

Regional Export Plan Outline

1. Rationale for Why Export Growth is Important for the Region
2. Regional Assessment (see toolkit page on “Regional Assessment for Export Strategy”)
 - a. Evaluation of regional export performance (trend, number of companies exporting, comparison to other regions)
 - b. Profile of current exporters (and other companies that may have export potential)
 - i. Large companies
 - ii. Small and mid-sized
 - c. Important traded sectors or clusters that may be the focus of support services
 - i. See regional assessment for a list of factors to consider in prioritizing target sectors; focusing support services on specific sectors or clusters that are important to the region and have competitive strength is the best way to generate results
 - d. Key current markets for exporters, and a prioritization of the most attractive markets for future opportunity
 - i. See regional assessment for a list of factors to consider in prioritization
 - e. Current ecosystem of federal, state and local export assistance and service providers
 - f. Identification/assessment of regional export service gaps
 - g. Identification of regional weaknesses, such as transportation infrastructure
3. Plan for Export Growth
 - a. Goals or vision for the region
 - i. Examples of goals might be: percentage increases in regional exports; increases in the number of exporting companies; increases in the number of companies assisted or connected to federal and state programs; export sales resulting from export assistance programs
 - b. Key strategic elements of plan
 - i. Collaborators in the export ecosystem, division of labor, role of regional EDO
 - ii. Target companies which are the focus of regional programs
 1. Small and mid-size? Existing exporters that want to grow or enter new markets, or new-to-export companies? Both?
 - iii. Plan to connect regional companies with federal and state export programs
 - iv. Priority target markets that offer the best opportunity for regional exporters
 - v. Priority sectors or clusters
 - vi. Service gaps to be filled that are not already covered by federal, state and local collaborators
 1. Regional EDOs of sufficient scale and resources might consider offering programs to fill gaps, but only if they are not sufficiently covered by federal and state partners. For example, these programs might include: targeted educational offerings or export acceleration programs that are not offered at the state or federal level; trade missions or tradeshow delegations targeting countries or sectors that require additional programs beyond what is offered by state and federal programs;

initiatives to promote exports to specific regions, such as Mexico for border regions, if not already offered by collaborators

- c. Specific strategies and actions (that flow from the above, along with milestones and metrics to track implementation)
 - i. Outreach and marketing activities, e.g. events, eblasts, individual company visits
 - ii. Program plans, such as workshops/training, trade missions, tradeshow, grants, etc.