



National Marine
Manufacturers Association

Welcome to the Webinar **NMMA New Market** **Exporter Initiative 101**

The webinar will start shortly

May 15, 2012



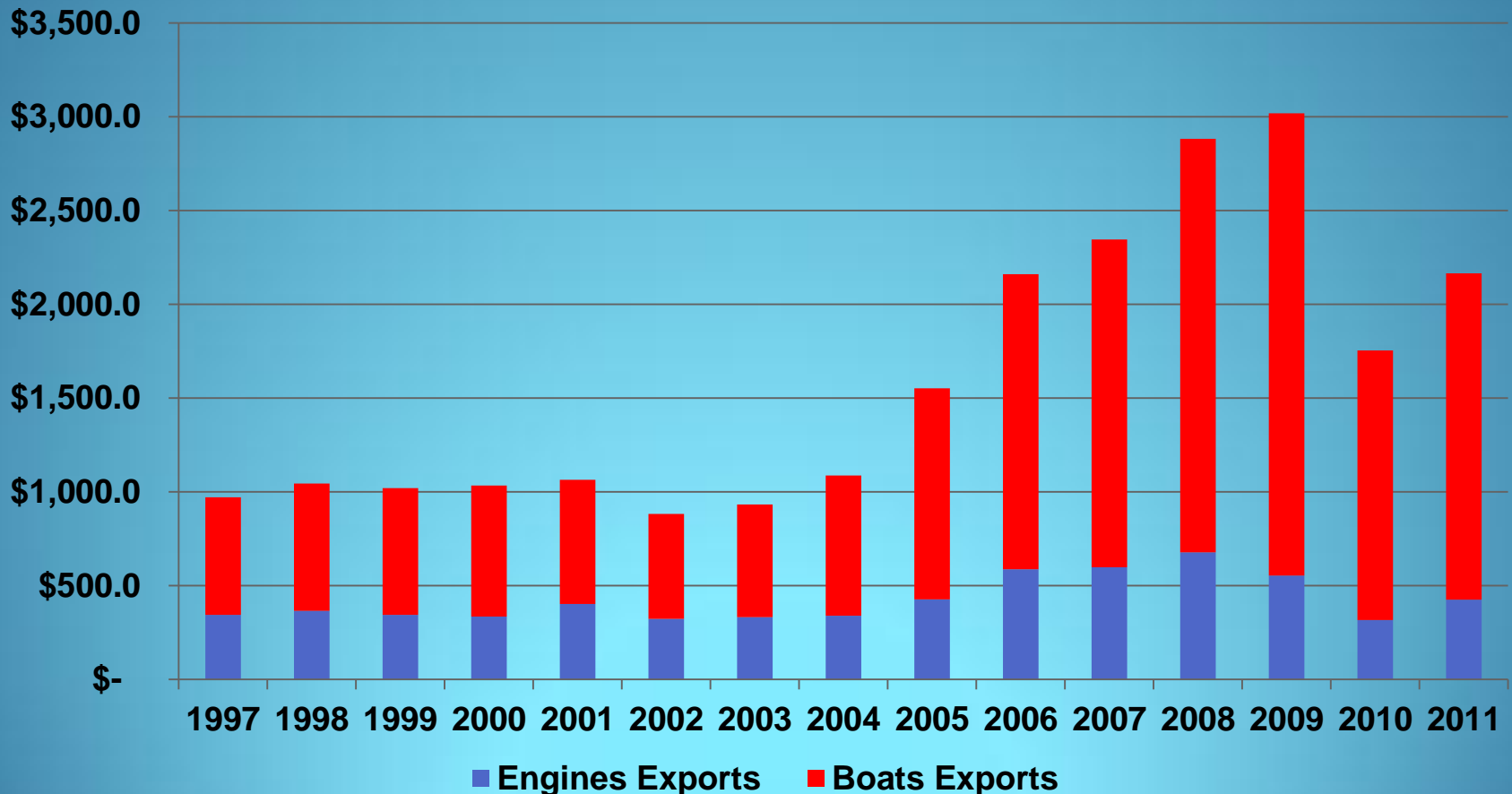
A Brief Note about Marine Exports

Cindy Squires, Esq.

