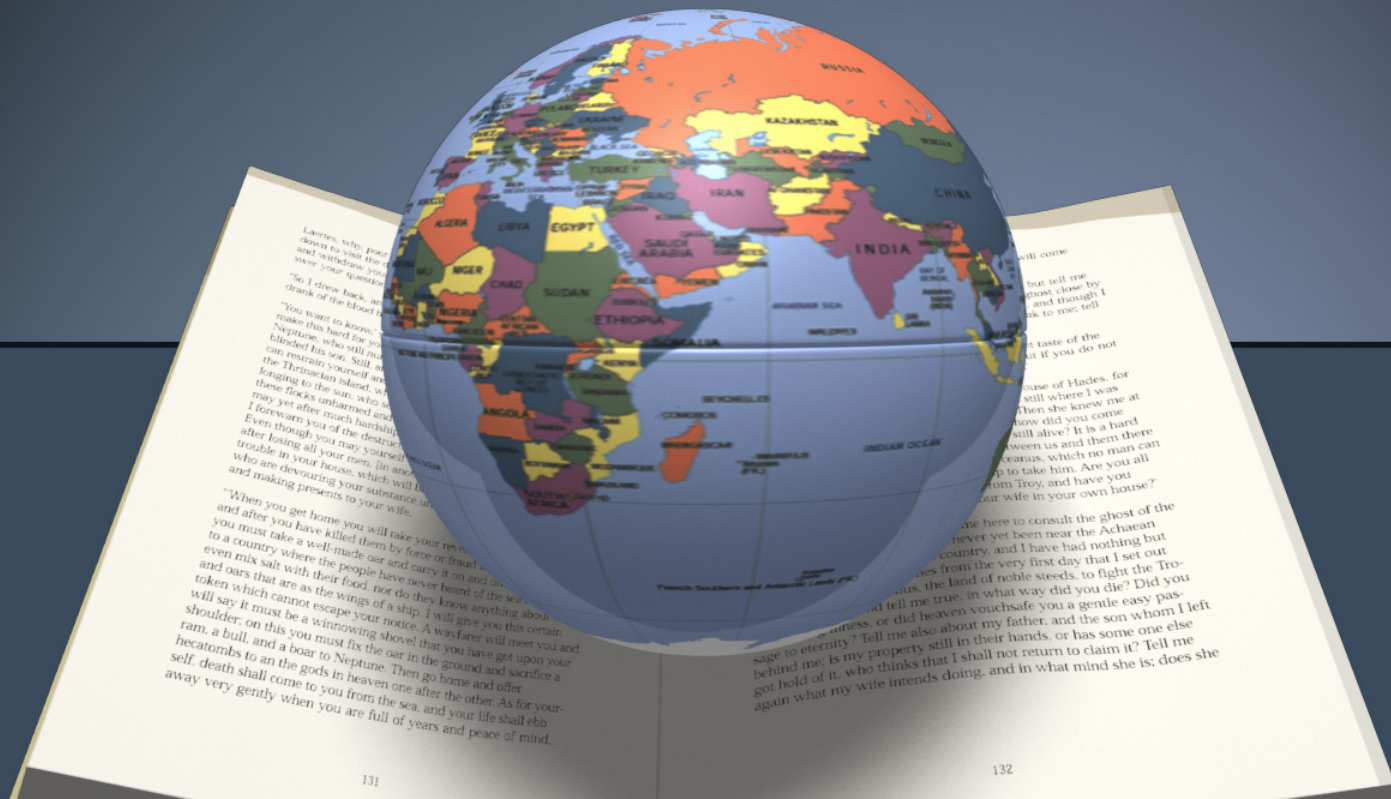


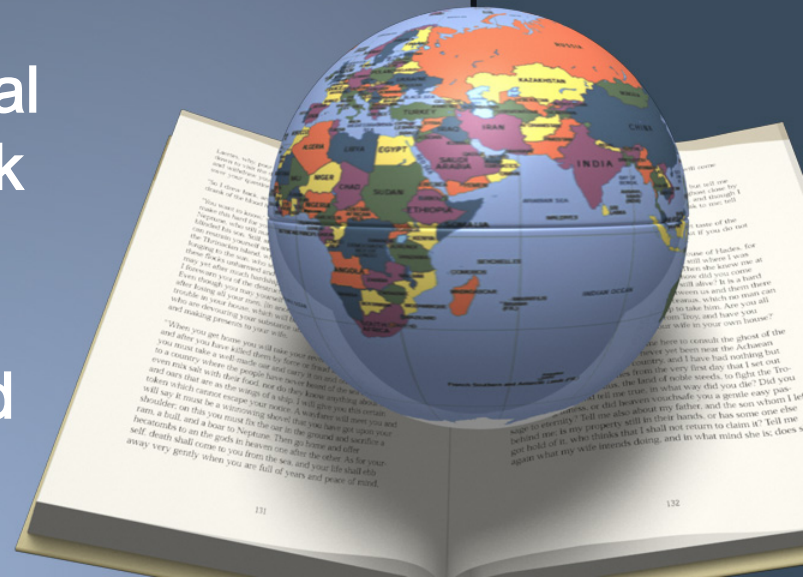
Going Global?

Your Top 10 Resources for Global Success



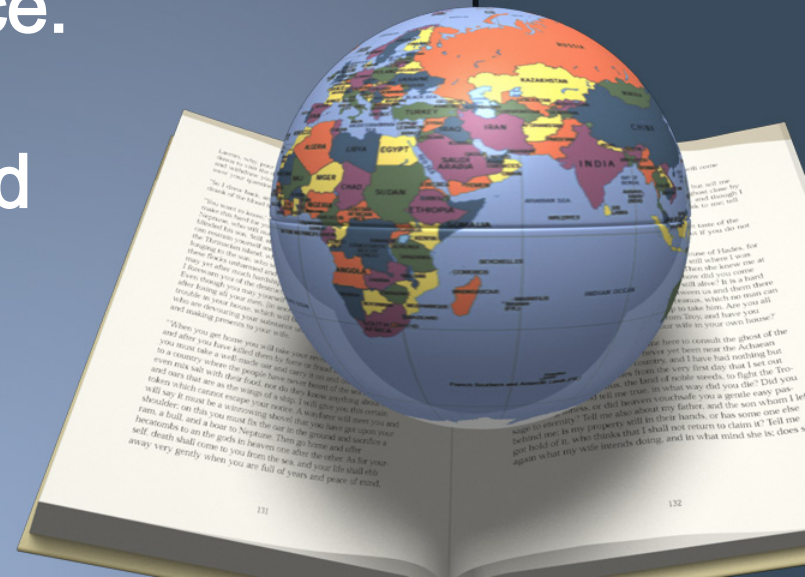
Presented by Nathan Calabrese

- Vice President International Sales at Task Force Tips
- Extensive experience in creating and managing international sales and distribution networks
