

Table: Common Export Promotion Services and the Role of Regional EDOs

| Common Export Promotion Services | Examples of Federal and State Offerings in this Service Category | Role of Regional or Metro EDOs (sub-state) in this Area |
|--|---|---|
| Trade Missions <ul style="list-style-type: none"> Matchmaking with potential partners, market briefings, counseling, networking | <ul style="list-style-type: none"> U.S. Commercial Service (USCS) / International Trade Administration 95% of SIDO members surveyed offer trade missions¹ | <ul style="list-style-type: none"> Smaller regions typically do not offer trade missions or tradeshow support |
| Tradeshow Support, Delegations <ul style="list-style-type: none"> Shared booth space, matchmaking w/potential partners, market briefings and counseling | <ul style="list-style-type: none"> USCS / International Trade Administration 90% of SIDO members surveyed offer tradeshow support / delegations | <ul style="list-style-type: none"> Some larger regional or major metro area organizations engage in these activities, usually in partnership with federal and state programs |
| Finding & Evaluating Distributor, Rep, Agent Partners; Market Entry Strategy Development | <ul style="list-style-type: none"> USCS: Gold Key Service, International Partner Search, International Company Profile 83% of SIDO members surveyed offer market entry strategy 63% of SIDO members surveyed offer agent & distributor searches 51% of SIDO members surveyed offer foreign company background checks | <ul style="list-style-type: none"> Requires overseas offices, reps, or consultants, which regional EDOs (below the state level) rarely have Regional EDOs may host in-bound delegations, but would probably not be able to organize an in-bound trade mission without foreign reps or consultants |
| Inbound Buying Missions / Reverse Trade Missions | <ul style="list-style-type: none"> U.S. Trade and Development Agency Reverse Trade Missions 63% of SIDO members surveyed offer or host inbound buying missions | |
| Market Research | <ul style="list-style-type: none"> USCS foreign offices / posts: Customized Market Research, Initial Market Check USCS Country Commercial Guides, ITA Top Markets Reports, www.export.gov 76% of SIDO members surveyed offer market research DOC / MBDA Business Centers offer market research and identification | |
| Client Export Counseling, Referrals to Other Organizations | <ul style="list-style-type: none"> USCS / U.S. Export Assistance Center Trade Specialists and Foreign Post Commercial Specialists SBDCS / SBDC International Trade Centers District Export Council Mentoring Programs 90% of SIDO members surveyed offer export counseling DOC / MBDA Business Centers offer consulting and referrals | <ul style="list-style-type: none"> Regional EDOs generally do not have the expertise |
| Training, Education and Events | <ul style="list-style-type: none"> USCS offers or partners on a wide range of programs and events (e.g., Basics of Exporting, Discover Global Markets, Export University, ExporTech, World Trade Week events) | <ul style="list-style-type: none"> Regional EDOs often partner on export training/events Major metro area EDOs (particularly those dedicated to |

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| | <ul style="list-style-type: none"> · SBDCs / SBDC International Trade Centers · 88% of SIDO members surveyed offer training and education · 73% of SIDO members surveyed offer export readiness training | <ul style="list-style-type: none"> · trade) may take the lead on some educational programs |
| Planning and Strategy, Structured Export Acceleration Programs | <ul style="list-style-type: none"> · ExporTech – MEP National Network and USCS (in collaboration with numerous state trade organizations and other partners) · GlobalTarget Program – Cleveland State University, USCS, Ohio SBDCs, and SBA · Florida SBDC Export Marketing Plan Service · Selected state programs, e.g., Virginia’s VALET program | <ul style="list-style-type: none"> · Some major metro region EDOs offer these types of programs, such as the Metro Chicago Exports’ Pitch Competitions (and their leadership of the ExporTech program in Chicago, in collaboration with IMEC and USCS) |
| Programs to Develop Business Relationships in Specific Foreign Markets/Regions | <ul style="list-style-type: none"> · USCS California/Mexico Baja Trade Office · Baja California Industrial Supplier Trade Tour, coordinated by the state of CA funded San Diego Center for International Trade Development and CMTC, the MEP National Network representative in California, and SEDECO (Baja Economic Development) | <ul style="list-style-type: none"> · Regional EDOs (particularly larger regions or major metros) engage in programs to create opportunities in specific markets, most commonly through trade missions (discussed above), and sister city relationships |
| Cluster or Sector Specific Programs | <ul style="list-style-type: none"> · Numerous federal and state funded regional cluster programs with an export component (often funded by SBA, EDA, NIST and the ITA Market Development Cooperator Grant program) · State export promotion organizations target specific sectors and clusters for tradeshow, trade missions, other services | <ul style="list-style-type: none"> · Many of the federal and state funded cluster initiatives supported local or region EDOs · An example would be the Chicago Metro Metal Consortium, which identifies exports as a priority activity. |
| <p>Sources: Compiled by Stone & Associates, based on project experience with ExporTech and the International Trade Administration, along with the following sources: State International Development Organization (SIDO) 2017 Survey Results; Georgia Tech Enterprise Innovation Institute (2013), Best Practices in Foreign Investment and Exporting Based on Regional Innovation Clusters, Prepared for EDA; Stone & Associates (2013), On the Threshold: Refocusing U.S. Export Assistance Strategy for Manufacturers, Prepared for NIST MEP; websites from the individual programs and state trade organization websites mentioned above.</p> | | |

¹ This data point and all references to SIDO state members are from the 2017 SIDO Survey Results.