



EXPORT SUCCESS

DATE: 10 sessions, October 2022 to July 2023

TIME: 8:30-11:30 a.m. (unless otherwise specified)

LOCATION: Hybrid, in-person and online

COST: \$2,000 TRCC members, \$2,300 non-members*

The Toledo Regional Chamber of Commerce (TRCC) together with RGP Northwest Ohio and the U.S. Commercial Service have partnered to provide guidance in the world of exporting. Export Success at the Toledo Regional Chamber of Commerce can help new-to-export companies as well as experienced exporters enter into new global markets quickly and efficiently.

Export Success participants meet virtually, once a month for a targeted topic session. Some of the topics we will discuss are:

- International Sales Process
- Legal Issues
- International Marketing, Banking, and Finance Issues
- Logistics and Incoterms
- How to Develop and Execute an Export Plan

Program features include:

- Two (2) participants from each company may attend each session. Companies are able to rotate who participates each session if they choose.
- Mentoring from local professionals such as attorneys, bankers, lawyers and others with international experience.
- Development of an Export Plan and Strategy
- Access to the U.S. Commercial Service's Gold Key Service, the cost of which will be graciously provided by a community partner.

Export Success 2022 is now 100% reimbursable for qualified companies under the **International Market Access Grant for Exporters (IMAGE)**.

For more information, please visit www.toledochamber.com/exportsuccess or contact Paula Avila at paula.avila@toledochamber.com or (419) 214-0086 or Paul Zito, Vice President of International Development at RGP Northwest Ohio at zito@rgp.org or (419) 252-2700 ext. 304.

Space is limited! Register with Sabrina D'Onofrio at sabrina.donofrio@toledochamber.com or (567) 420-1238.

QUESTIONS?

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Who is an Exporter?

Contrary to popular belief, you don't need to make widgets to be successful exporting! Service related businesses flourish abroad! Companies that provide goods or services should open their minds to exporting. The benefits to exporting are vast and with the help of Export Success, we can show you those benefits and how to get there.



Small Business
Development Centers
Export Assistance Network



Department of
Development



WHY PARTICIPATE IN THE EXPORT SUCCESS PROGRAM?

Our program is strategically designed to meet the needs of small and medium-sized businesses interested in expanding into global markets. Export Success at TRCC can help you and your company develop plans to identify global markets, improve export efficiencies, understand export financing, and develop market entry strategies. Export Success participants meet approximately once a month over a catered breakfast for a targeted topic session. Some of the topics we will discuss are:

- International Sales Process
- Legal Issues
- International Marketing, Banking, and Finance Issues
- Logistics and Incoterms
- Cross Cultural Communications
- How to Develop and Execute an Export Plan

Participating in Export Success at The Toledo Regional Chamber of Commerce provides a collaborative and inexpensive method to help expand your company's knowledge about the world of exporting.

Participating in Export Success allows you to properly arrange resources to successfully enter the global marketplace.

Participants will have an opportunity to work with experienced exporters and others from the public and private sectors who offer current best practices for operating in global markets. The knowledge and tools learned at Export Success will enable companies to execute global strategies more quickly and effectively.

PROGRAM FEATURES

If your company needs additional guidance in "going global," this program will help you gain the confidence you need to enter new international markets. Program features include:

- Prior to the first session, an assessment will be made with the Export Assistance Network Director and your company in order to best understand your particular situation and needs
- Companies will identify a management-level participant (and one alternative) with the responsibility to attend Export Success. This individual is also responsible for the company's' international development.
- Relevant topics at each monthly session featuring notable experts will address your company's needs and provide information to help you move forward into new global markets.
- Mentors will provide guidance and tips from their own international experience with you and will assist with any questions or concerns that you may have.
- Access to the University of Toledo's Center for Family and Privately-Held Business (if you are not currently a member and meet the criteria).
- Access to the U.S. Commercial Service Gold Key Matching or International Partner Search (IPS) services, the cost of which will be graciously covered by a business partner.
- The Gold Key Matching Service provides customized one-on-one appointments with pre-screened agents, buyers, distributors, sales representatives, association and government contacts, and licensing or joint venture partners to help you find the right business partners in your targeted market.
- The International Partner Search (IPS) is a report that will help to identify and secure pre-qualified global partners through high-quality market information on the sales potential for your products and services in an international market.
- Opportunities to meet one-on-one with leaders and successful international exporters to personally guide you along your road to success.
- Introduction to programs for exporters from the State of Ohio and the Federal Government from the Ohio Export Assistance Network.

SESSION OVERVIEW

Oct. 21 – Session 1: Orientation

Topics: Introductions, orientation and program logistics

Assignment: A 15-minute presentation due July 14 on your target market and reasons for selection.

Nov. 18 – Session 2: International Sales Process

How do I sell my products internationally?

Topics: Country analysis, landed costs & pricing, different sales channels, marketing, payment & distribution

Dec. 16 – Session 3: International Marketing

How should I promote and market my products and company?