- Committed and focused on further developing International Trade and Commerce at Task Force Tips
- Active in various industry and trade groups



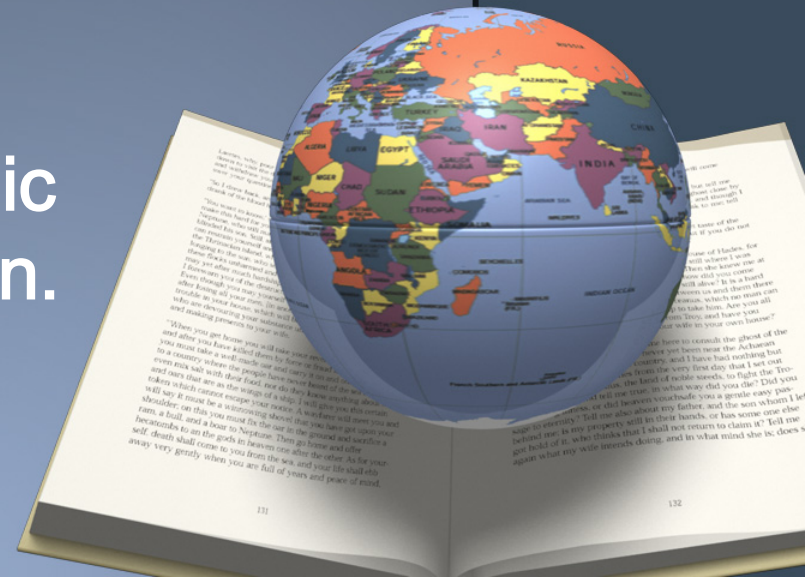
Going Global: Marketplace

- Where exactly to begin?
- Determine your marketplace.
- Investigate the attributes of your chosen marketplace.
- Review information, and consider all aspects.



