

SLCC-Utah SBDC

GLOBAL TRADE CENTER

Global Business Counseling

- Exporting
- Product sourcing
- Manufacturer sourcing
- Contract negotiation
- Cultural issues
- Other global business issues

Partner Support

- Business prep for partner programs
- State-wide outreach thru Utah SBDC network
- Support of partner export trainings and events
- Business referrals to partners
- Other support as requested

Tools & Other Services

- Readiness assessment
- Best markets assessment
- Market research
- Global strategic planning
- Export plans
- Financial projections
- Loan packaging assistance

Executive Certificate of Global Management

- Semi-annual program
- 30 hours of class instruction
- Taught by expert practitioners
- Prep for NASBITE exam to obtain CGBP certification

Other Training

- Export & Import related
- Training in rural areas
- Product and manufacturer sourcing

CONTACTS

Trade Services

Jim Herrin
801-957-5279
jim.herrin@slcc.edu

Executive Certificate Program

Deb Bilbao
801-957-5336
deb.bilbao@slcc.edu

Only **1%** of
Small Businesses
Export!

...but are
Responsible for
1/3 of Total
US Exports

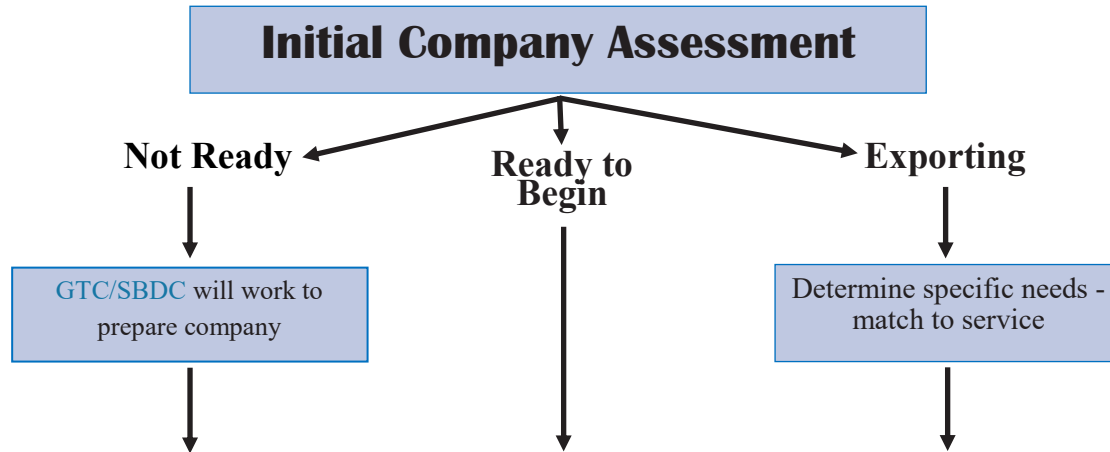
WHY GO GLOBAL?

- ◆ Access 95% of total world consumers
- ◆ Access exporting incentives
- ◆ Access foreign financing sources
- ◆ Access skills & expertise
- ◆ Benefit from global branding
- ◆ Create jobs
- ◆ Diversify market risk
- ◆ English is the language of business
- ◆ Enhance competitiveness
- ◆ Enjoy international travel
- ◆ Expand business
- ◆ Extend product potential
- ◆ Improve product innovation
- ◆ Improve productivity
- ◆ Increase market share
- ◆ Increase sales & profits
- ◆ New experiences & contacts
- ◆ Obtain favorable export financing
- ◆ Perform test marketing
- ◆ Source production
- ◆ Source products
- ◆ Stabilize cyclical or seasonal sales
- ◆ Utilize excess capacity
- ◆ Utilize government services
- ◆ World wants made in USA



Funded in part through a cooperative agreement
with the U.S. Small Business Administration

PROGRAMS AND SERVICES THROUGH THE EXPORT PROCESS



Steps	Organizations-Programs	For Information
1. Get Export Training	<ul style="list-style-type: none"> ◆ WTC - Export Boot Camp ◆ GTC - Global Business Mgmt Certificate ◆ WTC - SBA STEP Grant to offset costs 	www.wtcutah.com www.utahglobaltrade.org www.wtcutah.com/grants/step-grant
2. Find Best/New Markets	<ul style="list-style-type: none"> ◆ GTC - Best Markets Assessment/Research ◆ WTC - Market Selection Analysis/Research ◆ UEAC - Customized Market Research 	www.utahglobaltrade.org www.wtcutah.com/trade-services www.export.gov/customized-market-research
3. Create Export Plan/Strategy	<ul style="list-style-type: none"> ◆ GTC - Financial Projections ◆ WTC - Utah Export Acceleration Grant 	www.utahglobaltrade.org www.wtcutah.com/resources/pitch18
4. Get Contacts/Get Connected	<ul style="list-style-type: none"> ◆ WTC - Trade Missions & Shows ◆ UEAC - Trade Missions & Trade Shows ◆ UEAC - Business Match Making ◆ UEAC - Company Background Reports ◆ WTC - SBA STEP Grant to offset costs ◆ Attorneys for contracts 	www.wtcutah.com/trade-missions www.export.gov/events www.export.gov/gold-key-service www.export.gov/international-company-profile www.wtcutah.com/grants/step-grant www.wtcutah.com/resources/resource-guide
5. Get Financing	<ul style="list-style-type: none"> ◆ GTC - Financial Projections ◆ SBA - Export Loan Guarantees ◆ Banks for SBA guaranteed export-related loans 	www.utahglobaltrade.org www.sba.gov/funding-programs/loans www.wtcutah.com/resources/resource-guide
6. Ship Product	<ul style="list-style-type: none"> ◆ Freight Forwarding Companies 	www.wtcutah.com/resources/resource-guide
7. Get Paid	<ul style="list-style-type: none"> ◆ Banks for funds transfer, letters of credit, etc. ◆ Insurance for foreign receivables 	www.wtcutah.com/resources/resource-guide www.wtcutah.com/resources/resource-guide

Organizations Key

GTC - SLCC/Utah SBDC Global Trade Center

WTC - World Trade Center Utah

UEAC - Utah Export Assistance Ctr (US Commercial Service)

SBA - U.S. Small Business Administration