



## *Information Sheet:*

# **Global Awareness and Networking**

## **Overview of Roles**

### **Background**

CERTS prepared the Global Awareness and Networking training program as a part of an international education training program. Three key roles have been identified for trade assistance organization staff to implement export service assistance to small businesses. These roles have been identified as follows:

1. **Awareness** — this role is one of alerting firms to their potential for exporting, and requires a basic understanding of why exporting can be beneficial, and why a firm should consider exporting. It also should include knowing how to use available data to create base information for identifying export potential.
2. **Networking** — once a firm has an idea of the benefits that can be realized by exporting, it is important to help them identify where they can obtain specific exporting assistance. This role requires a basic understanding of: the various state and federal agencies who provide export assistance, as well as the private sector firms; their services; and how they can be contacted.
3. **Facilitating** — although there will be plenty of opportunity to provide one-on-one hand-holding and assisting in the pragmatic aspects of exporting, it is not anticipated that trade assistance staff will become knowledgeable export consultants! It is important, however, that trade specialists understand some marketing basics of what a firm should do to develop their export potential so they will be able to assist a firm in better identifying specific services they need, and through networking, obtain that assistance.