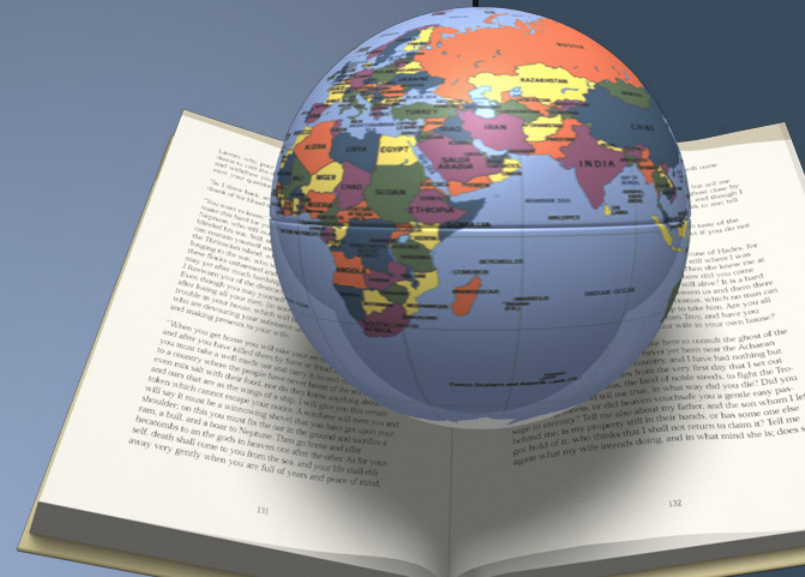
Going Global: Location

- Change focus from Marketplace to Geographic Location.
- How do you choose locations?
- Research those geographic locations you have chosen.



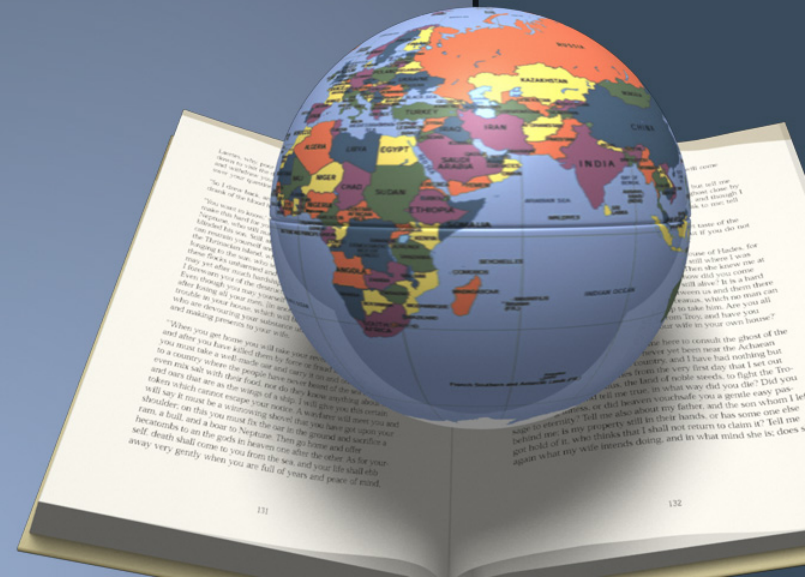
Going Global: HOT TIPS!

