

Exporting: Doing Business Internationally

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NYSBDC: Stony Brook University



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NYSBDC: Stony Brook University



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Exporting: Doing Business Internationally

Objectives of the Workshop

- **THINK** of exporting to grow your market
- **LEARN** first hand from the example of a “local business”
- **KNOW** What it takes to become a successful exporter



Kids 4 Sports, LLC

Ronni Rosen

Founder & CEO

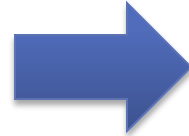
- 20+ years in business, 2nd generation
- Sporting goods manufacturing and distribution business
- Annual sales of \$3-4 million



Kids 4 Sports, LLC

Main Issues

- Margins are being compressed
 - Competition
 - Commodity products
 - The economy



- No experience exporting
- No relationships abroad
- Protecting a proprietary product



Ronni's Goals

- Promote her brand and win clients overseas
- Gain local market share
- Increase margins



Export: A Viable Strategic Option

- Take advantage of:
 - Historically lower transportation costs
 - Reduction in trade barriers
- Reduce dependence on local markets
- Extended sales potential and product life
- Stabilize seasonal market/sales fluctuations



Are You Ready to Export?

What you need:

- Success in the domestic market
- Clearly defined goals and strategies
- Production capacity
- Financial resources to market abroad
- Management on board

