Our World is Changing
Proactive Exporting is Essential
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

Today – 54% of World’s Middle Class is in US/Europe.

Today – Baby Boomers are retiring – getting rid of their stuff.

By 2050 – 66% of the World’s Middle Class will be in Asia Pacific, with only 20% in US/Europe.

Last 50 years, US/Europe have been the main source of demand.
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

No America 4%

Europe 6%

Asia 54%

So America 8%

Africa 27%

Australia 0.5%

% OF GLOBAL POPULATION
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.
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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