

Step Training

May 1, 2013 – John Day
July 17, 2013 - Corvallis

Are Your Businesses Ready to Export?

Agenda

- 1) How economic development officials can include exporting in their conversations with clients
Scott Goddin, Director, U.S. Commercial Service- Portland
 - Oregon Export Overview
 - Export Business Demographics - Company Size /Markets
 - Supply Chain – Direct vs. Indirect
 - Benefits of Exporting
 - Constraints – Support Infrastructure for Shipping/Regulatory/Banking
- 2) Determining Clients' Export Readiness/Triage/Online Resources
David Kohl, Counselor, Portland Small Business Development Center
 - Export Readiness Assessment/Referral/Online Resources/State & Federal
- 3) Overview of International Marketing, Financing and Related Issues
Dana Shannon, Global Trade Specialist, Business Oregon & Jeff Deiss, Regional Export Finance Manager, U.S. Small Business Administration
 - Internal Assessment by Companies
 - Marketing Considerations
 - Shipping & Transportation Issues
 - Internal Financing Assessment
 - Trade Financing Issues/Export Insurance
- 4) Detailed Overview of the Resources Available to Assist Companies
 - SBDC Network & Resources
 - State Resources/STEP/OTPP
 - U.S. Commercial Service
 - Trade Finance

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In conjunction with U.S. Export Assistance Center in Portland, Oregon,
and the Small Business Development Center at Portland Community College