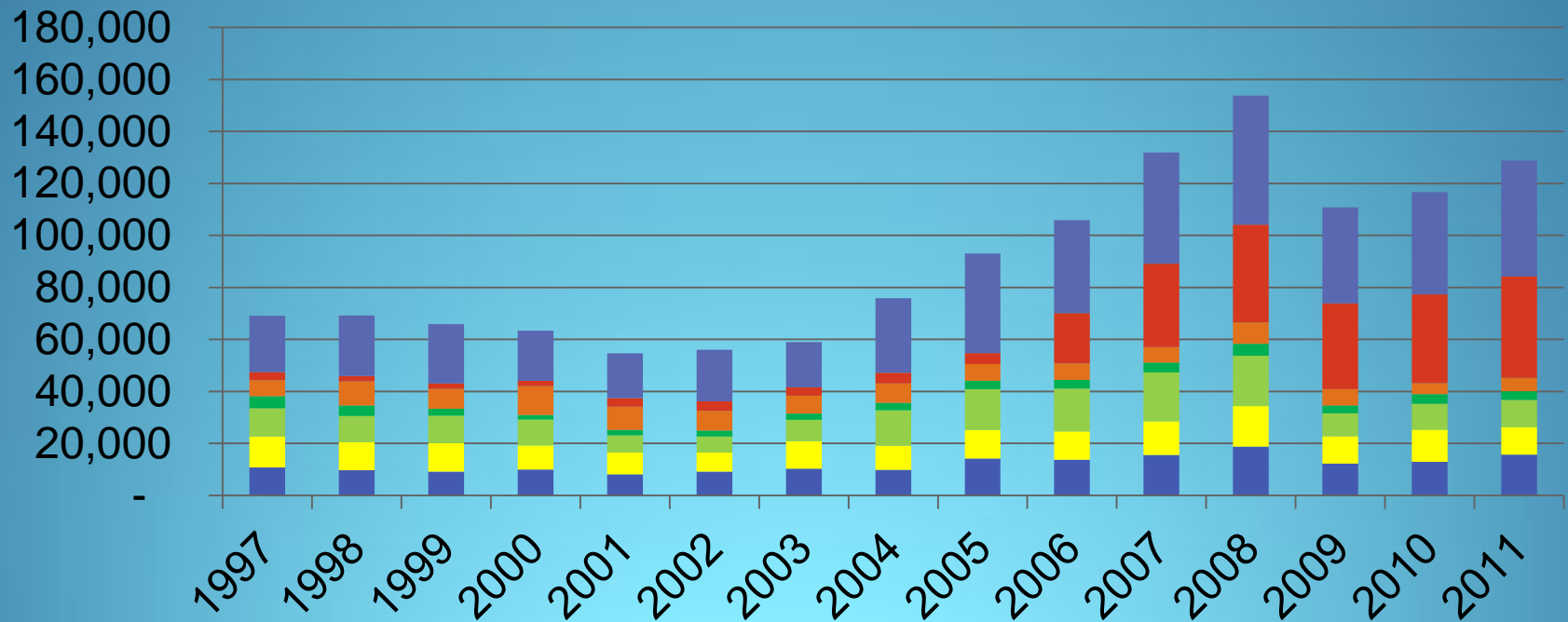
National Marine Manufacturers Association

Value of Engine and Boat Exports 1997 to 2011

(millions)