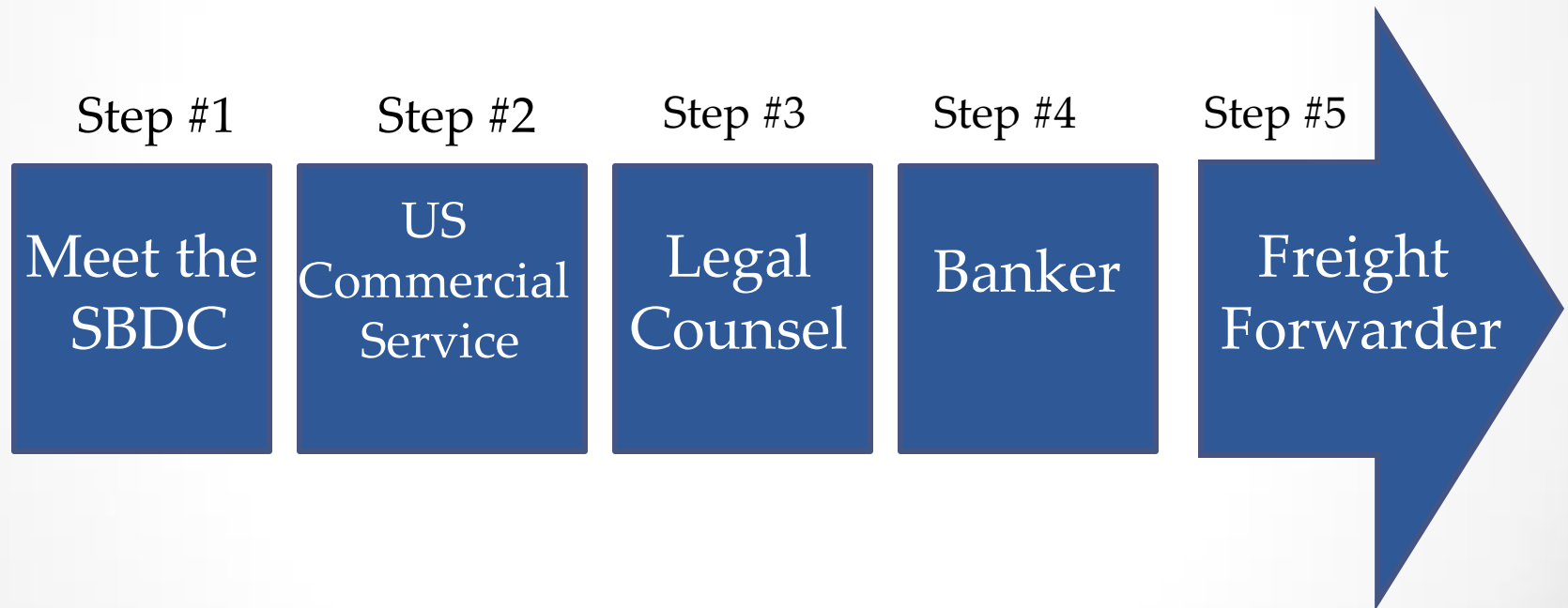


Ready, Get Set...Get a Team

A team approach to managing the complexities of exporting process



Experts Intervention Time Line



Our Team of Experts

- **Tanya Cole, U.S. Commercial Service**
 - Joined the U.S. Commercial Service in 2006 as a Foreign Service Officer.
 - Environmental Engineering Expert for the French Development Agency, USAID and the World Bank
 - Served in Africa, the Middle East and South America. She also served as U.S. Commercial Attaché at the U.S. Embassy Bogota Colombia. Currently Ms. Cole is the U.S. Commercial Officer serving the New York and Tri-State area
- **Pina M. Campagna, Esq. Carter, DeLuca, Farrell & Schmidt, LLP**
 - Co-Chair, New York Intellectual Property Law Association (NYIPLA) Trademark Committee,
 - Member of: American Intellectual Property Law Association (AIPLA), International Trademark Association (INTA), International Intellectual Property Society (IIPS),
 - Registered to practice before the United States Patent and Trademark Office. Fields of technology include biological, chemical, biotechnology, mechanical, medical devices and cosmetics. Specialize in trademarks and designs.
- **Davi Tserpelis, Citibank SVP Commercial Banking**
 - 24 years experience in commercial banking and lending
 - Expert in providing importers and exporters with advice and service of cash management and financing
 - Board member of the Long Island Import Export Association
- **Arnold Ceglia, Aspen Freight Forwarders**
 - A Graduate of the World Trade Institute in International Shipping – Import/Export Documentation Logistics, Import Customhouse Brokerage and Export Freight Forwarding.
 - Founder , Owner of Sky-Sea Forwarding Corp. established in 1981 as a Licensed Import Customhouse Broker and Export Freight Forwarder that has since merged with Aspen Forwarders and Custom House Brokers, Inc. where he is currently a Senior Managing Partner



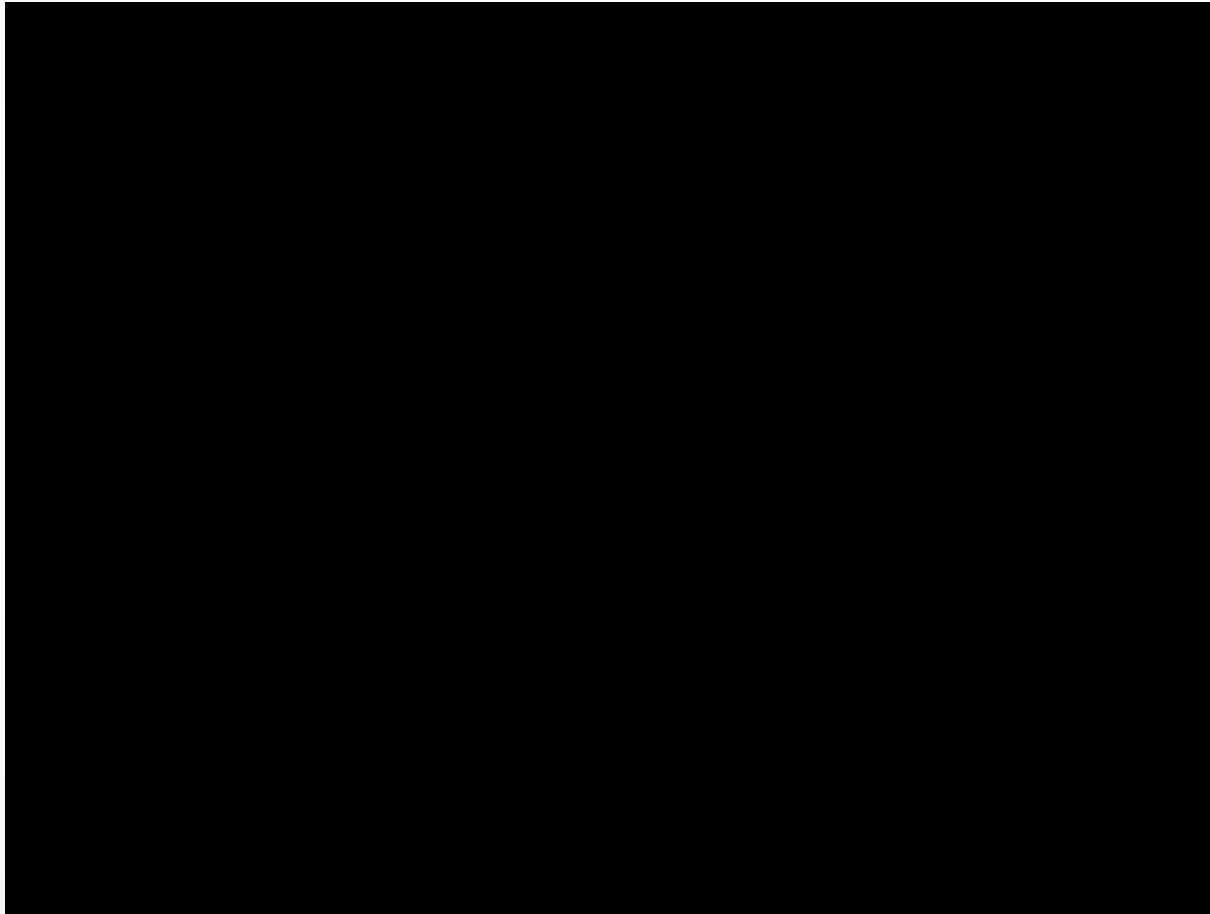
Getting Started

Tanya Cole

- **Free Trade Agreements**
 - Benefits
- **Export Resources**
 - U.S. Commercial Service
 - Having the right partner
 - Strategies for market entry



VIDEO



Keep in mind...

