



Our World is Changing Proactive Exporting is Essential



**WISCONSIN MANUFACTURING
EXTENSION PARTNERSHIP**

Manufacturers Must Quickly Get Proactive

80% of world purchasing power

92% of its economic growth

95% of its consumers are **OUTSIDE THE USA!**

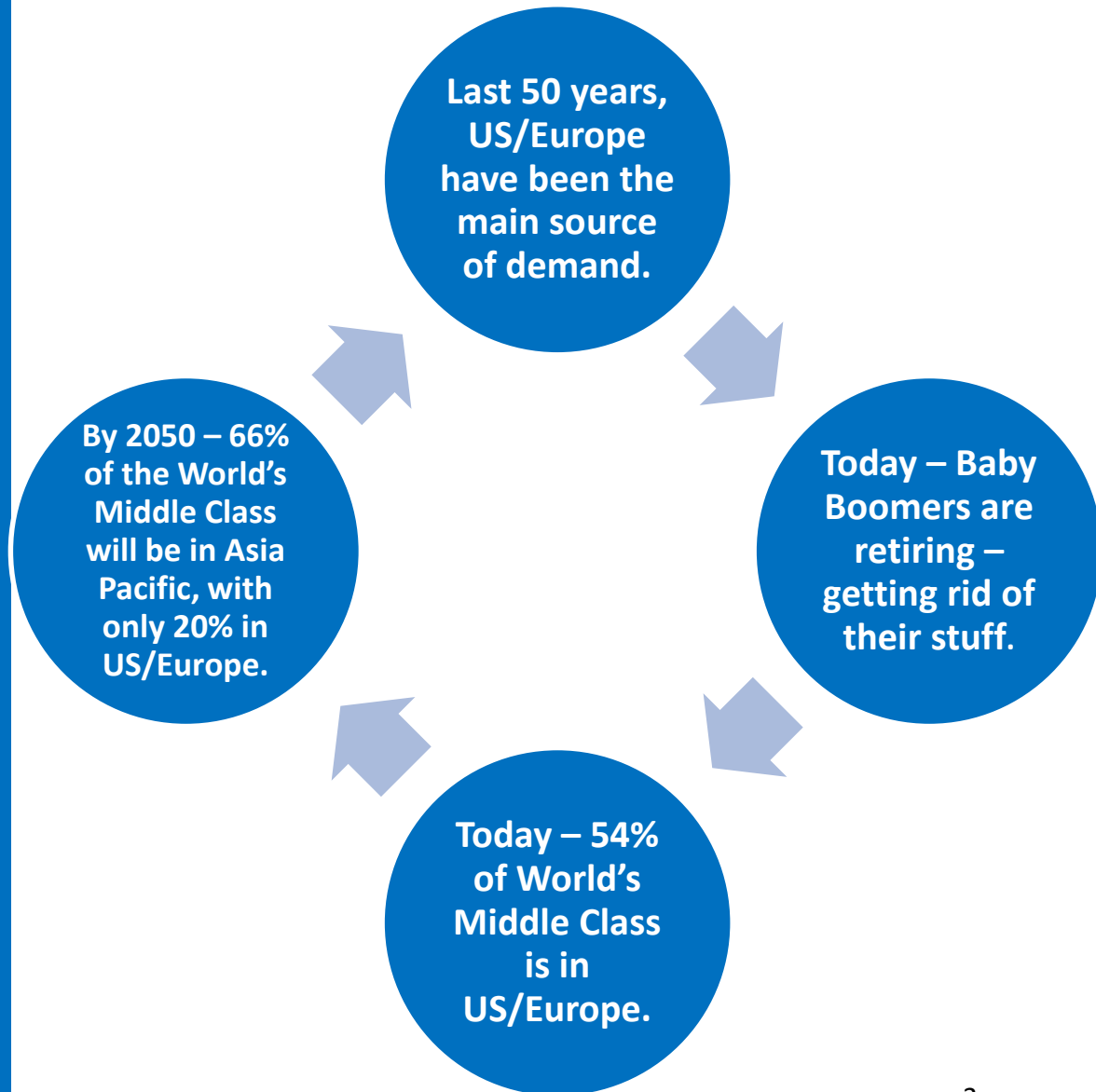
Majority of middle-class growth is **OUTSIDE THE USA!**

Competitors are evaluating your markets. Globalization is our business environment.

Need ability to “pivot” quickly to new markets.



