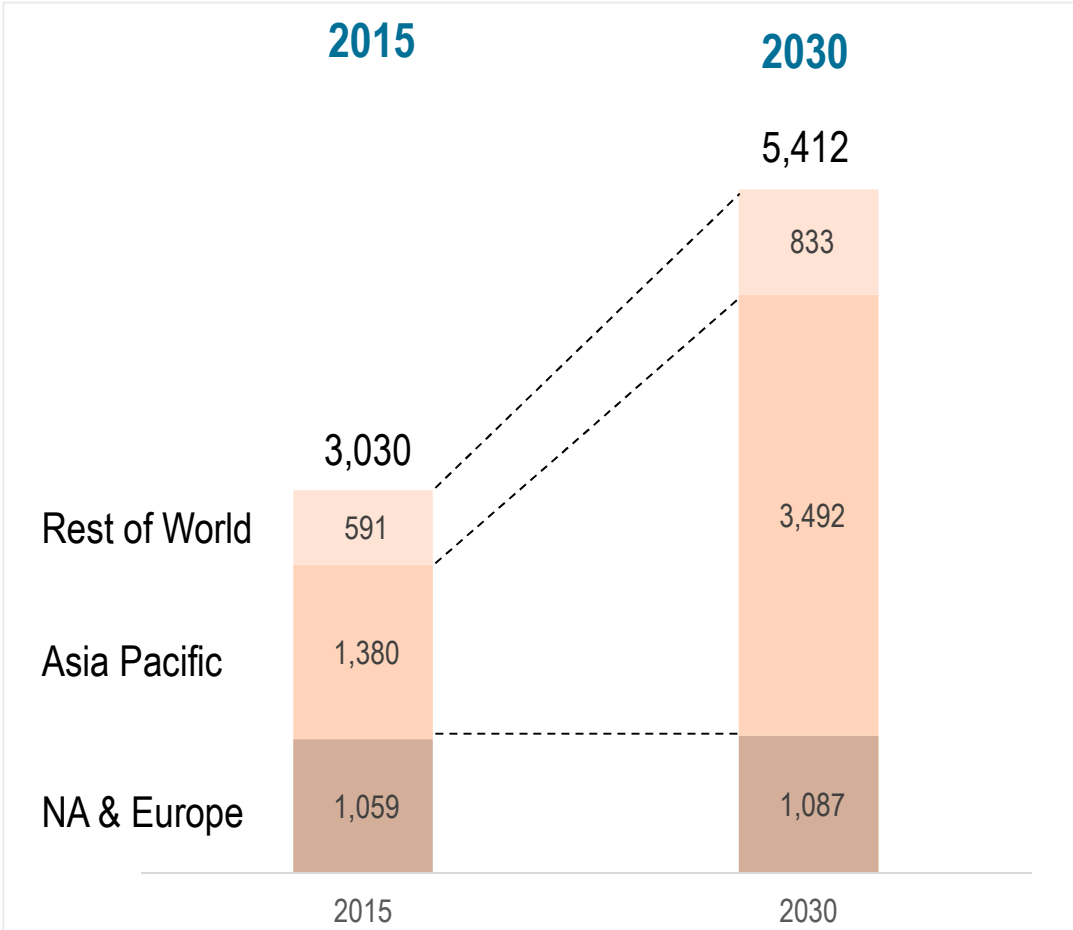


# Purchasing Power Outside the US is Large and Growing

> 80% of world purchasing power located outside the US.  
— US Chamber of Commerce, IMF

