

# Expanding Your Business Internationally

*MANTEC SMART Conference*

October 3, 2024

# Exports Matter

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More than **70%** of the world's purchasing power is **outside** of the United States.  
Competitors are **increasing** their global market share while the U.S. is underperforming.



A person wearing a blue denim shirt is sitting at a wooden desk, using a black handheld tape dispenser to seal a cardboard box. The desk also has a laptop, a pen, and some papers. In the background, there are more cardboard boxes and a window with a view of a building. The scene is dimly lit, suggesting an indoor office or warehouse environment.

# Companies that export, grow faster.

And are less likely to go out of business.



# Our Mission: Grow U.S. exports to increase U.S. jobs.

## How we are different



### Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.



### Global Network

Our unmatched global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.



### Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.

# Let our global network work for you.

## Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

## Global Network

Our unmatched global network with trade experts in more than 75 countries around the world can provide you with on-the-ground knowledge and connections.

## Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



# The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

## Our Services



### Export Counseling

- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about U.S. government export controls, compliance and trade financing options.



### Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



### Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



### Commercial Diplomacy/Advocacy

- Address trade obstacles to successfully enter international markets.
- The Advocacy Center can facilitate coordinated U.S. government engagement with foreign governments to protect U.S. business interests.



## Commercial Service Presented Events

### DISCOVER GLOBAL MARKETS

Organized by the U.S. Commercial Service, these annual business development forums focus on an industry and/or world region. The conferences feature one-on-one meetings with U.S. Commercial Service diplomats visiting from abroad; panel discussions on the latest industry trends; export education; and extensive networking with U.S. trade officials and leading private sector experts.

### TRADEWINDS

Organized by the U.S. Commercial Service, Trade Winds missions include a business development forum in its host city, consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Diplomats representing commercial markets throughout the region. Participating companies can customize a business matchmaking schedule with multiple stops, based on input from our in-country Commercial Specialists, and grow their international sales through meetings with pre-screened potential buyers, agents, distributors and joint-venture partners during the mission.

## Trade Events

### Certified Trade Missions

Organized with select trade organizations, missions are customized to meet the needs of groups of U.S. companies participating. Missions may include activities such as market briefings, Gold Key Service, receptions, site visits, and technical seminars.

### Trade Show Representation

The Trade Show Representation Service provides U.S. companies and economic development organizations with the ability to increase their marketing exposure at an overseas trade show when they are unable to attend in-person. Multiple clients' products and services may be showcased by the Commercial Service at the event.

### International Buyer Program

At major domestic industry trade shows, the U.S. Commercial Service provides services including on-site introductions to foreign buyers; networking; export counseling; market analysis; and business matchmaking.

### International Trade Fairs

Certified trade fairs feature a U.S. Pavilion and represent a U.S. Department of Commerce endorsement that the fair offers a high-quality, multifaceted opportunity for American companies to successfully market their product/services overseas. Participating companies receive U.S. Commercial Service assistance with access to prospective foreign buyers, agents, and industry representatives. Other services include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.



# Our Global Presence

The U.S. Commercial Service, creates jobs in the United States and strengthens U.S. economic and national security by promoting U.S. exports, and ensuring market access and a level playing field in international trade for U.S. companies.

Strategically located in **106 U.S. and 127 foreign locations** in 80 countries, our global network of trade and investment professionals are well-positioned to help U.S. companies succeed internationally and ensure that U.S. businesses and commercial interests have a robust advocate and first line of defense against unfair foreign trade practices and market access barriers.

## U.S. Commercial Service Offices Worldwide



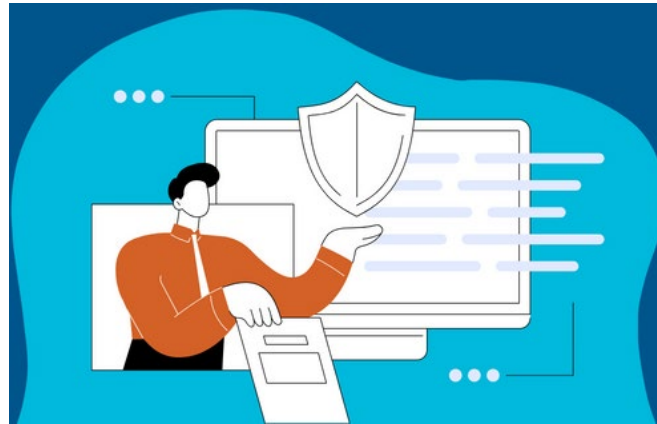
# Export Solutions Roadmap

The Export Solutions Roadmap offers online resources and tools to unlock the knowledge exporters need to begin, grow, and finance international sales. From business planning and negotiating sales contracts, to export financing options and shipping documents, these progressive steps ensure you have the knowledge and skillsets to be a successful exporter.



