



U.S. Small Business
Administration

Helping Small Business Go Global

Office of International Trade
A Webinar for Businesses
January 23, 2020

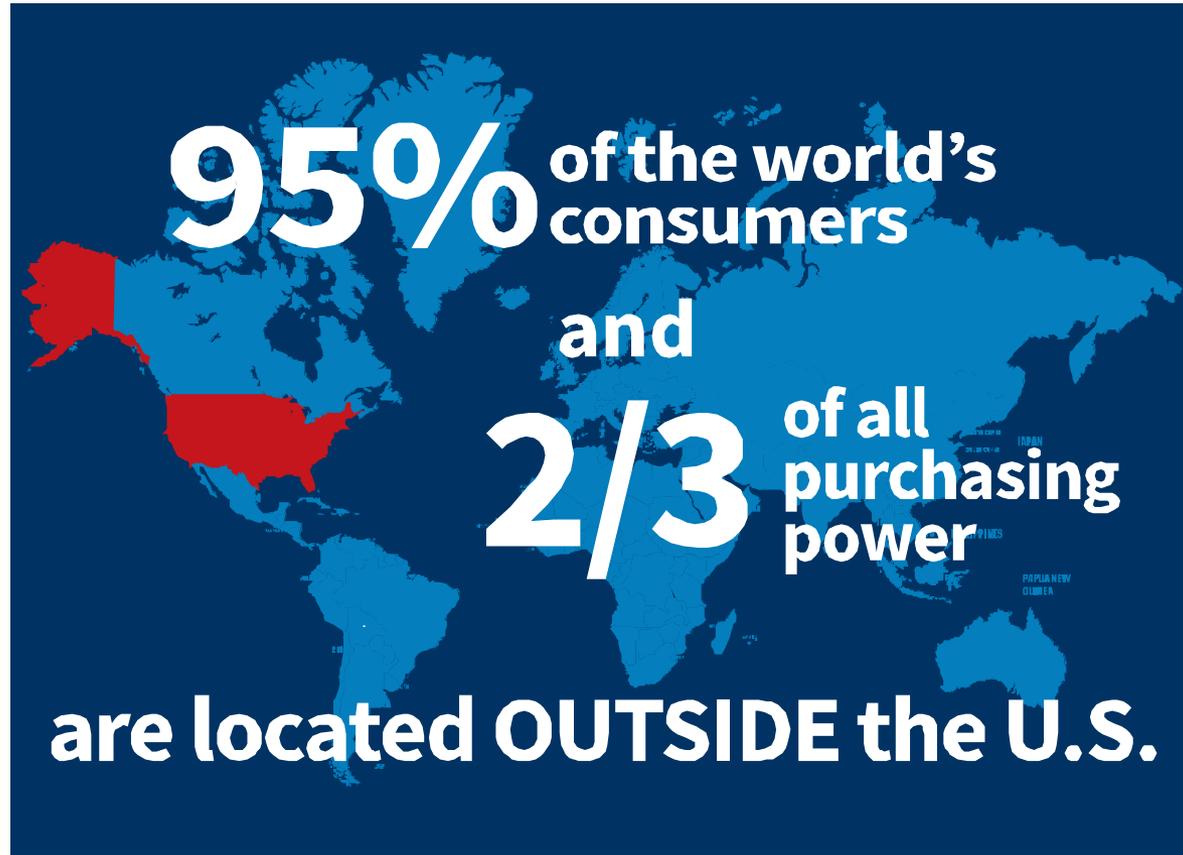
Agenda



David Glaccum
Associate Administrator
SBA

- **Introduction** – David Glaccum, SBA’s Office of International Trade
- **Company Success** – Natalie Kaddas, President/CEO, Kaddas Enterprises Inc.
- **Get Help from SBA**
 - **Advice and counseling to get started**
 - Sarah Bonner, SBA’s Office of International Trade
 - **Grants to find international buyers**
 - Miles Hansen, President/CEO, World Trade Center Utah
 - **Financing for your international sales**
 - Bryson Patterson, SBA’s Office of International Trade
- **Q&A**