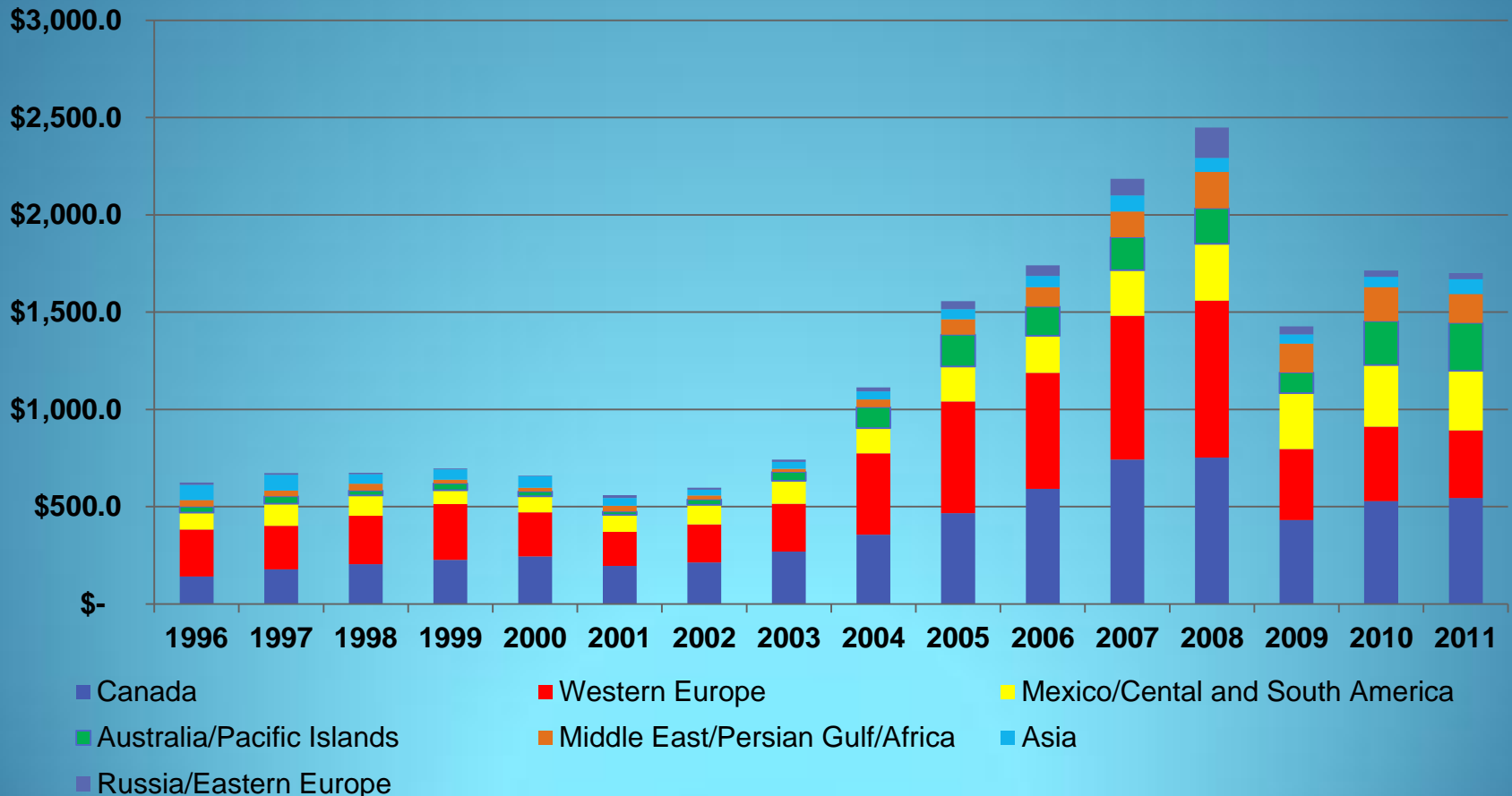
Number of Boats Exported From U.S. 1997 to 2011



- Outboard Boats
 Inboard Boats
 Sterndrive Boats
- Sailboats
 Inflatable Boats
 Rowboats/Canoes
- Other



Major Export Trading Partners 1997 to 2011



The US&FCS-NMMA – National Marine Manufacturers Association New Market Exporter Initiative

The Strategic
Partnership Program

Janice Corbett, US&FCS
NAM Liaison
Presented by
Stephanie Smedile



The NEI Is the Obama Administration's Commitment to Serve As a Full Partner with U.S. Businesses to Promote American-made Goods and Services Worldwide.



“So tonight, we set a new goal: We will double our exports over the next five years, an increase that will support two million jobs in America.”

President Obama
State of the Union
January 27, 2010

The NEI is focused on:

- (1) improving trade advocacy and export promotion efforts,
- (2) increasing access to credit, especially for small and medium-sized businesses,
- (3) removing barriers to the sale of U.S. goods and services abroad,
- (4) robustly enforcing trade rules, and
- (5) pursuing policies at the global level to promote strong, sustainable, and balanced growth.

Our Global Network of Trade Professionals Connect U.S. Companies with International Buyers Worldwide.