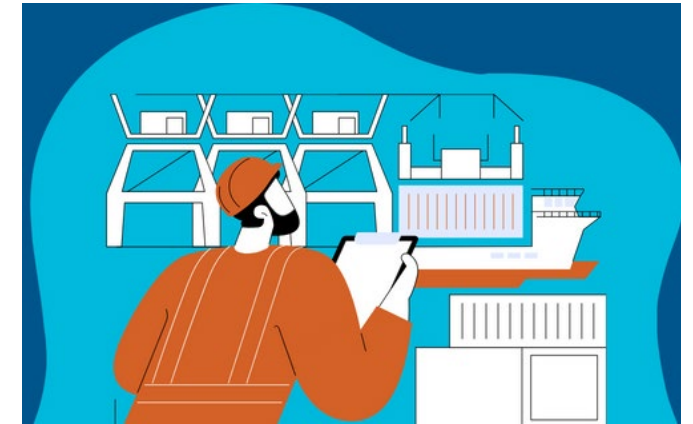
## Phase One: Prepare

First prepare your business to export and learn about local assistance and available financing. Growing your sales in international markets requires your company to first determine its commitment, create a business plan, and tap into local exporting assistance and business development loans and guarantees.



## Phase Two: Begin

Before your first export sale, research markets, learn how to negotiate, prepare your product, and comply with regulations. At this stage, you also need to ensure your product can meet foreign product standards and complies with U.S. regulations.



## Phase Three: Execute

After completing these steps, you are ready for your first export sale. Success depends on finding a trusted business partner to ensure that you get paid and are avoiding financial risks. Be ready to comply with foreign regulations and settle on shipping terms.



# Upcoming Trainings and Events

## October 16 – Growing Your Footprint in Asia through e-Commerce (Virtual)

- In preparation for the *Trade Mission to India, Singapore, and Hong Kong*, featuring USG and private sector experts who will present on business opportunities in India, Singapore, and Hong Kong.
- Learn how eCommerce goes beyond creating an online storefront and includes developing a digital strategy that promotes brand awareness and develops sales channels.

## November 9 – PA SBDC Go Global: Export Marketing, Finding a Foreign Distributor, and International Trade Shows

- Join the U.S. Commercial Service, SBA, PA's SBDC network, EXIM Bank, and the State of Pennsylvania's Northwest Commission for a webinar focusing on international business development.
- Learn how to prepare your company to sell to international customers, find foreign distributors or representatives, and plan your participation at your next trade show to connect and sell to international buyers.

## March 2-8, 2025 – Trade Mission to India, Singapore, and Hong Kong

- The mission includes participation in the **EMPOWER Asia Business Conference** March 3-4, 2025 followed by B2B meetings in up to three markets.

## April 7-9, 2025 – Trade Winds Explore Business Opportunities in Brazil and Beyond

- Annual flagship program - Join us in São Paulo for the largest U.S. government-led trade mission and business development forum
- Qualified U.S. businesses may customize their experience with optional B2B meetings with pre-screened buyers, agents, distributors, or joint-venture partners in Brazil, Colombia, Uruguay, Argentina, and Chile (April 10-11).

## May 17-20, 2025 – National Restaurant Association Show, Chicago, IL

- Large gathering of foodservice professionals
- USCS recruits over 1500 international buyers – Opportunities through Food Export USA

# Success Story

## Daisy Data Displays – Mechanicsburg, PA

Leading provider of ruggedized computers and displays for the world's toughest environments

<https://www.daisydata.com/news/daisy-data-displays-forms-partnership-ash-group-in-kingdom-of-saudi-arabia-mena/>

### Strategic Partnership in MENA with The ASH Group

- Formalized at the Offshore Technology Conference (OTC) in Houston, Texas.
- Signing presided over by U.S. Consul General in Dhahran, Saudi Arabia, Jim Sindle
- Support offered by U.S. Commercial Service, WTC Harrisburg, and PA Department of Community and Economic Development (DCED).

“This collaboration represents a significant step forward in strengthening the economic relationship between the United States and the Kingdom of Saudi Arabia. By combining our proven solutions with The ASH Group’s deep market insights and reach, we are poised to deliver unparalleled value and innovation to our customers in the region.”