The Global Sales Opportunity



The Case for Small Businesses

95%

of Consumers
live Outside the
United States

98%

of Exporters are
Small Businesses

33.3%

of U.S. Export
Value is from
Small Businesses

Business
Growth

10 year longer
3X employees
2X sales

Obstacles to Overcome

Top reasons small businesses don't export

37%

Don't know where to start

24%

Believe regulatory environment is too complex

35%

Cite difficulty getting financing for international operations

* National Small Business Association's 2016 Exporting Survey

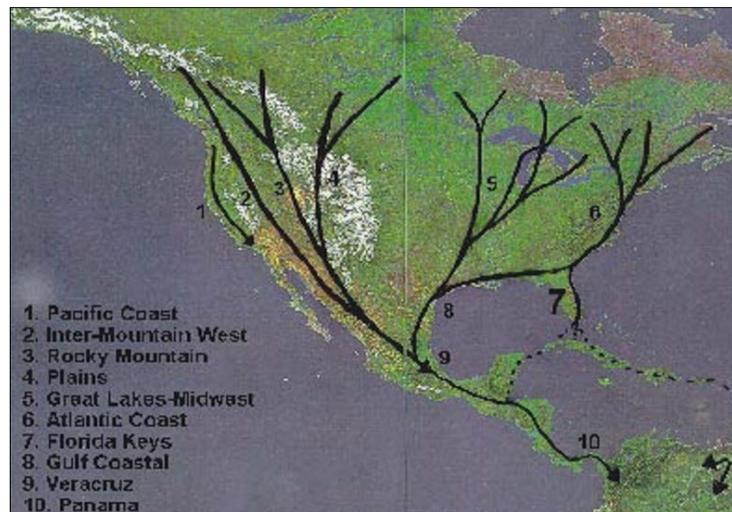


Birdguard™ Delivers a Triple Win:



- 1. Consumer Reliability
- 2. Utility Asset Protection
- 3. Positive Environmental Impact

**Original Global Market Strategy:
Follow the Migratory Patterns of
Birds of Prey**



Company Success



Natalie Kaddas
President and CEO
Kaddas Enterprises Inc.
Salt Lake City, UT

Kaddas Enterprises is a Woman owned, second-generation family owned business, that manufactures Thermoform Plastic products.

Contract Manufacturing for
Aerospace/Transportation companies
Developed our own products for Energy
Sector called BirdugarD

CHALLENGE: Domestically steep competition

SOLUTIONS: Explore Global Markets- Help from the STEP Grant and Governor Lead Trade Mission

RESULTS:

- Ship into 12 countries
- Kaddas Representatives in 3 countries;
- Increased confidence, revenues, jobs, and capacity to take the company to another level

The SBA Can Help You Go Global

1



Advice to Get You Started

Find a Local Advisor at [sba.gov/local](https://www.sba.gov/local)

2



Grants to Find International Buyers

See if your state/territory offers grants at [sba.gov/international](https://www.sba.gov/international)

3



Financing for Your International Sales

Contact your local export finance manager at [sba.gov/international](https://www.sba.gov/international)

Advice to Get You Started



Sarah Bonner
Export Policy
Advisor, SBA

- ✓ Search sba.gov/local to find:
 - A local mentor with **SCORE**
 - Advice and counseling from your local **Small Business Development Center**
 - Support for women entrepreneurs at your local **Women's Business Center**
 - Support for veteran entrepreneurs at your local **Veteran's Business Outreach Center**

- ✓ **Call or email SBA's Office of International Trade**

Grants to Find International Buyers



The **State Trade Expansion Program** or STEP provides grants to U.S. states/territories to help small businesses to go international.



Last year alone, \$18 million in STEP grants:

- Helped over 6,000 small businesses
- Enabled small businesses to earn over \$500,000,000 in export sales.