- The U.S. Commercial Service provides U.S. companies unparalleled access to business opportunities around the world.
- As a U.S. Government agency, we have relationships with foreign government and business leaders in every key global market.
- Our trade professionals provide expertise across most major industry sectors.
- Every year, we help thousands of U.S. companies export goods and services worth billions of dollars.



We Work with You to Connect Your Company with the Right Opportunities Abroad.

U.S. Commercial Service Business Approach



- **Trade Counseling.** Get the information and advice you need to succeed.
- **Market Intelligence.** Target the best trade opportunities.
- **Business Matchmaking.** Connect with the right partners and prospects.
- **Commercial Diplomacy.** Ensure your products and services have the best possible prospects for success in international markets.

The New Market Exporter Initiative (NMEI) Assists Companies That Are Already Exporting in Entering New Markets.

What We Know About U.S. Exporters

- 58% of U.S. exporters only export to 1 market

Source: U.S. Census Data

- Many are passive exporters, they fill random orders
- Some receive orders and product requests but never reply
- Many do not have written export plans, goals, or targets

Source: Market Segmentation Study, 2009

- Nearly 70% are looking for new export business

Source: Market Segmentation Study, 2009

- Only 33% of current exporters are aware of government resources

Source: Market Segmentation Study, 2009

High Potential

Intent to grow

Lack of Awareness



NMMA New Market Exporter Initiative



Through the NMMA New Market Exporter Initiative, NMMA members will receive:

- **Expert advice** from US&FCS trade specialists **on new export markets**
- **Export training** via webinars listed on www.export.gov
- **Access** to US&FCS' worldwide network
- **Expert advice, local contacts and market intelligence** from our specialists who are in your targeted markets
- **Matchmaking** Services to locate distributors and representatives
- Access to free on-line **market research reports**

How Can NMMA Members Take Advantage of the NMMA NMEI Program?

- Step 1: **Register** on www.export.gov/nmma
- Step 2: A Trade Information Center Specialist will contact you in 3-5 days and will refer you to your US&FCS Account Specialist.
- Step 3: The US&FCS Account Specialist will help you to identify new markets.
- Step 4: The account specialist will work with you and our colleagues in the U.S. Embassy/Consulates to help your company connect with international potential partners in the target markets through one of US&FCS' many services.
- Step 5: You negotiate with your potential partners and sign the contract and **start selling your products!**



"The National Marine Manufacturers Association is pleased to work with the Commerce Department on this important initiative to educate our members on how to increase revenue by successfully expanding their export markets."



Thomas Dammrich
President, National Marine Manufacturers Association

Welcome to the New Market Exporter Initiative in alliance with the National Marine Manufacturers Association.

This program is part of the President's National Export Initiative to help U.S. businesses expand exports.

For export advice and support on expanding to new markets, click the "Register Here" button below. A Commercial Service Trade Specialist will contact you within the next few days to assist you.

[Register Here](#)

Your Name, Email, Phone, Address and Website will be shared with National Marine Manufacturers Association. All other information is for internal use by the U.S. Commercial Service, and will assist us in assessing your export needs.



Export Information By Industry

Export.gov offers a wide range of current industry and trade information to help exporters of U.S goods and services find the information they need to compete successfully in overseas markets.

Four Essential Resources

- 1. Export Assistance.** The U.S. & Foreign Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. Commercial Service trade professionals in more than 100 U.S. cities and in nearly 80 countries help U.S. companies to start exporting or increase sales to new global markets. Commercial Service services include: [Market Intelligence](#) , [Trade Counseling](#) , [Business Matchmaking](#), and [more](#).
- 2. Trade Data & Analysis.** Trade data can help companies identify the best countries to target their exporting efforts. Companies can gauge the size of the market for their product as well as develop a price strategy to become competitive. [More information on trade data](#).
- 3. Webinars.** Watch live or previously recorded trade information webinars on a variety of topics relating to export basics, exporting to specific countries, export regulations and [more](#).
- 4. Industry Pages.** These pages are updated regularly by our commercial specialists around the world, so make sure to check back for updates on your industry. Select from the industry list below to find the latest:
 - Market Research
 - Trade Events
 - Trade Leads

What's New: Please join us for some [new Export Basics Webinars](#).

