

Draft-3
Key Elements of Regional Exporting Strategies
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- Methods/tools/resources to reduce burden of export market entry
- One-stop shop for exporting advice and counseling
- Market research for specific countries and specific products/services
- Identification of comparative and competitive advantages
- Connect foreign students using their international experiences to businesses to enhance exporting opportunities (internships, jobs)
- Cultural ambassador connections
- Foster “Sister City”, “Sister Region” relationships
- Inventory of exporters in region (who, what, when, where, how)
- Identify and support industry clusters
- Transportation and logistics assets
- Intensive targeted export support (perhaps through Smart Zones tie ins)
- New Technology Applications
- Access to capital [loans, loan guarantees, direct cost support (e.g. STEP), VC]
 - ExIm Bank
 - SBA Export Financing
- Provide relevant training to companies and resource providers
- Education (community college, universities, other)
- Nearshoring
- Service exports