Visit [sba.gov/international](https://www.sba.gov/international) to find out if your state/territory is participating in SBA's State Trade Expansion Program.

Grants to Find International Buyers



Miles Hansen
President & CEO
World Trade Center
Utah

Your small businesses may qualify for a grant and/or training to:

- Learn how to export
- Cover expenses to:
 - Participate in foreign trade missions
 - Exhibit at international trade shows
- Obtain services to support foreign market entry
- Translate websites to attract foreign buyers
- Design marketing media and more!!

Financing Your International Sales



Bryson Patterson
Export Finance Manager
SBA

Loan options:

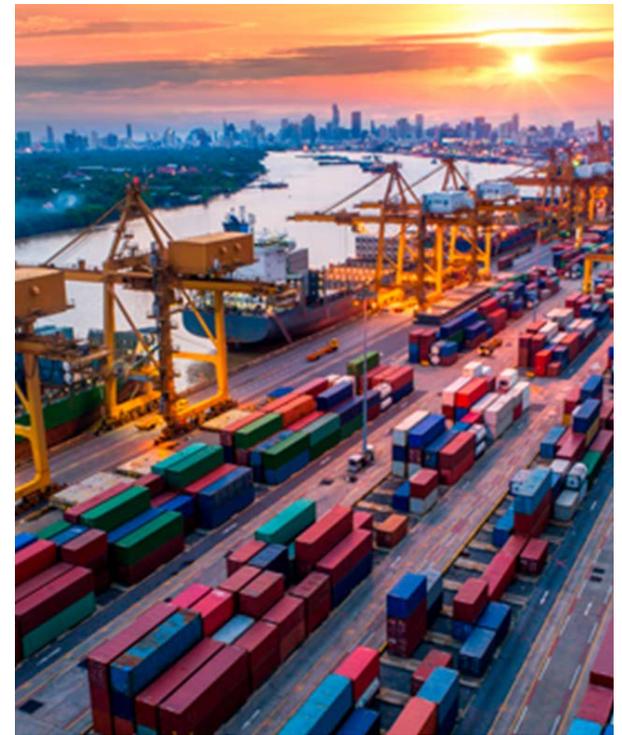
- **Export Express** for export development
 - \$500,000 limit
- **Export Working Capital** to fulfill your export orders
 - \$5 million limit
- **International Trade Loan** for expanding your overseas sales capacity
 - \$5 million limit

Financing Your International Sales

Examples of uses:

- Offer **payment terms** to customers to make your bid more competitive
- Proactive **marketing**
- Purchase **machinery or equipment** to meet international demand for your product
- Finance **foreign accounts receivables**

Contact your local export finance manager at [sba.gov/international](https://www.sba.gov/international)



Get Help From SBA

- ✓ **Search** for local help
 - For advice, find your local advisor at sba.gov/local
 - For grants, find your State Trade Expansion Program (STEP) at sba.gov/international
 - For export finance, find your nearest Export Finance Manager at sba.gov/international
- ✓ **Call** SBA toll free (855) 722-4877
- ✓ **Email** international@sba.gov
with your contact information, trade questions
- ✓ **Stay Informed** with SBA's OIT's Newsletter and Webinars



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Q&A

*For more information, please visit
sba.gov/international*

*Sign up for our export newsletter:
sba.gov/newsroom*

*To watch this webinar again, please visit
YouTube.com/sba*

Additional Federal Resources

- **Export.gov** (<https://www.export.gov>)
 - Market research and trade leads
 - Tariff information
 - Trade events
- **www.STOPfakes.gov**
- **Ex-Im Bank** (<https://www.exim.gov>)
 - Export credit insurance
- **Census** (<https://www.usatradeonline.gov>)
 - Trade statistics
 - Documentation and shipping
- **State Department** (<https://www.pmdt.c.state.gov>)
 - Export licensing