Topics: Traditional marketing, web marketing, e-mail campaigns & social media

Jan. 20 – Session 4: Sales Contracts & Incoterms and Logistics

What is the best way to ship my products internationally?

Topics: Sales contracts & Incoterms, logistics

Feb. 17 – Session 5: International Banking, Payment and Finance

What is the best way to get paid and to finance exports?

Topics: Payment tools, navigating banking in other countries, export finance, and currency exchange

March 17 – Session 6: Country/Region Focus

Topics: To be determined

April 14 – Session 7: Cross Cultural Communications and International Travel

What do I need to think about when actually being overseas for business?

Topics: Everything from what colors to avoid wearing, to where you should sit, and how to exchange a business card

May 19 – Session 8: Export Plan

How can I develop and execute an export plan?

Topics: Resources to develop an export plan and a walk through of an export plan

June 16 – Session 9: Legal Issues

What legal issues are common in international sales?

Topics: International contracts & terms of sale, compliance, etc.

July 14 – Graduation

Presentation of export plans and awarding of certificates

**Session from 9 a.m.-noon*

I attended Export Success with my father on behalf of our company, Pioneer Industrial Systems, and we both found the program to be incredibly valuable. The program did a great job providing information to companies that were starting to explore the ideas of exporting as well as those who had been exporting for years. Even though we were one of the companies that had been shipping internationally for over 10 years, it always felt like we were stumbling through the dark and stubbing our toe every time. Especially since we are shipping custom industrial automation machinery and robotics, which is very low volume but high value and typically very large shipments, so dealing with exporting details was not something we did all the time but could get incredibly complicated and expensive. This program gave us information to better understand the complexities of exporting and provided a stable framework so that we know what to watch out for and what areas that we may need to do more research on when it arises. The most valuable piece, however, was the connections that we made; the program introduced us to experts in various fields of export that we can reach out to when issues arise. If your organization does any exporting or has considered it as a way to fuel growth, I would highly recommend Export Success.



– Todd Hendricks Jr., Pioneer Industrial Systems

What Can the Toledo Regional Chamber of Commerce Do for You?

The Toledo Regional Chamber of Commerce CONNECTS business with resources and opportunities, ADVOCATES for a thriving business environment and LEADS the charge to promote the assets of the region in order to foster economic growth and prosperity in Northwest Ohio. Through exporting, businesses are able to diversify their portfolios and weather changes in the domestic economy. The Ohio SBDC Export Assistance Network at the Toledo Regional Chamber of Commerce can help with free, in-depth counseling, custom market research, documentation services and much more.

CONTACT: Paula Avila, SBDC Export Director, Ph: (419) 214-0086; paula.avila@toledochamber.com

What Can the RGP Do for You?

The Regional Growth Partnership is the lead economic development group serving the Toledo region and 17 counties of Northwest Ohio. The RGP has dramatically expanded its international initiative to better support the growing opportunities coming from such markets as Japan, Germany and Canada, helping the Toledo/Northwest Ohio region become a premier location for international investment. There are more than 160 foreign-owned facilities in Northwest Ohio, and just last year, foreign businesses invested \$1 billion in Northwest Ohio, creating over 600 new jobs.

CONTACT: Paul Zito, Vice President of International Development, Ph: (419) 252-2700; zito@rgp.org

What Can the U.S. Commercial Service Do for You?

The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. Through its network of trade experts and policy professionals in 78 markets, and all 50 states, the U.S. Commercial Service assists U.S. firms in selling their "Made in the USA" products around the world, advises them on how to use trade deals to their advantage, and helps them overcome obstacles and barriers to international expansion.

CONTACT: Susan Whitney, Office Director, Ph: (216) 522-4755; susan.whitney@trade.gov

What Can the Ohio Department of Development Do for You?

The Ohio Department of Development is creating worldwide opportunities through its comprehensive and customized export services. Ohio's small and medium-sized businesses are eligible to receive free, confidential counseling from international trade specialists in the Export Assistance Network throughout Ohio. Businesses also can receive grant funds for international promotion through the International Market Access Grant for Exporters (IMAGE), reimbursement for trained export interns through the Ohio Export Internship Program, and international market research and matchmaking services through the International Market Support program.

CONTACT: Sara Zeigler, Export Assistance Manager, Ph: (614) 644-9759; sara.zeigler@development.ohio.gov



"Export Success provided a great learning experience for myself and other members of my organization, as well as fantastic networking opportunities. It is always great when you can involve more people as it helps add to creative thinking. Every session provided a wealth of knowledge that helped me bring new ideas back to the office. You did a fantastic job."

– Chad Gottschalk, Bionix Development Corporation

Companies may be eligible for partial reimbursement of the program fees through the International Market Access Grant for Exporters (IMAGE) from the Ohio Export Assistance Office. For more information on this please contact Sabrina D'Onofrio at sabrina.donofrio@toledochamber.com (567) 420-1238