- Greg Dubin, Executive Vice President of Strategy at Daisy Data Displays





# Success Story

## Xact Metal – State College, PA

Designer and manufacturer of high-quality metal 3D printing at an affordable price, aiming to change the perception that additive manufacturing is only for capital-rich companies  
<https://www.trade.gov/success-story/xact-metal-leverages-us-commercial-service-support-propel-international-growth>

### International Business Development Strategy

- Signed on 3 new international partners
- Exhibited at trade events in 9 countries, incl a major trade show in Germany (GAP award)
- International orders from 19 countries
- Hired a marketing specialist

### Local Resources

- Located within Penn State Innovation Park (Penn State SBDC)
- SEDA-COG (Pennsylvania Office of International Business Development)
- U.S. Commercial Service
- Ben Franklin Technology Partners



# Your Local Office

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Companies can find assistance locally in more than 100 Commercial Service offices nationwide.

**U.S. Commercial Service, Harrisburg**  
1000 N Cameron Street  
Harrisburg, PA 17103  
[www.trade.gov/pennsylvania-harrisburg](http://www.trade.gov/pennsylvania-harrisburg)

## State & Local Partnerships

**PA Office of  
International Business  
Development**  
[Website](#)

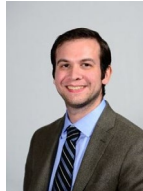
**World Trade Center  
Harrisburg**  
[Website](#)

**PA SBDC Network**  
[Website](#)

**Small Business  
Administration**  
[Website](#)

**EXIM Bank**  
[Website](#)

## Your Central PA Export Team



**Nic Cervantes**  
Director  
[Nicolas.Cervantes@trade.gov](mailto:Nicolas.Cervantes@trade.gov)



Pennsylvania

Department of Community  
& Economic Development

Office of International Business Development  
**Export Development Program**

October 4, 2024    MANTEC  
Smart Manufacturing Conference

Theresa Brennan, Program Manager  
Export Development



**Pennsylvania has one of the largest state government-funded international trade programs in the United States.**

- 4 international trade professionals in Harrisburg.
- 10 Regional Export Network partners.
- 13 trade representatives around the world covering 44 countries.



# Harrisburg Team



Contact	Email & Telephone	Countries
<b>Jen Black</b> Executive Director	<a href="mailto:jblack@pa.gov">jblack@pa.gov</a> +1-717-720-7472	India
<b>Theresa Brennan</b> Program Manager	<a href="mailto:thebrennan@pa.gov">thebrennan@pa.gov</a> +1-717-720-7412	Australia, Central & Eastern Europe (Czech Republic), Germany, Netherlands & Belgium, United Kingdom
<b>Christa Mummau</b> Program Manager	<a href="mailto:chmummau@pa.gov">chmummau@pa.gov</a> +1-717-346-2256	Canada, Mexico, Middle East region (Israel)
<b>Trung Tran</b> Program Manager	<a href="mailto:trutran@pa.gov">trutran@pa.gov</a> +1-717-783-5831	China, Korea, Southeast Asia (Singapore), Taiwan

**Confidential, personalized consulting services to help you export your goods or services.**



## **Guide**

you through export processes & market entry strategy development.



## **Coordinate**

your business trips with our on-the-ground, in-country teams.



## **Qualify**

buyers, agents, distributors, and partners through customized searches.



## **Support**

you on international trade missions & tradeshows.



## **Research**

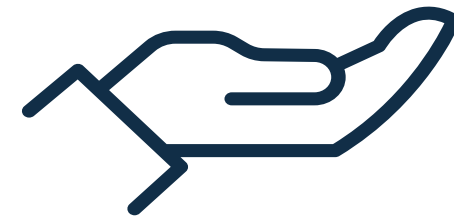
foreign companies and provide background checks.

## Coordinate your business trips with our on-the-ground, in-country teams.

- Appointment Setting
- Trip / Travel Logistics

## Support you on international trade missions & tradeshows.

- Trade Show Identification
- Trade Event Support
- Marketing & Promotional Literature Review





# Upcoming Events



## **Future Innovation Tech eXpo (FIX 2024)**

Oct 23 – 26, 2024 • Seoul, Korea

Robotics & ICT

## **MEDICA 2024**

Nov 11 – 14, 2023 • Düsseldorf, Germany

**PA Pavilion** • Medical equipment & devices

## **Trade Mission to South Korea**

Great Lakes & St Lawrence Governors & Premiers (GSGP)

Apr 6 – 11, 2025 • Multi-sector

# Upcoming Events



## Expo Pack Guadalajara 2025

June 10 – 12, 2025 • Guadalajara, Mexico

**PA Pavilion** • Packaging & processing

## Paris Air Show 2025

June 16 – 22, 2025 • Paris, France

**PA Pavilion** • Aero Defense

## Summer Fancy Food 2025

June 29 – July 1, 2025 • New York City, NY

**PA Pavilion** • Food products

# Global Access Program (GAP)

## Grants to support international sales and marketing for small and mid-sized PA companies.

- Provides up to \$10,000 per company per award period.
- 75% reimbursement.
- **Eligible activities:** exhibitions at international and domestic trade shows, trade missions, website internationalization, U.S. Commercial Service services, digital marketing, compliance testing, international business trips.

