



# WHY GO INTERNATIONAL?

Why Export? Why Now?

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# First, lets look at some data from the US Department of Commerce..

- 95% of the world's population lives outside the USA.
- 85% of the world's purchasing power = money - is outside the USA.
- 80% of US exporters have less than 20 employees.
- 60% of small companies export more than 20% of their sales
- The US Dept of Commerce states that companies that export are more profitable than those who do not. And companies that export have a higher value than those that do not.





## It is good strategy to export...

- Answers a simple but important question - How will my business grow?
- Going to more markets diversifies your business. Less dependence on just the USA and therefore reduces risk. Helps to weather changes in the domestic and global economies.
- Adds to production, thus building towards scale and lower unit costs, which helps across the entire business.
- Are your US competitors going international? If so, incentive to keep up.
- Attack foreign competitors in their markets, defend your home market.



# More on E-Commerce...

- Online B2B and B2C marketplaces offer virtual storefronts and a global market. Ship your goods direct to users or to their fulfillment warehouses in commercial centers around the world.
- Or work with your own website. A local distributor can fill orders. As items are sold, you restock the goods by sending larger quantities, at less cost than shipping to individual consumers from the US.
- E Commerce can be a good first step to exporting and a way to gauge demand in a new market.
- Service providers can help with your website, offer payment solutions, handle required documentation, and ship almost anywhere....
- And there are virtual international trade shows and trade missions being done now, at extremely low cost. Can check for new markets.



A \$100 bill featuring Benjamin Franklin. He is wearing a white surgical mask that covers his nose and mouth. The bill is slightly faded and serves as the background for the text.

# Why export now? There's a pandemic...

- These are uncertain times. But uncertainty is not the same as risk. Entrepreneurs thrive in times of uncertainty.
- Recessions create tremendous opportunities for market disruption. After the 2008 crash, two companies were born: Airbnb and Uber. Both found ways to disrupt old business models, offering creative and viable alternatives to traditional systems. Recessions act as “filters” that weed out weak businesses.