- International Trade Shows
- Industry and Trade Groups
- Industry International Publications
- Utilize Government Assistance



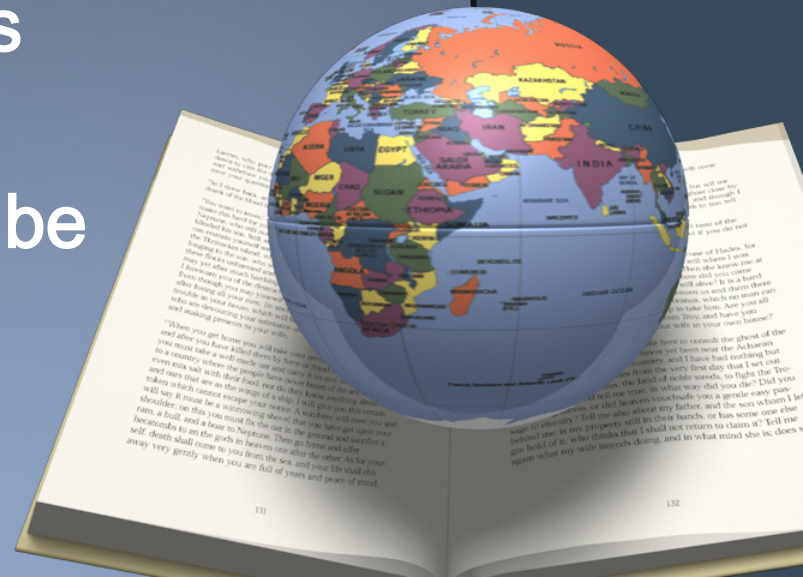
Going Global: Road Trip!

- Take a trip
- Get the right people to help you
- Look, listen, ask, and learn



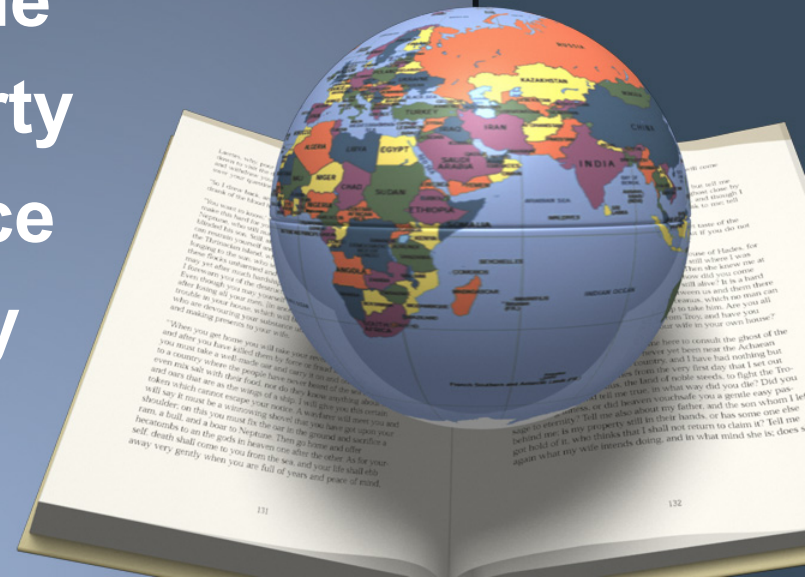
Going Global: Your Brand

- Prepare yourself and your company.
- Does your brand, logo, and message translate internationally?
- What will the first reaction be to your outward impressions overseas?
- Does your content need to be translated?



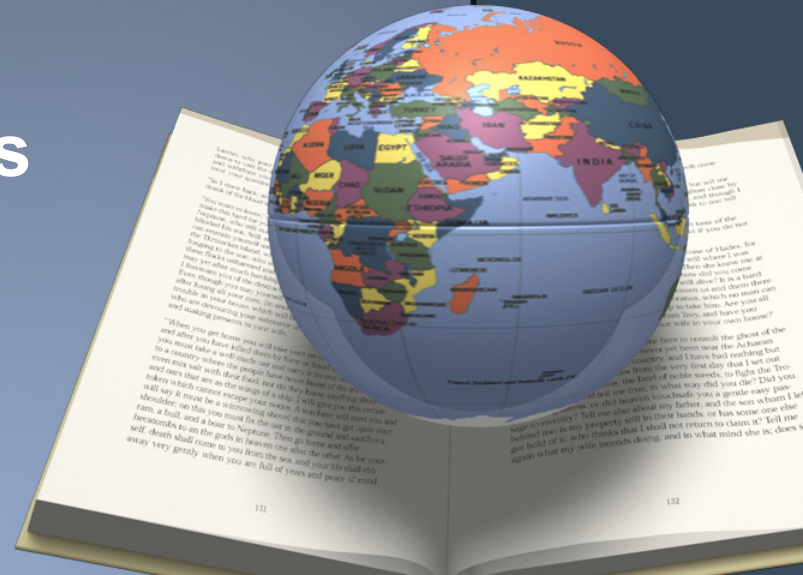
Going Global: Resource #1

- The United States Department of Commerce
 - www.commerce.gov
 - 24 Organizations
 - International Trade
 - Intellectual Property
 - Export Compliance
 - Industry Security



