



Information Sheet:

An Outline for Action

Where to Start

- I. Identify your base
 - Local and regional industry
 - Key industry sectors
 - Export prospects
 - Current exporters
- II. Prepare your export network team
 - State and federal programs
 - Private sector services
 - Other resources (academic; organizations; other)
- III. Select Your Role(s)
 - Awareness; networking; facilitating
 - Understand the process
 - Export readiness and export ready

Who can help

- I. Understanding the export development process
- II. Understanding the players and the programs

What you can do

- I. **Creating awareness and networking**
 - Providing information about global marketing opportunities
 - Using NTDB
 - Department of Commerce (DOC) resources (industry trade specialists)
 - Trade association and publications

- Electronic Resources
- Networking Export Service Provider
 - Your Export Network Team

II. Providing Learning Resources

- Determine what training exists from state (Department of Economic Development) and Federal (Department of Commerce and Commercial Services)
- Key Resources from the private sector

III. Developing Resource Assistance

- Resource library (key publications)
- Using your export network team

IV. Determining your “facilitating” role

- Interagency synergism (state and federal programs)
- Assisting with export readiness
- Selecting services to provide
- Market research
- Planning
- Marketing assistance (coordinate)
- Financial assistance (help prepare)