Search by Industry

- | | |
|---|---|
| Aerospace & Defense | Health Technologies |
| Agribusiness | Industrial Equipment & Supplies |
| Architecture & Engineering | Information & Communication |
| Automotive & Ground Transportation | Manufacturing Industries |
| Construction, Building, & Heavy Equipment | Marine Technology |

Accessing Global Markets is Easier Than Ever

THE U.S. COMMERCIAL SERVICE STREAMLINES PRICES FOR AMERICAN BUSINESSES

Connecting you to business opportunities in markets around the world as fast and efficiently as possible is a priority for the U.S. Commercial Service (CS). This means consistent, simplified pricing and less red tape. To this end, we're pleased to announce our new user price schedule.

STANDARDIZED SERVICES	SME Company*	SME New-to-Export Companies using Service for first time	Large Company*
Gold Key Service (Matchmaking)	\$700	\$350	\$2,300
International Company Profile (Due diligence)	\$600	\$350	\$900
International Partner Search (Prequalified business contacts)	\$550	\$350	\$1,400
Featured U.S. Exporter (Overseas web promotion)	\$150	\$75	\$300
Business Service Provider (Web promotion of service providers)	\$300	—	\$600

CUSTOMIZED SERVICES

For customized services in the areas of business counseling and advocacy, market research, trade events, and international partners our prices vary depending on company size and scope of service. Please contact your local trade specialist or commercial officer for details. To find the Commercial Service office nearest you, visit www.export.gov.

OTHER SERVICES

For more information, please contact your local CS office.

Commercial News USA (U.S. supplier catalog for overseas dissemination)	www.thinkglobal.us/advertiser/rates.php
International Buyer Program (for trade show organizers)	\$8,000
Trade Fair Certification (for trade show organizers)	\$2,000

*A Small or Medium-Sized Enterprise (SME) is defined as a firm with 500 or fewer employees or self-certified as a small business under SBA regulations. A large company is defined as a firm with more than 500 employees. Subsidiaries will be classified based on the size of the parent company.

Effective May 1, 2008



Our Proven Expertise Makes Doing Business Internationally Easier.

- Through the NMEI one of our partners referred a small medical devices firm, with only 5-9 employees, to the Commercial Service for assistance in exporting to new markets. The firm had never before worked with the Commercial Service and began to receive counseling from a Trade Specialist for several months, providing information on finding duties and taxes, trade leads, market research, and other resources on the export.gov website. The trade specialist also encouraged the company to participate in Hospitalar, the largest healthcare trade show in Brazil and Latin America. **The firm has since entered 2 new markets** (China and Australia) and increased export sales to 2 additional markets (Brazil and South Korea).



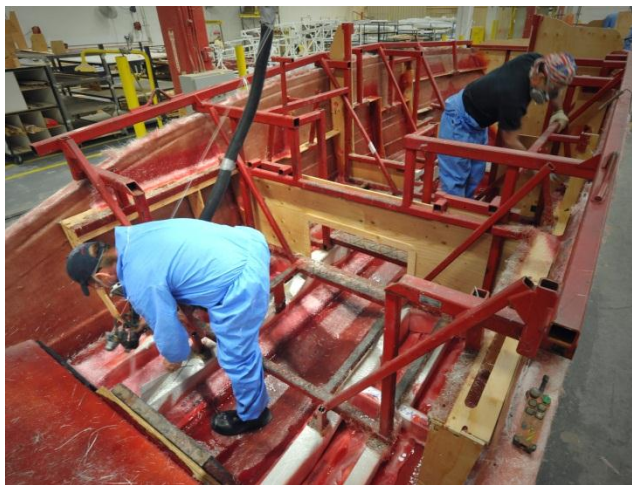
”We are committed working with the Department of Commerce to help as many of our manufacturing members as possible to expand their export sales and increase their profits in a shorter period of time. When you consider that 95 percent of the world’s consumers are outside of the U.S., it highlights the importance of reaching customers around the world. The first step for our members to take advantage of this program is to register on www.export.gov/nmma.”

Thomas Dammrich, National Marine Manufacturers Association’s President





The US&FCS looks forward to helping NMMA members expand their exports!



Questions?

**Stephanie
Smedile**





This webinar will be posted to the NMMA.org website.

<http://www.nmma.org/membership/webinarseries/default.aspx>

For further information contact

Cindy Squires at csquires@nmma.org or 202-737-9766