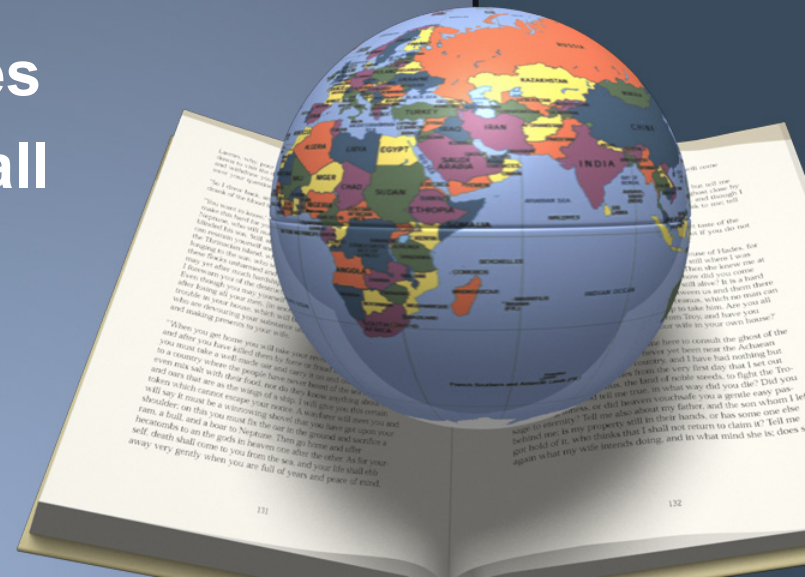
Going Global: Resource #2

- The United States Commercial Service
 - www.export.gov
 - Multiple divisions
 - Specifics per industry
 - Domestic locations
 - International locations
 - Paired with US Embassies



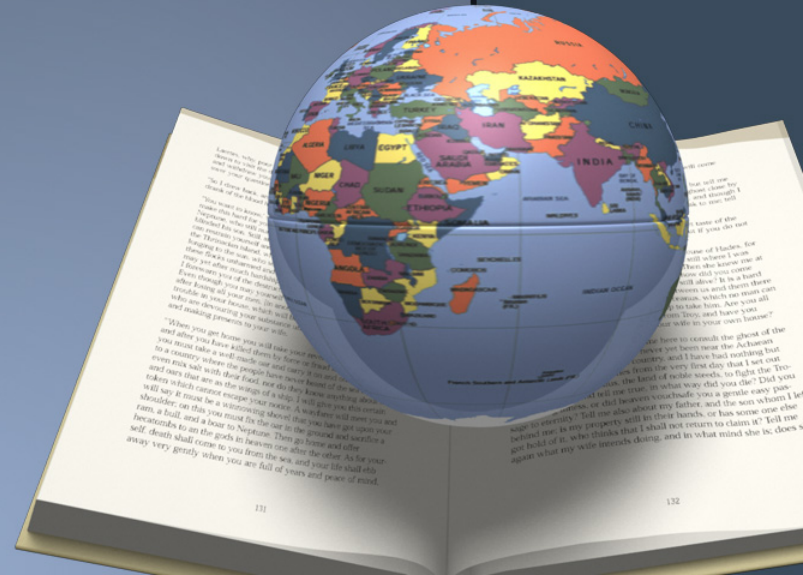
Going Global: Resource #3

- The US SBA International Trade Office
 - www.sba.gov
 - Multiple domestic locations
 - Assistance in beginning to export
 - Ties to other domestic assistance and agencies
 - Tailored options for small business
 - STEP (State Trade and Export Promotion)



