



**The Center for Export Readiness  
Training and Services**

*Developing export readiness in small businesses*

*Information Sheet:*

# **Roles for Global Marketing Assistance**

## **Awareness**

Alerting firms to their potential for global marketing.

## **Networking**

Helping firms identify where they can obtain specific exporting assistance.

## **Facilitating**

Assisting firms to understand the basics of global marketing and how to get started; identifying specific export services they need; and obtaining those services.