[dced.pa.gov/GAP](https://dced.pa.gov/GAP)



*Funded in part through a grant from the  
U.S. Small Business Administration*





Pennsylvania

Department of Community  
& Economic Development

Theresa Brennan  
Program Manager  
Export Development

[dced.pa.gov/trade](https://dced.pa.gov/trade)



**Non-profit Trade Association**

**Started in 1992**

**Promotes Global Trade**

**Serves Southcentral PA**

**Licensed Member of the  
World Trade Centers Association**

**Regional Export Network Partner  
for the Commonwealth of PA**

## **Services Include**

- Educational Programs
- Market and Trade Data
- Technical Trade Assistance
- Research & Referral Services
- Export Compliance and more...

## **Access to PA's Free Export Program**

- 13 Overseas Trade Offices
- 44 + Country Coverage
- Global Access Grant
- Trade Shows & Missions

# 13 Global Trade Offices Covering 44 Countries



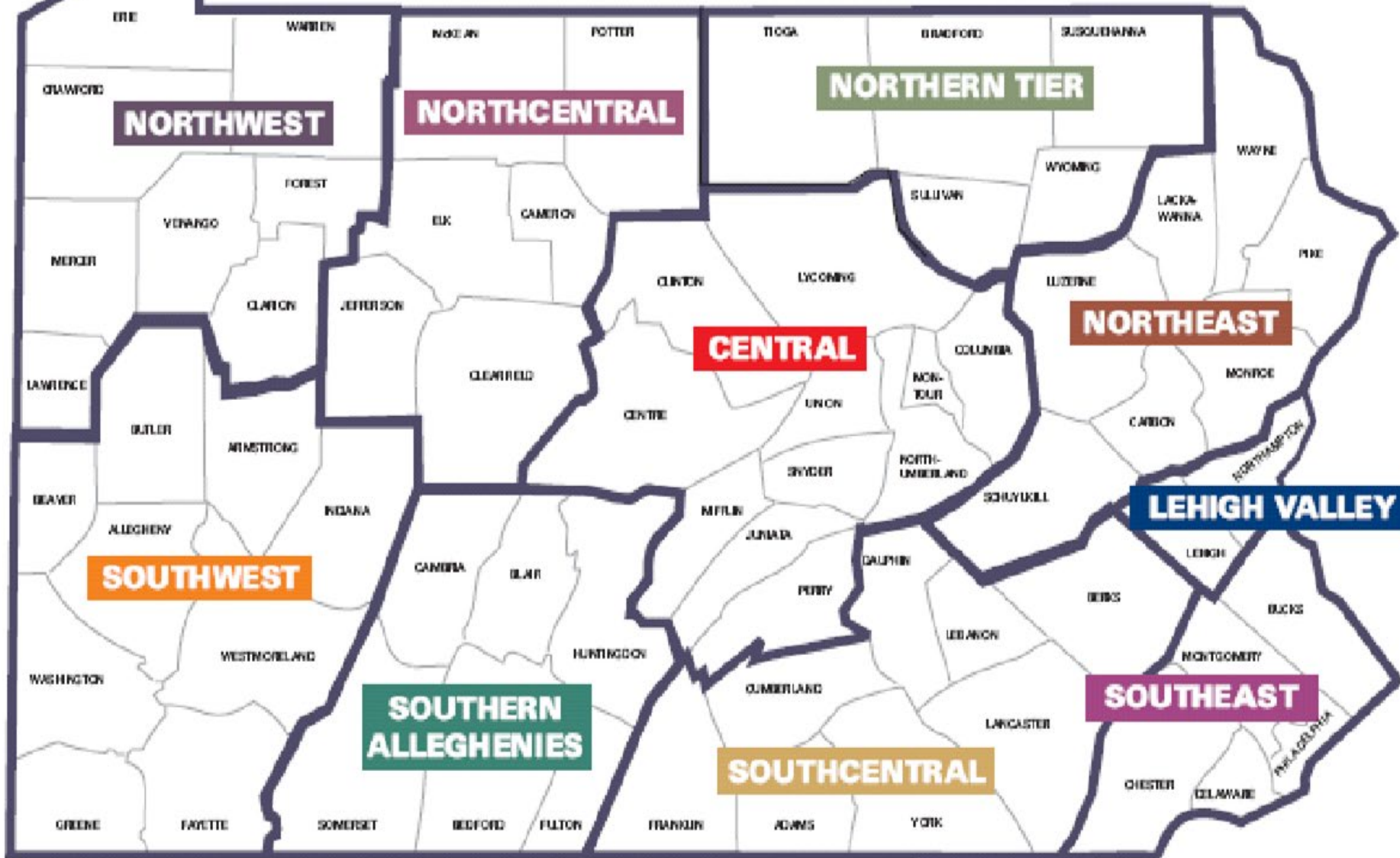
- Market Research Reports
- Competitive Analysis Report
- Market Entry Strategy Development
- Identification and Qualification of Distributors, Partners
- Foreign Company Background Checks
- In Country Visit Assistance
- Trade Show Assistance
- Industry Overviews for Potential Sourcing
- And Much More!



