



Information Sheet:

Global Awareness and Networking (GANT)

Introduction

trade assistance organization staff are in a rather unique position to help manufacturers develop their global market potential. Those who are knowledgeable about the benefits of global marketing know that one of the quickest ways a firm can increase their sales is with international trade, which results in jobs and economic development in the truest sense.

There probably hasn't been an emphasis on this global potential for increasing jobs in the community because of a lack of understanding of the international marketplace and how to export. In addition, most export service assistance provided for businesses is from State and Federal agencies.

However, there is a **key role** that trade assistance organization staff can provide, and that is to help a firm get ready to use those State and Federal export promotion services, particularly since they normally require that a firm be considered "**export ready.**" This results in a "Catch-22" and a natural service "niche" for trade assistance organization staff — to help a firm become export ready.

To do this, three roles have been identified which are basic for helping the new-to-export firm. These are designated as "Awareness," "Networking" and "Facilitating," and are further defined in the enclosed materials.

These three roles also provide a basis for determining what export related services and efforts a staff person decides to do. The roles of Awareness and Networking should be a part of every staff person who works directly with manufacturers in their community. This means they should be able to **discuss with firms their global marketing potential** (*awareness*), and to **identify and contact resources** (*networking*) to help them become successful in meeting that potential.

This does not require an individual to be an “expert in exporting.” A basic understanding of the Export Development Process and why it’s important that a firm become “export ready” can be enough of a basis to start a firm in the right direction.

Therefore, it is not the intent of these materials to provide export expertise!

The information provided in the following pages focuses on items that can help a firm start to prepare to become export ready. They highlight a firm becoming aware of their export potential and learning who can help them develop it. This is only a beginning in the exporting process and in itself is not sufficient for a firm to be considered to be export ready.