Ohio’s Export Assistance Resources
International markets offer the opportunity to increase sales and drive growth in the economy.

- 95% of the world’s population and two-thirds of the world’s purchasing power lies outside of the U.S.

- The U.S. is known worldwide for high quality, innovative goods and services.

- In 2013, U.S. exports hit $1.58 trillion, growing by 2.1% over the previous year.
Exports will continue to fuel job creation in the U.S. economy – creating more & better jobs

• For every $1 billion the U.S. exports, 4,926 jobs are created or supported in the manufacturing sector.

• Jobs supported by exports increased to 9.8 million in 2012, up 1.3 million since 2009.

• Exporting firms are more competitive and profitable than non-export companies – they pay higher wages as well
International markets will continue to offer future growth opportunities

• U.S. exports account for 14 percent of our nation’s GDP.

• Less than 1 percent of the 30 million businesses in the U.S. export. Of these exporting companies, 58% export to only one country.

• Small- and medium-sized companies account for almost 97 percent of U.S. exporters.
Exporting is a critical part of Ohio’s economy

• Ohio exported more than $50.5 billion worth of goods to 210 countries and territories in 2013.

• Ohio was the 9th largest exporting state in 2013.

• More than 415,000 jobs in Ohio depend on manufactured exports.
Ohio’s goods and services are in demand worldwide

The largest export markets in 2013 include:

1. Canada $19.9B
2. Mexico $5.0B
3. China $3.4B
4. France $2.0B
5. U.K $1.6B
6. Japan $1.5B
7. Brazil $1.5B
8. Germany $1.4B
9. Korea $1.0B
10. Saudi Arabia $885MM
Ohio exports by region, 2013
Ohio’s top exports in 2011

- Machinery: $9.3B
- Vehicles & Parts: $9.0B
- Aircraft & Parts: $4.7B
- Electrical Machinery: $3.2B
- Plastics: $2.7B
- Optic/Medical Instruments: $2.0B
- Iron/Steel Products: $1.5B
Ohio offers key resources to assist businesses with increasing international business

- Provide a comprehensive exporting assistance program to create a competitive advantage for Ohio businesses in the global marketplace.

- Offer valuable regional, one-on-one support through the network of International Trade Assistance Centers.

- Provide valuable in-market support through the Ohio international offices and our partners.
Ohio exporting initiative provides businesses valuable tools for success

- Cultural and Language Assistance
- Custom Market Research
- Due Diligence
- Export Education: documentation, logistics, etc.
- Export Readiness Assessments
- Export-Trained Interns
- Financial Assistance
- General Export Inquires
- Identifying Local Marketing Tools
- International Partner Searches
- Local Product Requirements
- Trade Missions and Trade Show Access
Ohio’s international offices offer businesses in-country support

- Ohio maintains a network of international offices in
  - Brazil
  - Canada
  - China
  - European Union
  - Mexico
  - India
  - Japan

Ohio’s International offices offer businesses:
- Custom market research
- International partner searches
- Customer due diligence
- Market visit support
Ohio offers businesses the opportunity to increase sales through trade missions

- Trade missions provide companies with an opportunity to meet high-level business and government executives face-to-face, greatly enhancing the potential for future business success.

- Upcoming Ohio trade missions can be found at: http://development.ohio.gov/bs/bs_trademissions.htm
Ohio provides businesses the opportunity to increase sales through trade shows

• Provide invaluable first-hand market research, facilitate entry into a new market, or help increase your sales in an existing market.

• Assist Ohio companies identify key international trade shows.

• Offer low cost access to booth space through Ohio booths.
Ohio offers business export-trained interns through the Export Internship Program

• Designed for companies that are looking to build export readiness, identify new markets and streamline current export processes and procedures.

• Matches companies with trained, full-time summer interns who will focus on export development.

• Provides a 50% reimbursement for the intern wages.

• Supervised by the Ohio Development Services Agency and the Fisher College of Business at The Ohio State University.
Ohio businesses receive extended service through export assistance partners.

- The **U.S. Commercial Service** has trade professionals in over 100 U.S. cities and in more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets.

- The **Food Export Association** provides a wide range of services and financial assistance programs to promote the export of U.S. food and agricultural products.

- The **Council of Great Lakes Governors** offers small and medium-sized companies additional access to trade missions to expand product and service sales.

- The **Export-Import Bank** promotes export sales of American goods and services through guarantees, loans and export credit insurance.

- The **U.S. Small Business Administration (SBA)** provides guarantees on loans made by lenders to support the production of goods and services for export.
Exporters receive additional support through local organizations

- Ariel International
- Cleveland Council on World Affairs
- Cleveland Foreign Credit Group
- Cleveland Plus Business/Team NEO
- Council of Smaller Enterprises (COSE)
- Greater Cleveland International Lawyers’ Group
- Greater Cleveland Partnership
- International Business Network
- Manufacturing Advocacy and Growth Network (MAGNET)
Ohio’s regional outreach network offers local access

International Trade Assistance Centers:

- CSU@ Akron Global Business Accelerator
- Cleveland State University
- Columbus State Community College
- OSU South Centers in Piketon
- Toledo Chamber of Commerce
- Wright State University
- Youngstown State University
Questions?

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