

Boost Your Sales & Expand Your Buyer Base: **Exporting Your Products & Services**





Export Considerations for Arizona Small Businesses

- Growing Sales & Revenues with New Customers
- Diversifying your Buyer Base
- What can be an Export: Products & Services
- Your Website Makes your Company International
- Move from Reactive to Proactive & Strategic
- Is Exporting Viable for you & are you Ready?
 - How are your Domestic AZ and USA Sales?
 - Is There an Export Demand and Are You Competitive?
 - Do you have the Capacity to Deliver?
 - Do you have the Resources to Dedicate?
- Identifying the Low-Hanging Fruit Export Markets
- Finding a Sales Channel Partner
- Getting Paid
- Providing Payment Terms



Arizona Trade Offices in Mexico: Mexico City, Chihuahua and Guanajuato

- Trade and Export Assistance Services
- Market Research
 - ✓ Is there a market in Mexico for my product and/or service?
 - ✓ What is my competitive advantage for the Mexico market?
 - ✓ Am I price competitive?
- Sales Channel Partner Identification
 - ✓ Distributors, Representatives
 - ✓ End Buyers/End Users
- B2B and B2G In-Country Matchmaking with Sales Channel Partners and Buyers
- Assistance to ACA-led Delegations at Trade Shows/Expos
- Assistance on ACA-led Trade Missions
- Highlighted Industry Sectors
 - ✓ Aerospace
 - ✓ Security
 - ✓ Mining Technology & Software
 - ✓ Healthcare Technology & Medical Device
 - ✓ Advanced Manufacturing
 - ✓ Agro-Tech



Arizona Trade Office in Tel Aviv, Israel

- Trade and Export Assistance Services
- Market Research
 - ✓ Is there a market in Israel for my product and/or service?
 - ✓ What is my competitive advantage for the Israel market?
 - ✓ Am I price competitive?
- Sales Channel Partner Identification
 - ✓ Distributors, Representatives
 - ✓ End Buyers/End Users
- B2B and B2G In-Country Matchmaking with Sales Channel Partners and Buyers
- Assistance to ACA-led Delegations at Trade Shows/Expos
- Assistance on ACA-led Trade Missions
- Highlighted Industry Sectors
 - ✓ Aerospace
 - ✓ Security
 - ✓ CyberTech
 - ✓ Water Technology



ACA ExporTech Program

Develop a Proactive Strategic Plan to Exporting

- 60-day Export Bootcamp
 - ✓ Day 1 – export education session #1 delivered by a series of local export experts
 - ✓ Day 30 – export education session #2 delivered by a series of local export experts
 - ✓ Day 60 – presentation by company of its ExporTech export plan
- Cohort of 6-10 companies (no competitors within a cohort)
- An export coach assists each company over the 60-day period to develop an export plan tailored to that company's specific product and/or service and targeting near-term export countries/regions
- Graduates receive Go-to-Market financial assistance to undertake export initiatives identified in their export plans



Arizona State Trade Expansion Program (AZSTEP)

The Arizona State Trade Expansion Program (AZSTEP) assists Arizona small businesses to grow their revenues and diversify their buyer base by selling their products and services to customers outside the USA.

AZSTEP companies are eligible for a partial level of financial assistance to undertake the following initiatives:

- ACA led international trade missions
- ACA led and organized pavilions at selected international trade expos/shows
- US Commercial Service export assistance services
- Translation/localization of website content and collateral materials

To learn more about AZSTEP and to enroll in the program (there is no enrollment fee, and enrollment is ongoing on a rolling admission basis), please contact ACA's Kevin O'Shea at kevin@azcommerce.com

Contact

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