What Makes a Good Exporter?

✓ Exportable product

✓ **Attitude:** Likes a learning curve
  - Patient
  - Curious
  - Action-oriented
  - Willing to travel

✓ Utilizes Exporting Resources
What Makes a Product Exportable?

- Quality
- Uniqueness
- Price
- Freight costs
- Tariff costs
- Need
Considerations

• How much education of the consumer is required?

• How much education of the distributor or rep is needed?

• Service: How to offer the same value to overseas customers?
Working Together for KY Companies

• Governor Beshear’s effort to build the exporting capacity and productivity of small companies

• KY’s Contribution to the National Export Initiative

• Coordinated, multi-organizational team to connect companies with new markets & international partners
Members of the Kentucky Export Initiative

KY Cabinet for Economic Development

World Trade Center Kentucky

U.S. Commercial Service

Kentucky Association of Manufacturers

Kentucky Chamber of Commerce

Northern Kentucky International Trade Association

TradeRoots
Assistance for Companies

• One on One Export Counseling
• Market Research
• International Partner Search
• Translation of materials and website
• Trade Missions and Trade Shows
• Education
• Customized Business Agenda in a Foreign Market (Gold Key)
Who’s Who in Export Promotion?

**KCED**

1. Mexico: market research, partner search, customized business agenda, trade shows, ongoing follow-up
2. Grant administration
3. Connector for all organizations
4. www.kyexports.com

**World Trade Center**

1. Trade missions
2. Education
3. Trade Counseling
Who’s Who?

U.S. Commercial Service/U.S. Export Assistance Center/U.S. Dept. of Commerce

1. Offices located world-wide
2. market research, partner search, customized business agenda, trade shows, ongoing follow-up
3. www.export.gov
4. www.trade.gov
U.S. Small Business Administration grant to promote small business exporting activity across the state

- Companies must apply
- $6,000 to eligible companies
- Grant ends on Sept. 30
- Applying now for additional year of funding
Assistance for Companies

• One on One Export Counseling
• Market Research
• International Partner Search
• Translation of materials and website
• Trade Missions and Trade Shows
• Education
• Customized Business Agenda in a Foreign Market (Gold Key)
Who is Eligible?

• Small company
• Registered to do business in KY for at least one year
• Operating profitably based on established U.S. sales
• Demonstrate understanding of costs & commitment involved in exporting

Additional criteria apply.
How Do I Apply?

• Apply at www.kyexports.com

• Submissions reviewed regularly
  1.) Recommended assistance
  2.) Assistance eligible for grant funding
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