Port of Huntsville
  - U.S. Department of Commerce
  - U.S. Chamber of Commerce




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**Export Alabama Alliance**

**Alabama International Trade Center**

**Mobile Area Chamber of Commerce**

**Birmingham Business Alliance**

**Alabama World Trade Association (AWTA)**

**Alabama State Port Authority**

**Madison County Commission**

**U.S. Chamber of Commerce**

**NAITA**

**DECA**

**MADE IN ALABAMA**

**SBA**

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## AITC Services

*Working one-on-one with small businesses to help them enter and sell in foreign markets:*

- Export Research
- Export Training
- Export Financing




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## Innovative Trade Programs

### In-depth programs to increase export sales and access to financing

- TEAM Training Program
- EXTRA Financing Program

### Short term counseling:

- Export On-Line Learning Center




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## Getting Ready to Export

### AITC's TEAM Training Program

- In-house at firm's place of business
- Three year commitment
- Train staff on export procedures
- Find customers and start exporting




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## Financing Export Sales

### Export Trade (EXTRA) Financing Program

- Helps firms access and secure federal, state, and private sector financing programs – SBA, EXIM, USDA and others
- Determines which program fits needs
- Training for companies and banks




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## Export Education Center

- Export Readiness Assessment
- On-line counseling and learning tools for potential exporters
- Quick access to trade stats, market research, and export guides
- On-line resources to increase trade skills and prepare for professional credential programs.




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## Export Education Center

- Fast Answers: AITC Handouts
  - Export Financing, Documentation, Logistics, Law/Regulations, Local Resources, Small Business Guides, Importing
- Trade Reference Guide
  - Dictionary of International Trade
- Online Training
  - Export Compliance Intro, Classifying Your Commodity, Quick Guide to NAFTA, Calculating Tariffs/Taxes




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## Trade Workshops

- AITC takes support role for majority of workshops; trade partners normally take lead role
- Attendance over 1,200 for each of the last 3 years
- Topics on export compliance, procedures, finance, and target countries




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## Organizational Readiness

*Some important questions to ask yourself about your organization's readiness to export.*

- Does your company have a product or service for export sales?
- Does your company have an export plan?
- Can your company commit sufficient production capacity?
- Does your company have the financial resources?
- Is your company willing and able to dedicate resources?



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## The World of Exporting

**Small Business  
Success Stories**



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## Horizon Shipbuilding



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## Bud's Best Cookies








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## Phifer Wire



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## Sunshine Mills









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Marathon Equipment

**MARATHON**  
DOVER COMPANY



ALABAMA INTERNATIONAL TRADE CENTER

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Kappler Safety Group

**Kappler**

Protective Apparel



ALABAMA INTERNATIONAL TRADE CENTER

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ALABAMA INTERNATIONAL TRADE CENTER

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