



Metropolitan Milwaukee Association of Commerce's  
**WORLD TRADE ASSOCIATION**

### WTA Ask the Expert

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“As owner of the company I understand the business case for becoming strategic about exporting. I get that exporting is the one thing that can change the company valuation curve from linear to exponential; I get that productivity goes up and that my margins will likely increase. That is all fine and good. But where do I start!?”

Answer: It is funny, but the complaint that we hear most often from successful exporters is along the same lines. They all say that when they started out they wish they had known about all the resources that are so inexpensive and easy to access, which make exporting simpler and easier.

If you have a product, or service, or even just some special expertise that you could sell and deliver 500 miles from here, then, chances are, you can export. Toronto, Canada is fewer than 500 miles from here, & selling to Canada IS exporting. For help starting out to export you can go down the *do-it-yourself path*, or the more helpful *I-like-expert-help path*.

#### Do-It-Yourself Resources:

- **Wisconsin Economic Development Corporation Exporting 101** is a series of well-organized, easy-to-understand documents that will help answer basic questions you have about exporting terminology, documentation, regulations and more. [http://bit.ly/WEDC\\_Exporting101](http://bit.ly/WEDC_Exporting101)
- **The Export.gov Questionnaire** highlights characteristics common to successful exporters. Many of the questions will guide you into areas of the homepage where you can obtain more information on exporting that will help you to assess your export readiness. [http://bit.ly/Export\\_Questionnaire](http://bit.ly/Export_Questionnaire)
- **The SBA Export Business Planner** is a free, customizable tool for small business owners who are exploring exporting. Using the planner, you can work through the critical processes of export readiness and planning. [http://bit.ly/SBA\\_Planner](http://bit.ly/SBA_Planner)

#### I-Like-Expert-Help Resources:

- **Wisconsin Economic Development Corporation (WEDC)** offers customized training using a team of export specialists to increase speed-to-market. They offer:
  - Global Business Development Grant Program: accelerate international sales development
  - WEDC Trade Ventures: help build the relationships necessary for increased international sales
  - WEDC Global Network: market development directors in 54 countries help you make connections and complete transactions. [http://bit.ly/WEDC\\_Online](http://bit.ly/WEDC_Online)
- **US Export Assistance Center (USEAC)** provides local trade counseling, market intelligence, business matchmaking and advocacy for U.S. business commercial diplomacy with representatives in nearly 80 countries. The region's local USEAC office helps Wisconsin exporters assess the market potential of their products/services; develop and implement a market entry/expansion strategy; identify and evaluate potential international business partners; and complete export transactions. [http://bit.ly/Wisconsin\\_USEAC](http://bit.ly/Wisconsin_USEAC)
- **WMEP ExporTech™** is a three-session training and strategy development program providing proven methods to develop or expand an export program. It offers: targeted training focused on your company's specific needs; individual support provided by a team of export specialists; and increased speed-to-market. We are lucky here, because our ExpoTech offering is the number one program in the nation! [http://bit.ly/WMEP\\_Export](http://bit.ly/WMEP_Export)
- **MMAC World Trade Association (WTA)** provides a broad spectrum of trade education programs. As the region's largest trade association, its membership includes leading trade service providers such as banks, law firms,

freight forwarders, customs brokers, export consultants, etc. (If you are reading this, you are already on the WTA website.)

- **Milwaukee 7 (M7)** If you prefer a live introduction, then one phone call to me at (414) 287-4118 can introduce you to all the right exporting resources. The M7 has strong connections into the broad community and it maintains an online directory of private service providers. <http://bit.ly/M7Export>

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Executive on loan from the Wisconsin Manufacturing Extension Partnership