

The World is in Your Hands

Presented by
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Nebraska Business Development Center

- Who we are?
 - Established in 1977
 - SBDC network
- What do we do?
 - Umbrella organization
 - PTAC/VASP
 - SBDC
 - Technology Commercialization/SBIR
 - MEP/POD
 - Energy Efficiency/Renewable Energy
 - Export



How is Exporting Relevant?

- 96 % of the World's Consumers Live outside the US and represent 2/3 of the world's Purchasing Power
- There are 6 billion potential consumers



Why Now?

- National Export Initiative – goal is to double the exports by 2014
 - Improving **trade advocacy and export promotion** efforts
 - increasing **access to credit**, especially for small and medium-sized businesses
 - **removing barriers** to the sale of U.S. goods and services abroad
 - **robustly enforcing trade rules**
 - pursuing policies at the global level to **promote strong, sustainable, and balanced growth**




Nebraska STEP Program

- The State Trade and Export Promotion (STEP) initiative
 - SBA awarded **\$566,300** to Nebraska to promote Small Business Exporting
 - Participation in international trade shows and/or domestic trade shows with an international audience
 - Participation in US Department of Commerce Business Matchmaking Programs



Nebraska Export Stats

- Nebraska ranks
 - 4th in agricultural exports
 - 36th in manufactured exports
- Nebraska Exports increased 78% over the past 5 years
- 51% of Nebraska's Exports went to two countries:
 - Canada 26.4%
 - Mexico 24.7%

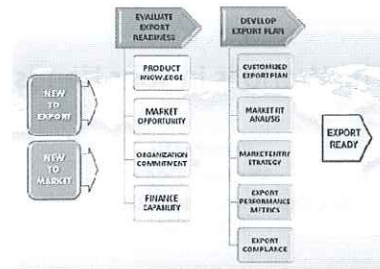


A Long but not Lonely Journey

- Step #1 Getting Ready
- Step #2 Market Research
- Step #3 Market Entry
- Step #4 Legal Issues: Contracts & IP
- Step #5 Regulatory Compliance
- Step #6 Transportation
- Step #7 Payments & Finance
- Step #8 Cultural Communications & Negotiations



Ready to Export?



How Can NBDC Help:

- Export Business Planning
- Market Research
- Export Channels and International Pricing
- Export Licenses and Regulation



How to Reach our Services

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