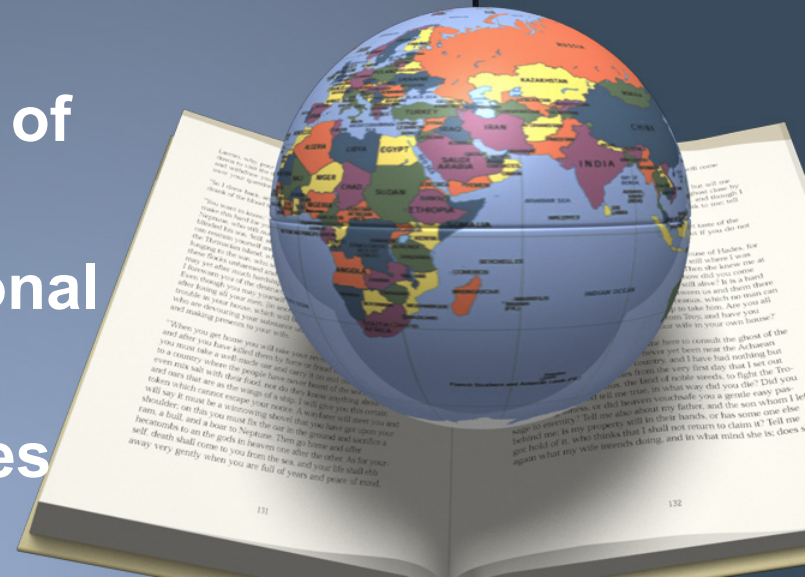
Going Global: Resource #4

- The US Export Import Bank
 - www.exim.gov
 - Multiple domestic offices
 - Risk assessment per country
 - Multi tier financing
 - Guidance on receivables
 - Links to private banking



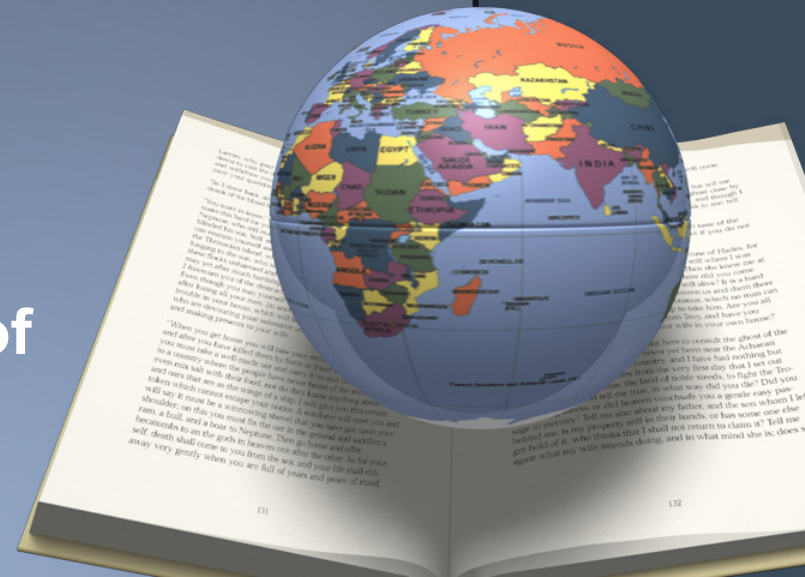
Going Global: Resource #5

- The US Department of State Country Information
 - www.state.gov
 - Detail on countries and regions
 - Assists in international policies
 - Works with Department of Commerce
 - Information on international situations
 - Tied with US Embassies



