

THE SBDC HELPS SMALL BUSINESSES ENTER GLOBAL MARKETS >>

Leveraging Our Resource Partners

The SBDC maintains MOUs with the U.S. Commercial Service, and the U.S. Trade and Development Agency, and maintains a close working relationship with the Pennsylvania Department of Community and Economic Development's Office of International Business Development and Regional Export Network. Through these alliances, the SBDC has access to a large pool of knowledge, expertise and technical data to help your company succeed in global markets.



www.trade.gov



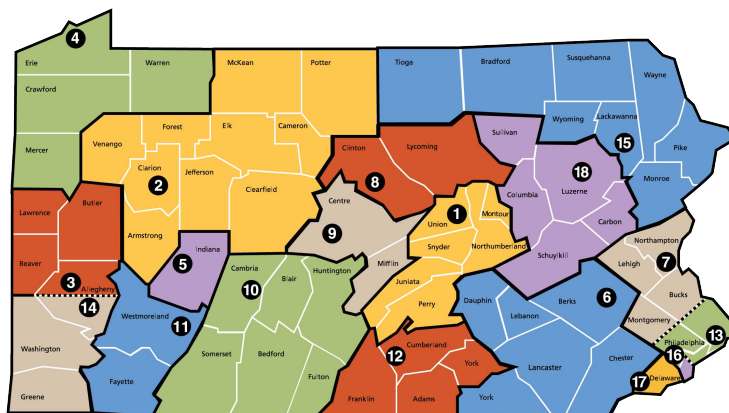
www.ustda.gov



www.newpa.com/trade

Assisting With Product & Service Promotion
Working with Pennsylvania's Regional Export Network, the SBDCs can connect you to the state's overseas trade offices in more than 70 countries. Services available include a view of your preliminary market assessment by in-country experts available to review your strategy and provide comments to help you fine-tune your approach. SBDC certified international trade consultants also can help you determine if your company may qualify for grants to cover the costs of participating in overseas trade missions, business trips, and trade shows.

SBDC Small Business Development Centers
PENNSYLVANIA *Helping businesses start, grow, and prosper.*



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|---|--|
| 1 Bucknell University SBDC
(570)577-1249
www.bucknell.edu/sbdc | 10 Saint Francis University SBDC
(814)472-3200
www.francis.edu/sbdc |
| 2 Clarion University SBDC
(814)393-2060
www.clarion.edu/sbdc | 11 Saint Vincent College SBDC
(724)537-4572
www.stvincent.edu/sbdc |
| 3 Duquesne University SBDC
(412)396-1633
www.sbdc.duq.edu | 12 Shippensburg University SBDC
(717)477-1935
www.ship.edu/sbdc |
| 4 Gannon University SBDC
(814)871-7232
www.sbdcgannon.org | 13 Temple University SBDC
(215)204-7282
www.temple.edu/sbdc |
| 5 Indiana University of Pennsylvania SBDC
(724)357-7915
www.iup.edu/business/sbdc | 14 University of Pittsburgh SBDC
(412)648-1542
www.sbdc.pitt.edu |
| 6 Kutztown University SBDC
(484)646-4003
www.kutztownsbdc.org | 15 University of Scranton SBDC
(570)941-7588
www.scrantonsbdc.com |
| 7 Lehigh University SBDC
(610)758-3980
www.lehigh.edu/sbdc | 16 Wharton (University of Pennsylvania) SBDC
(215)898-4861
www.whartonsbdc.wharton.upenn.edu |
| 8 Lock Haven University SBDC
(570)484-2589
www.lhup.edu/sbdc/ | 17 Widener University SBDC
(610)619-8490
www.widenersbdc.org |
| 9 Penn State SBDC
(814)863-4293
www.sbdc.psu.edu | 18 Wilkes University SBDC
(570)408-4340
www.wilkes.edu/sbdc |

To find your local SBDC, visit

www.pasbdc.org/centers

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Expand into new markets with International Business



SBDC
PENNSYLVANIA

Small Business Development Centers
Helping businesses start, grow, and prosper.

pasbdc.org/international



"Our local Kutztown Small Business Development Center was a vital component in steering us through the many mazes of doing business internationally."

Tim Zeigler, VP of Sales and Marketing
Zeigler Bros Inc.
Gardners, PA

WHY YOUR COMPANY SHOULD CONSIDER INTERNATIONAL BUSINESS >>

International markets represent a major growth area for U.S. companies

International markets are becoming more accessible as trade barriers are breaking down

Exporting minimizes risk through market diversification and can offset loss of domestic sales

Selling internationally lengthens production schedules for seasonal products– long-term business success may depend on participation in the global economy

Good markets abroad may still exist for products that have reached the end of their domestic life cycle

Entering new markets, particularly international markets, challenges a company to stay current with technological developments

International trade boosts profits!

HOW WE CAN HELP >>

Export Consulting

Certified international trade consultants are available for confidential, no-fee, individualized consulting to help you plan your export strategy. Services include:

Getting started– assessing your company's export readiness, conducting international market research, identifying appropriate referrals to other service providers, and compiling international competitors

Taking the next steps– assistance with developing an export marketing plan, importing goods, understanding tariffs and duties, learning about cultural differences, and planning market entry strategies

Refining your global strategy– sourcing materials, interpreting FreeTrade Agreements (FTAs), reviewing export compliance and regulations, and generating international sales

Succeeding in international business – preparing for tradeshow and trademissions, identifying sources of export financing, mitigating payment risks, and understanding distributor agreements



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INTERNATIONAL BUSINESS EDUCATION >>

Educational Programs

As an extension of its consulting services, the SBDCs provide information on international business opportunities, issues and exporting mechanics through introductory, intermediate and advanced level workshops. For a complete list of current workshops, visit pasbdc.org/events.

Sales Leads

The SBDCs utilize a variety of resources populated by State and Federal international trade organizations to identify world wide trade leads for your products or services. Contact your local SBDC consultant today to learn more about these opportunities for your business by visiting pasbdc.org/centers.

On-Demand Resources

A variety of online resources exist to help small business owners learn about selling internationally.

www.ustda.gov
www.export.gov
www.businessusa.gov/trade
www.newpa.com/trade
www.exportingpa.org

Since 1990, the Pennsylvania SBDCs have helped entrepreneurs grow international markets with more than \$1.6 billion in export sales.

What can we do for you?



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