



International Trade Services

Expand to Global Markets

ECONOMIC IMPACT OF EXPORTING

Companies that export grow 15% faster, pay 15% higher wages, and are 12% more profitable

TESTIMONIAL

"This program not only gave us an amazing tool in the Export Marketing Plan, it tied us into additional resources we didn't even know were available."

~ Marla Buchanan, Vice President of Green Technologies in Gainesville

READY TO GO GLOBAL?

Visit us online or contact your local office and get started on your path to success today.

→ www.sbdc.uwf.edu

Pensacola850.474.2528
Ft. Walton Beach.....850.863.6552



Hosted by



International trade opportunities for Florida-based companies are expanding, and the Florida SBDC Network can help prepare your business for globalization. Our International Trade Services are designed to connect export-ready new-to-market, new-to-export businesses with International Trade Specialists who can personally deliver the tools, strategies, and expertise needed to help grow and succeed abroad. They'll guide you through the complexities of developing and executing an aggressive international growth strategy—putting you on the road to success.

International Trade Services

★ **International Trade Specialists** provide one-on-one consulting to help you:

- Understand the basics of international trade
- Determine which licenses are required
- Compile market research
- Understand country requirements for products
- Prepare an Export Marketing Plan

★ **Export Marketing Plan Services** assist qualified manufacturers and professional service providers with overseas growth strategies through the development of customized Export Marketing Plans. Provided in partnership with Enterprise Florida and the U.S. Commercial Services, the Export Marketing Plan includes:

- a thorough export readiness assessment
- industry and market analysis with target market recommendations
- a review of overseas trade opportunities
- and an action plan that may include trade mission participation

★ **Featured Training** including the Florida Export Series, International Trade Basics, and International Trade Certificate Program—one of a select number of NASBITE-accredited trade assistance programs in the world, and the only one in Florida.

Service Benefits

- ★ **Strategize** with International Trade Specialists who are Certified Global Business Professionals by the National Association of Small Business International Trade Educators (NASBITE), the benchmark for competency in global commerce
- ★ **Determine** key target markets
- ★ **Develop** country launch strategies
- ★ **Connect** with international buyers

The FSBDC at UWF is a member of the Florida SBDC Network, a statewide service network funded in part through cooperative agreements with the U.S. SBA, Defense Logistics Agency, State of Florida, and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDCs.

State Designated as Florida's Principal Provider of Business Assistance [288.001, Fla. Stat.]

Helping Businesses Grow & Succeed