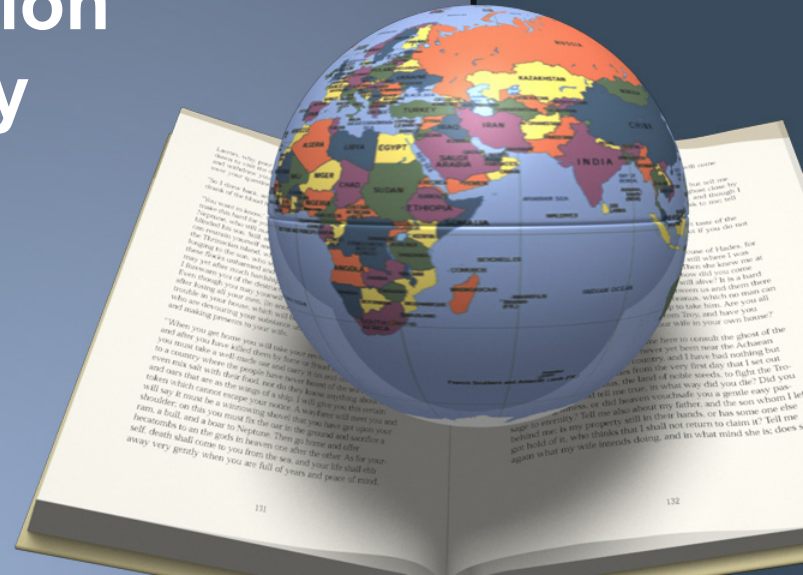
Going Global: Resource #6

- The World Bank
 - www.worldbank.org
 - Intl Bank for Reconstruction and Development
 - Intl Development Association
 - Intl Finance Corporation
 - Multilateral Investment Guarantee Agency
 - Intl Center for Settlement of Investment Disputes



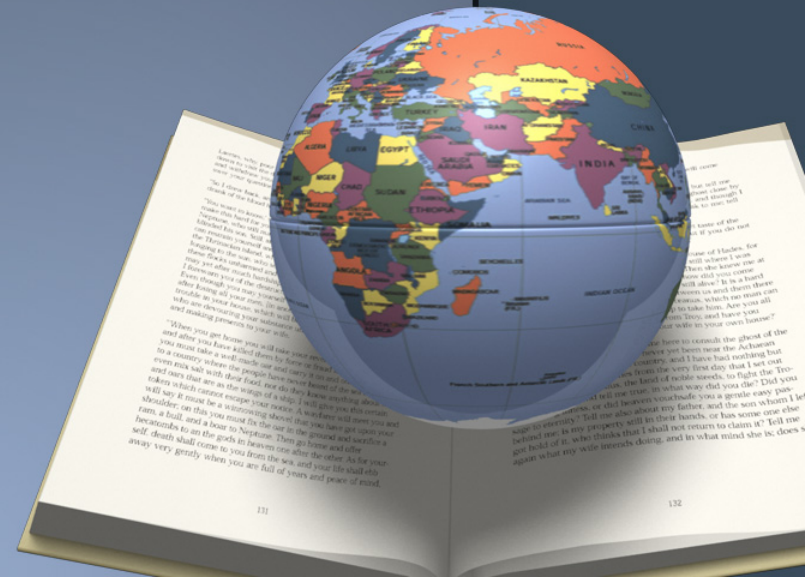
Going Global: Resource #7

- The CIA World Factbook
 - www.cia.gov
 - Free, extensive guide on 267 world entities
 - Most detailed information available per country
 - Demographics
 - Economies
 - Infrastructure
 - Military



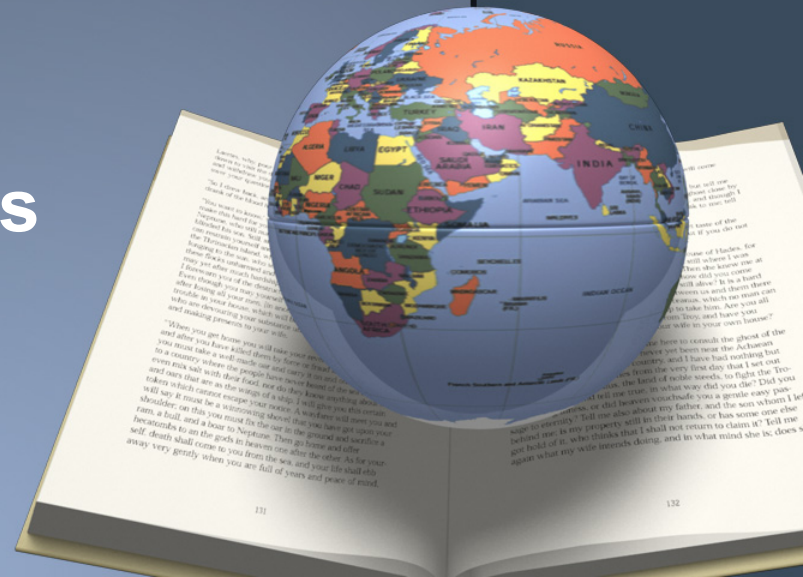
Going Global: Resource #8

- International Chamber of Commerce: WBO
 - www.iccwbo.org
 - Multi-national presence and commitment
 - Focused on building int'l trade, reducing barriers
 - Offers online courses on going global
 - Large list of tools to companies competing globally