## Expansion of Global Middle Class (millions of people)



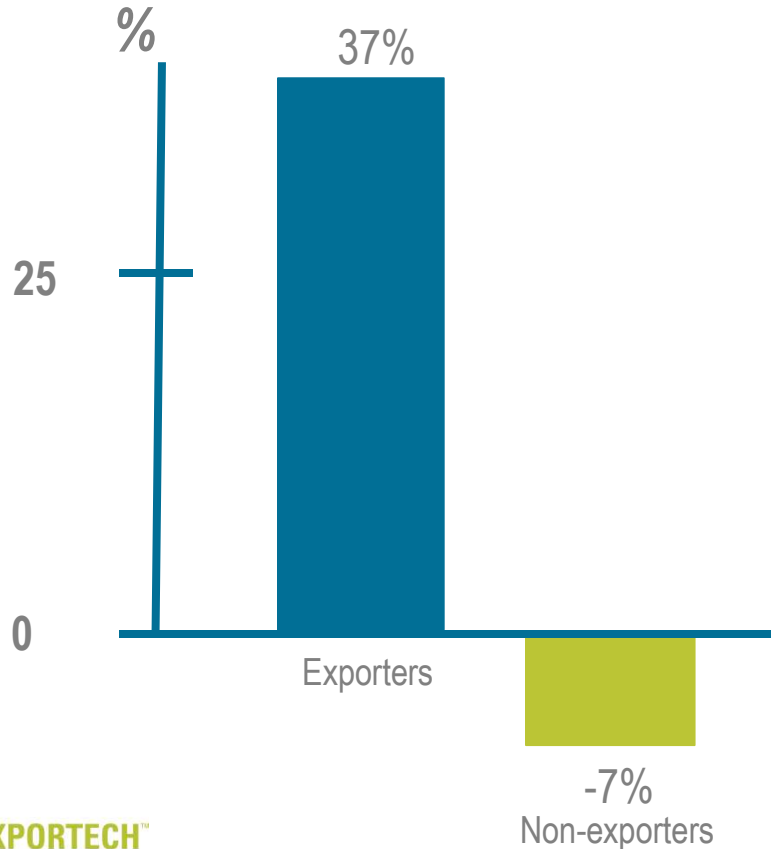
Source: The Unprecedented Expansion of the Global Middle Class: An Update. Homi Kharas, Brookings Global Economy and Development Working Paper 100, Feb. 2017

# Manufacturing Exporters, Particularly Successful Exporters, Grow Faster

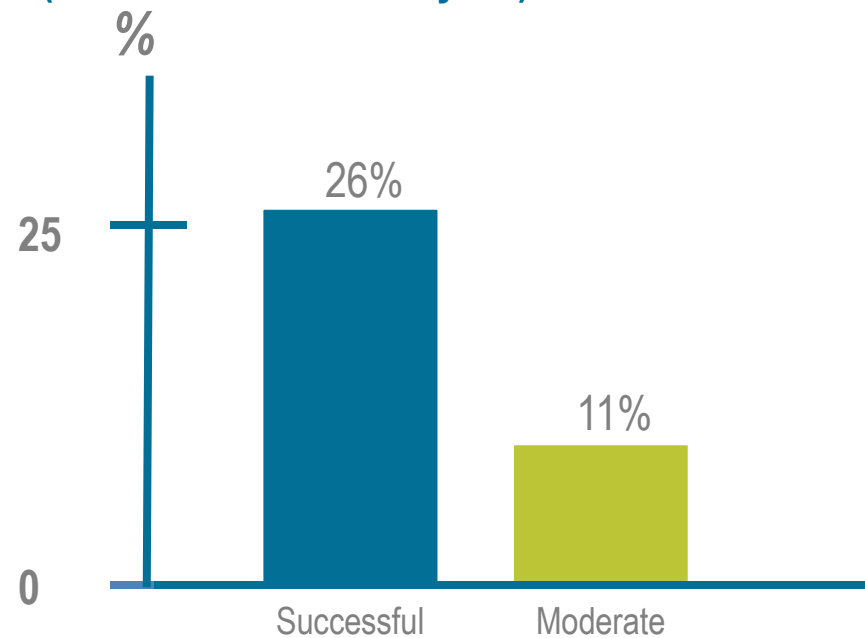
*USITC Study:* Exporters grew at a healthy pace, while sales of non-exporters declined

*USCS / MEP Study:* Successful exporters grew 2.4 times as fast as moderate exporters

### Total Revenue Growth (2005-09)



### Annual Company Revenue Growth Rate (2008 or most recent year)



# Exporting is Not Just About Growth, but Survival

## Benefits of Exporting

- Faster overall sales growth vs. non-exporters
  - New sales opportunities
  - Emerging markets
  - US market is shrinking pie
- Market diversification reduces risk, volatility
- Higher productivity
- Exposure to new ideas, innovations, new applications in global markets



***Manufacturers that don't reap the benefits of international markets are vulnerable to those that do***

“If you don't look globally... competitors will come here [to the US] and eat your lunch because the demand for faster, better, cheaper products in (our industry) is stronger outside the US.”

—US industry association executive