



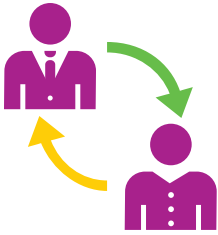
Monte Ahuja
College of Business

GLOBAL BUSINESS CENTER



Global
Target

Connect



With over 250 countries and territories worldwide, where do I start?

We live in a global economy. Over 95% of the world's consumers are outside the U.S. – and yet less than 5% of all U.S. companies export – and of those that do, 66% export to only one country. Connecting your company's products to global consumers can be a challenge. The GlobalTarget program offers a solution.

Members + Mentors = Success

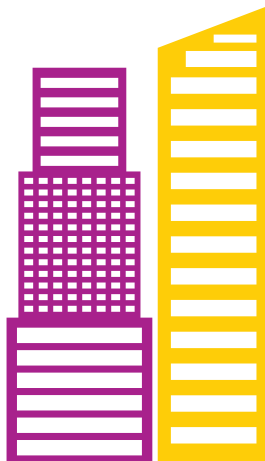
The GlobalTarget program creates a forum for interaction between **member companies** (small to medium-sized) and **mentor companies** (organizations that have demonstrated expertise and success in exporting). Representatives from each company meet once a month during scheduled learning sessions to explore custom and pre-determined topics that facilitate strategic entry into foreign markets.

Benefits

- ▶ Networking with key international trade service providers and experts
- ▶ Access to complimentary market selection study conducted by the Global Business Center
- ▶ Gold Key or International Partner search services from U.S. Commerce Service (USEAC) facilitated by the Global Business Center, these services pre-screen business contacts and make travel to foreign countries easier
- ▶ Discounted admission to other USEAC and Global Business Center events and seminars

Features

- ▶ Monthly meetings featuring distinguished experts
- ▶ Site visits to local companies who have achieved a sustained competitive advantage through global innovation, entrepreneurship and exporting
- ▶ Faculty-led student teams that provide market research assistance to address challenges or company-specific issues



Valuable Topics

- + logistics
- + compliance
- + country selection

Learn



2018-2019 Schedule of Monthly Meetings

Featuring Global Business Experts

October

8:00 a.m. – 11:00 a.m.

- ▶ GLOBALTARGET ORIENTATION
Meet your support network that will help you grow your export business

November

8:00 a.m. – 10:00 a.m.

- ▶ TRADE FINANCE
Get to know common payment transactions with foreign buyers and regulations associated with those transactions

December

8:00 a.m. – 10:00 a.m.

- ▶ EXPORT COMPLIANCE AND RISK
Learn how to navigate the compulsory rules for your product to enter foreign markets
- ▶ TESTING AND CERTIFICATIONS
Review basic markings (CE, RoHS, CCC, GOST-R, etc.) needed once in foreign markets

January

8:00 a.m. – 10:00 a.m.

- ▶ GLOBAL SUPPLY CHAIN
Assure that your product arrives to market when your customers need it

February

8:00 a.m. – 10:00 a.m.

- ▶ INTERNATIONAL MARKETING TECHNIQUES
Best practices for product development, pricing, foreign constraints on marketing and budget creation

March

8:00 a.m. – 10:00 a.m.

- ▶ AGENTS AND DISTRIBUTORS
Contract with the best sources to help sell your products abroad

April

8:00 a.m. – 10:00 a.m.

- ▶ COUNTRY PROFILES
Participate in a focused discussion on high-profile export markets

May

8:00 a.m. – 10:00 a.m.

- ▶ ADVANCED INTERNATIONAL MANAGEMENT
Risk, finance and organizational management techniques best for exports

June

4:30 p.m. – 8:00 p.m.

- ▶ PRESENTATION & GRADUATION
Each participating company will present their export execution plan/results and participate in the GLOBALTARGET Graduation Reception



Q & A



Q When does GlobalTarget begin?

A Each session of GlobalTarget begins in October and concludes in June.

Q Are there qualifications that member companies have to meet?

A Member companies must:

- 1) Have sales ranging from \$2 million to \$50 million
- 2) Be headquartered in Ohio
- 3) Have aspirations of expansion into foreign markets
- 4) Have delegate representatives (at least 2) that are employees at the mid to C-suite level.

Q What is the cost of participation?

A There is a \$2,500 one-year membership fee for two delegates from each member company.

Q What does the membership fee include?

A The \$2,500 membership fee includes the monthly education sessions, parking, meals and program administration costs. In addition, member companies receive one world-wide market prioritization research study (value \$500) and access to the U.S. Commercial Services International Partner Search or the Gold Key Matching Service up to \$700 per company. This service is made possible by the generous support of FedEx.

Q Which companies mentor?

A Mentor companies are recognized export leaders.

Mentor companies have included: Codonics, Inc, Hyland Software, Lincoln Electric, STEP-2, Vitamix, Pentair, Swagelok, CSA Group and others.



Q How do companies apply?

A Download the application form:

www.csuohio.edu/business/global/globaltarget-program

EMAIL OR MAIL THE COMPLETED FORM TO:

Attention: **Meghan Salkin**

Cleveland State University, Center for Outreach & Engagement

1860 E. 18th Street, BU 308, Cleveland, OH 44115.

gbc@csuohio.edu

Results



“The GlobalTarget Program has given us a strategic approach to increase the business we have and look for business in new markets. We now have a clear vision to move forward.”

PLIDCO

“In the last 10 months we’ve hired an international marketing researcher and international shipping coordinator.

The need for our products is rising, especially in countries like Germany, which is our key country of focus.”

ZEBRA SKIMMERS

“We now have a much better understanding of the infrastructure needed to be a global company and a solid understanding on how to vet distributors.”

OHIO WILLOW WOOD

Engage



2018-2019 Session Topics

- ▶ Global Market Selection and Risk Assessment Tools
- ▶ Trade Finance
- ▶ Export Compliance
- ▶ Risks, Testing and Certifications
- ▶ Global Supply Chain
- ▶ International Marketing Techniques
- ▶ Agents and Distributors
- ▶ Advanced International Management

History

The GlobalTarget program was created in 2005 by: the Monte Ahuja College of Business Global Business Center at Cleveland State University, the SBDC Export Assistance Network, the U.S. Commercial Service and other regional and international organizations. The program is a proud 2011 recipient of the nationally-acclaimed President's E-Award, which recognizes entities that contribute significantly in efforts to increase United States exports.



Small Business
Development Centers

Export Assistance Network