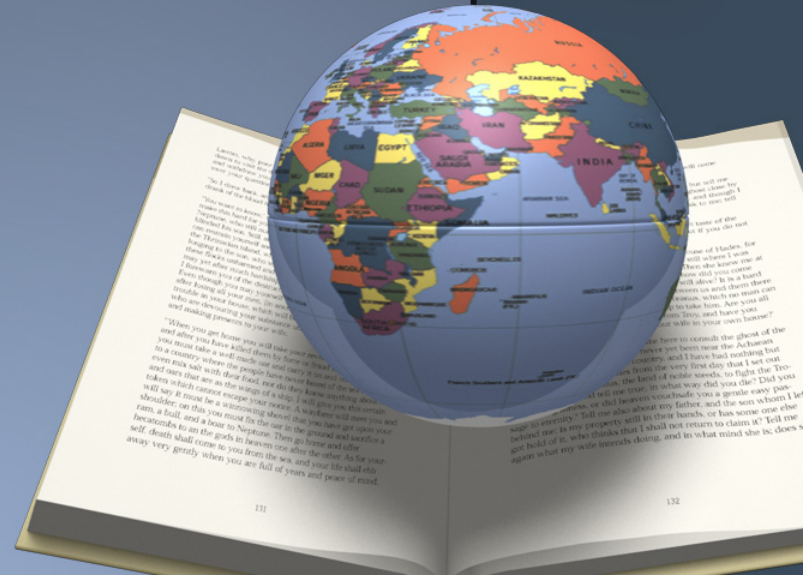
Going Global: Resource #9

- Independent Chambers of Commerce
 - Country to Country
 - Founded by diplomacy
 - Focused on fostering trade between countries
 - Primarily free services
 - Serves interests of both countries



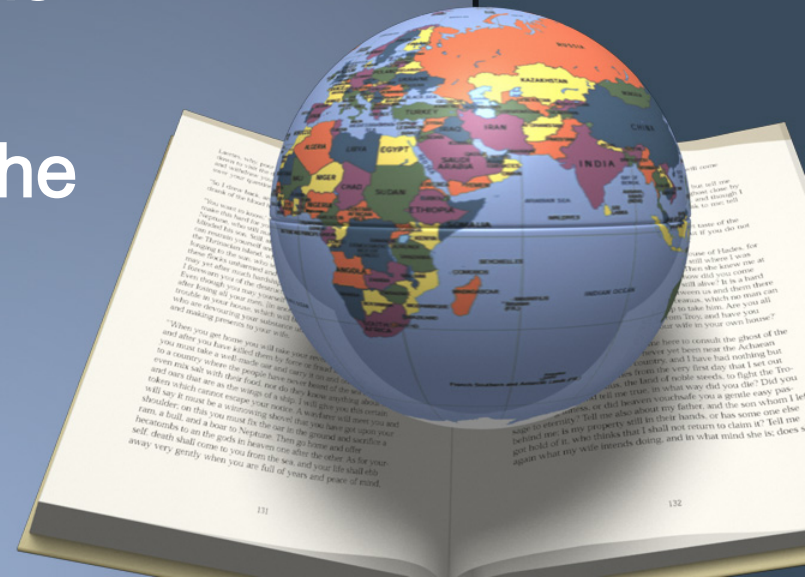
Going Global: Resource #10

- FEMSA
 - Peer Companies Willing to Share Experience
 - Many Years of Global Business
 - If they don't have the answer, they can get it!



Going Global: Compliance

- Protect Yourself: Know before you sell
 - Sanctioned Countries
 - Sanctioned Parties
- Use the Resources in this Guide
- Most Important: Who is the End User?



Going Global: Questions?

- Please ask any questions that you may have
 - Thank you for your participation and attention
 - Please feel free to contact for more information