- Base cost in the U.S.
- Considerations given to cost specific to import/export
- Costs associated with customs and duties



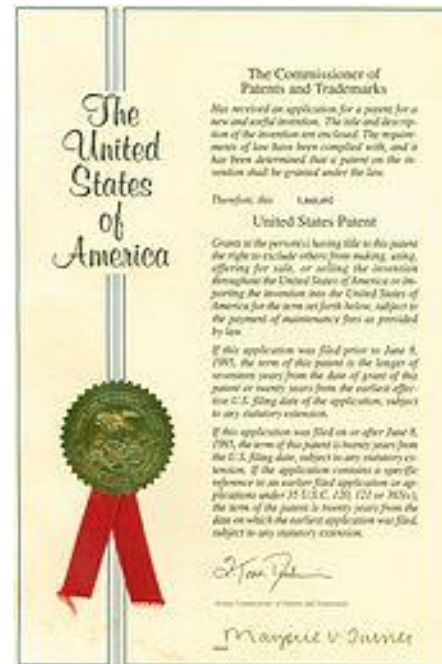
Legal Protection

Pina M. Campagna

- Patents and trademarks
 - Where do patents and trademarks fit into the export process?
 - Considerations



Trademark



Legal Considerations

- Different legal systems in different countries
- Having a written agreement, governing law, currency issues, payment/exchange control



Cash Management Tools to Support Exporting

Davi Tserpelis

- **Trade Credit**

- Enhance credit terms
- Secure new vendors

Foreign Exchange

- Enhance Gross Profit Margin
- Expedite cash flow



Financing Tools to Support Exporting

Davi Tserpelis

- **Financing Foreign Receivables**
 - SBA Working Capital Guarantee Program
 - Export – Import Bank of the U.S Working Capital Guarantee Program
- **Accounts Receivable Insurance**
 - risk mitigation
 - credit support



Freight Forwarding

Arnold Ceglia

- Identify Roles & Functions to move merchandise from here to there
 - Freight Forwarder
 - Import Customhouse Broker