Middle Class Growth



People Outside the US will have the Purchasing Power

2018 21% of the world's middle class consumption is in US

By 2030 – 90% of spending by the middle class will take place outside the US



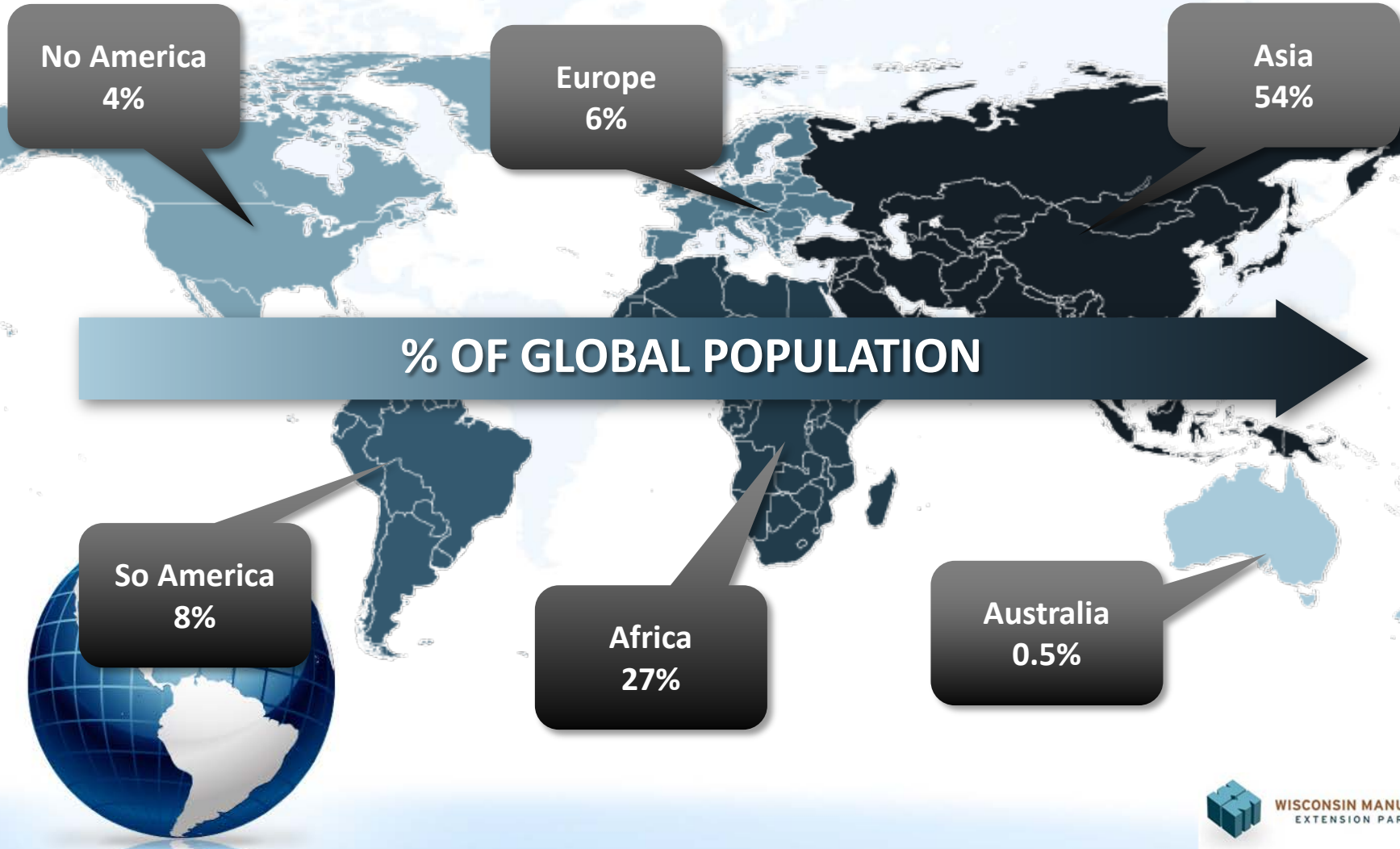
World Population Shifts

Today 7 Billion people

By 2050 9 Billion people



World Population 2050



World Population by 2050

**Only 4% will be in North
America**

**81% will be in Africa and
Southeast Asia**

**97 out of 100 people
added to the population in
the next decade, will live
in developing countries.**



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We Are Under Achievers!

Only 4% of small to medium manufacturers nationally export.

58% Sell to 1 Country

Why Can't We Keep Reacting?

No clear path to profits or ROI.

Learn-By-Doing Method is costly, risky, and time consuming.

We waste time chasing shiny objects in countries with no long-term potential.

It's in a corner, someone's "pet project", vs. getting your company behind a strategy.

Get an Export Plan

- 3-month intense boot camp to build plan with executive team.
- Access to real-world experts.
- Individualized coaching
- Plans vetted by real-world exporters.
- Success & confidence from due diligence.



Identify In-demand PRODUCTS

- Focus on the product you believe will be most profitable to export.
- Conduct Market Research
- Look for High Potential / Low Risk / High comfort level
- **DO THE RESEARCH!!**



Dedicate the PEOPLE

- Share the plan with your whole company.
- Identify existing staff to nurture the new markets
- Train your team – customer services, finance, shipping, sales
- Hire headcount when you clear breakeven



Understand the PROCESS

1) The process of putting together an effective export strategic plan.

2) The process of exporting –

- How to support and manage sales channel partners
- Product classifications
- Getting Paid – learning effective trade finance
- Incoterms – a common understanding of delivery obligations
- Documentation – shipping and transactions
- Export compliance – regulatory requirements



Work with Knowledgeable PARTNERS

Wisconsin is nationally recognized for having the strong manufacturing business expertise and seamlessly aligned partners:



Strategic Support

- WMEP – ExporTech™
- (State) WEDC – Country experts, trade ventures, 82 Wisconsin offices in country, providing industry, product & market assessments, strategic partner searches; and more. Plus; scholarships, grants, programs, and resources.
- (Fed) USEAC – Market Research Excellence, business strategy, gateway to in-country Commercial offices; and embassies. Custom Gold Key trade missions to help you get answers.

Transactional Support: Banks, legal, logistics, insurance, SBA/EXIM, websites, translations, and packaging.

Educational support: - Trade associations, training for staff



Thank you
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