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eCenter  
PENNSYLVANIA

# Pennsylvania's Regional Export Networks





LOCATIONS IN  
NORTH AMERICA

USA

Arkansas	Fort Lauderdale	New Orleans	San Francisco
Austin	Harrisburg	New York	San Juan
Baltimore	Houston	Norfolk	Savannah
Birmingham	Indianapolis	Northern California -	Seattle
Boston	Kansas City	Sacramento	St. Louis
Buffalo Niagara	Kentucky	Orlando	Tacoma
Charleston	Las Vegas	Oxnard	Tampa Bay
Chicago	Long Beach	Palm Beach	Utah
Delaware	Los Angeles	Philadelphia	Washington, D.C.
Denver	McAllen	Pittsburgh	
Detroit/Windsor	Miami	Portland	
Dulles Airport	Montana	Providence	
		San Diego	

CANADA

Edmonton	Montreal	Toronto	Winnipeg
Halifax	Saskatoon	Vancouver	

CUBA

Havana

CURACAO

Curaçao

HAITI

Haiti

# Examples of our Partners

- US Commercial Service
- USDA Foreign Ag. Service
- Food Export Northeast
- EXIM Bank
- Export Service Providers
  - Banks
  - Law Firms
  - Freight Forwarders
  - Customs Brokers
  - Accounting Firms
  - Consultants
- MANTEC
- DCED
- Chambers of Commerce
- Economic Dev. Orgs.
- Pa Dept. of Agriculture
- Manufacturers Association
- PA Chamber
- Team PA
- Ben Franklin
- Colleges and Universities

And more...



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# Some Basics of Export Compliance

- Utilize the US Commercial Service, State and local resources
- Protect your Intellectual Property
- Understand Export & Import Procedures, including documentation and payment terms
- Find a competent customs broker, freight forwarder, banker and lawyer
- Understand and comply with US Export Regulations, such as
  - Denied Party Screening & Determine the End User and then End Use
  - Export Controls under ITAR, EAR
  - Reporting exports to the Census Bureau
  - Check with the US Treasury for current sanctions & embargoed countries
- Remember that Exporting is a privilege that can be taken away from you
- Classify your product correctly – there is only one HTS code that will be correct!
- Use trade agreements to your advantage for exports and imports
- Best practice: Develop an Import and /or Export Compliance Manual for your company
- Consider the advantages of a Foreign Trade Zone if justified



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# Export Controls

## Bureau of Industry & Security

- Export Administration Regulations
- For Dual Use Items
- Issues Licenses
- Has a downloadable Export Compliance Program Manual that can be customized
- ***You don't have to register and only the items listed in the EAR require export licenses***

<https://www.bis.gov/>

## Directorate of Defense Trade Controls

- Arms Export Control Act
- International Traffic in Arms Regulations (ITAR)
- United States Munitions List
- ***If you manufacture or export defense articles, furnish defense services, or broker their sales, you must register with DDTC, and you need a license to export them unless you qualify for an exemption***

<https://www.pmdtcc.state.gov/>



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# Penalties

## BIS

### Under the Export Control Reform Act of 2018 :

- Criminal penalties can include up to 20 years of imprisonment and up to \$1 million in fines per violation, or both.
- Administrative monetary penalties can reach up to \$300,000 per violation or twice the value of the transaction, whichever is greater.

## ITAR

### Civil Penalties

- Pursuant **ITAR § 127.10:**  
\$1 million+ per violation

### Criminal Penalties

- Pursuant to **AECA** section 38(c)22 U.S.C. 2778(c):  
Up to \$1 million,  
20 years' imprisonment,  
or both, per violation



# Contact Information

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