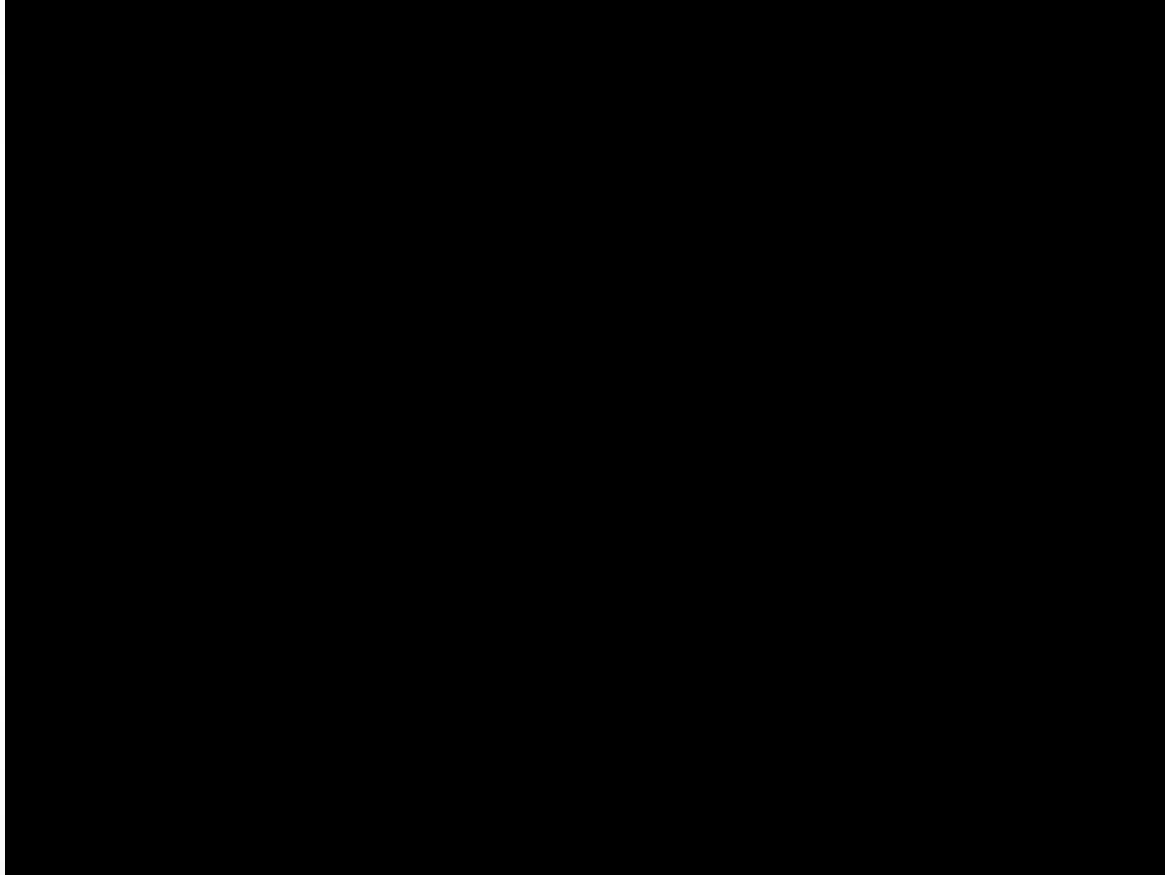
Freight Forwarder

Arnold Ceglia

- What they can do?
- How they do it?



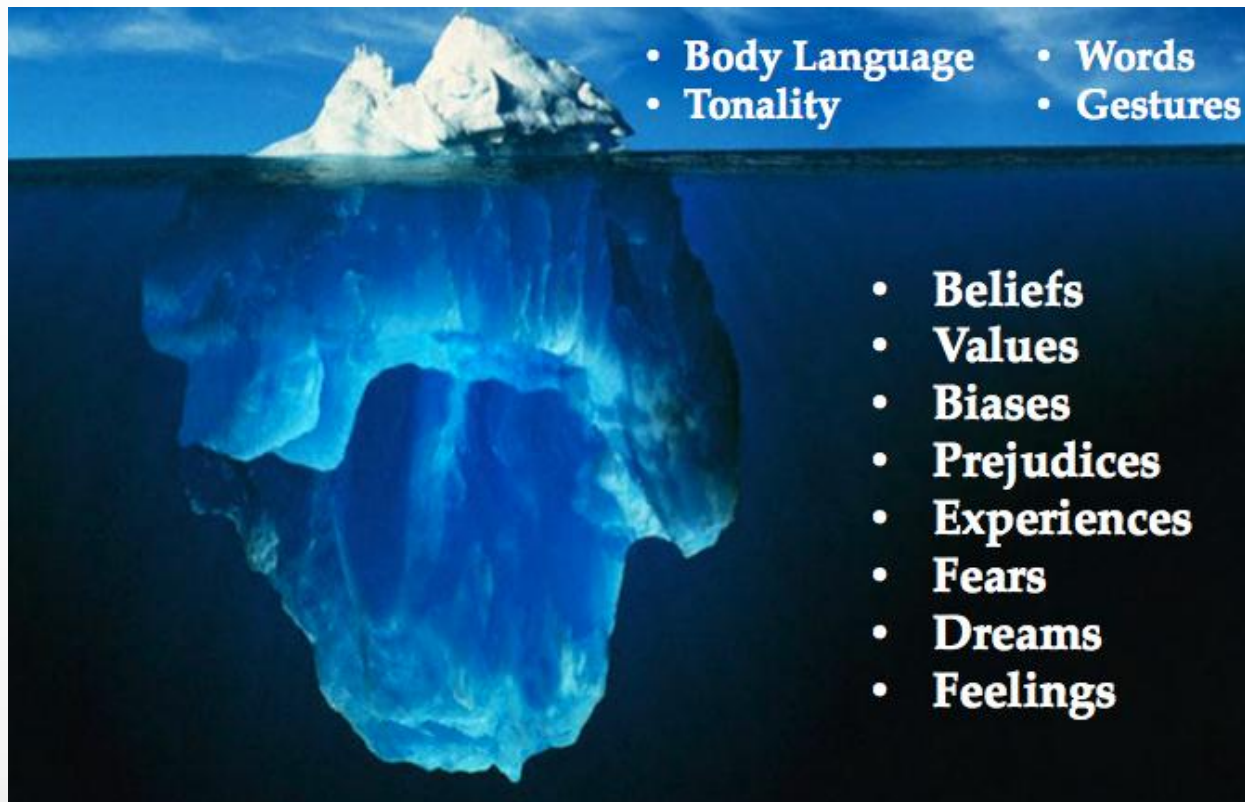
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Cultural Communications

- The importance of language
- Cultural sensitivity
- Building trust



Resources

- www.export.gov
- www.export-u.com
- www.globaledge.msu.edu
- www.sba.gov/content/small-business-development-centers-sbdcs/



PLAN TO EXPORT !

WE ARE HERE TO HELP YOU TO SUCCEED



*Thanks Dan.
Job Well Done!*



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