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Ed Kowalewski
Director, International Investment Programs & Private Sector Liaison to the World Bank Group
Empire State Development
Launching in Celebration of Canada Day!
Take advantage of the Partnership’s exclusive member benefit…

MEMBER BENEFIT:
Expedited NEXUS Application Processing

Avoid long lines and save time at the border by enrolling in the NEXUS program

The NEXUS program allows pre-screened travelers expedited processing when entering the U.S. and Canada. Program members use dedicated processing lanes at designated northern border ports of entry.
John DeLuca
International Sales Manager
Liberty Pumps
2017 Export Resources Forum
Hosted by: Buffalo Niagara Partnership

John A. DeLuca
International Sales Manager
Liberty Pumps Inc.
... how Liberty Pumps utilized export resources to build our international business...
Some quick background data...

- New York Companies that export...by size of company
  - 2,250 “large companies”
  - 38,968 “SME”
Exports Sustain Thousands of New York Businesses
- A total of 39,941 companies exported from New York locations in 2014.

37,568 Number of small and medium-sized (SME) goods exporters in New York in 2014

SMEs account for 94% of New York goods exporters

...and 53% of known New York goods export value
Some quick background data...

- New York Exports in $BN...by size of company
  - $33.3 BN “large companies”
  - $48.1 BN “SME”

NY Exports in $BN by Size

- Average Large Company Volume = $14.979 M
- Average SME Volume = $1.235 M

Large Companies (billions)
SME’s (billions)
New York Depends on World Markets
- Exports from New York helped contribute to the $2.21 trillion of U.S. goods and services exports in 2016.

$74.4 billion
New York goods exports in 2016

New York’s Top 5 Export Markets
(Millions of U.S. Dollars)

- Canada: $12,595
- Hong Kong: $7,472
- Switzerland: $6,470
- United Kingdom: $5,545
- Israel: $4,894

New York’s Top 5 Export Categories
(Millions of U.S. Dollars)

- Miscellaneous Manufactures: $22,072
- Used or Second-Hand Merchandise: $9,816
- Primary Metal Manufactures: $7,005
- Computer & Electronic Products: $6,294
- Chemicals: $5,584
Total U.S. Exports (Origin of Movement) from New York
Top 25 6-digit HS Commodities Based on 2016 Dollar Value

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total NYS Exports</td>
<td>86,407</td>
<td>88,834</td>
<td>83,140</td>
<td>74,406</td>
<td><strong>2015 to 2016</strong></td>
</tr>
<tr>
<td>% Share of total USA</td>
<td>5.5%</td>
<td>5.5%</td>
<td>5.5%</td>
<td>5.1%</td>
<td>-10.5%</td>
</tr>
</tbody>
</table>
Some quick background data...

- Where is all the exporting done...

<table>
<thead>
<tr>
<th>SPN</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.300</td>
<td>Rochester</td>
</tr>
<tr>
<td>4.300</td>
<td>Buffalo-Niagara</td>
</tr>
<tr>
<td>3.400</td>
<td>Albany-Schenectady-Troy</td>
</tr>
<tr>
<td>1.900</td>
<td>Syracuse</td>
</tr>
<tr>
<td>1.200</td>
<td>Poughkeepsie-Newburgh-Middletown</td>
</tr>
<tr>
<td>0.769</td>
<td>Utica-Rome</td>
</tr>
<tr>
<td>0.508</td>
<td>Binghamton</td>
</tr>
<tr>
<td>0.280</td>
<td>Ithaca</td>
</tr>
<tr>
<td>0.243</td>
<td>Glens Falls</td>
</tr>
</tbody>
</table>
Where is all the exporting done?

New York’s Metropolitan Exports
- New York-Newark-Jersey City is the 2nd largest metro area reporting exports nationwide.

<table>
<thead>
<tr>
<th>Metro Area</th>
<th>2015 Goods Export Value</th>
<th>Share of State Exports</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York-Newark-Jersey City</td>
<td>$95.6 billion</td>
<td>*</td>
</tr>
<tr>
<td>Rochester</td>
<td>$5.0 billion</td>
<td>5.9%</td>
</tr>
<tr>
<td>Buffalo-Cheektowaga-Niagara Falls</td>
<td>$4.7 billion</td>
<td>5.4%</td>
</tr>
<tr>
<td>Albany-Schenectady-Troy</td>
<td>$4.5 billion</td>
<td>5.2%</td>
</tr>
<tr>
<td>Syracuse</td>
<td>$1.9 billion</td>
<td>2.2%</td>
</tr>
<tr>
<td>Utica-Rome</td>
<td>$713 million</td>
<td>0.8%</td>
</tr>
<tr>
<td>Binghamton</td>
<td>$431 million</td>
<td>0.5%</td>
</tr>
<tr>
<td>Ithaca</td>
<td>$292 million</td>
<td>0.3%</td>
</tr>
<tr>
<td>Glens Falls</td>
<td>$247 million</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

*Share of state exports unavailable for MSAs that cross state lines


For more resources please see [www.trade.gov/mae](http://www.trade.gov/mae). Sources include resources from the U.S. Department of Commerce's International Trade Administration, Bureau of the Census, and Bureau of Economic Analysis.
Liberty Pumps an SME...

- Founded in 1965
- Family Owned
- Around $30-35M
- Just under 100 employees
- One international account outside of Canada
Liberty Pumps are an SME...

- Founded in 1965
- ESOP and Family Owned
- Around $90 M - $95 M
- Just under 200 employees
- +30 international account outside of Canada
World Markets as of 2017
Go Global... one step at a time

Step 1...

The Number one thing that must be... no kidding... spot on...

“100% Management Driven... and supported”
Go Global... one step at a time

Step 2...

• Exporting Plan
  – “Failure to plan is planning for failure”

  Goal: International Market Penetration (International market share = 25% of US) resulting in “Targeted Sales Amount” (25% of company turnover) by 2020

• Export Compliance Plan
  – Make sure you know “how” to export before you try and export!

• Export Toolkit
How do I reach export markets?

1. What do I have to sell?
2. Where can I sell it?
3. What is GTM/channel by country?
4. **How do I find “Mr. Right” to sell for me?**

How do I avoid Mr. “Wannabee”?
Local Resources...
Doing things the hard way...

#1 - Your Network

Do you know someone...
#2... Market Research

- Professional Organizations
- Directories of Manufacturers

Taking your Small Business Global
#3 Directories of Distributors...

PUMP WORLD

Alaska Pump
Distributor Links

- Alaska Pump & Supply - Anchorage, AK
- Alaska Roteq - Wasilla AK
- Global Engineered Products - Anchorage, AK

Taking your Small Business Global
#4 Targeted email Blasts

This approach is the result of your market research... mining all the resources mentioned for a list of “Targets”

- Recall:
  - Professional Groups
  - Directories of Manufactures
  - Directories of Distributions

Writing the Email Blast

1. **Develop a subject title that is interesting and attention-grabbing.** The subject title must appear intriguing and exciting enough to encourage readers to open the email.
   - Email Blast Software [www.ConstantContact.com](http://www.ConstantContact.com)
     - Safe, Simple Email Blast Solutions. 550,000 Businesses Can't Be Wrong.
   - Keep the subject title relevant to the content within the body of the article. This will prevent your readers from feeling tricked if they open your email and find that the content is not relevant to the title.

2. **Write a short, direct message in your email blast.** Readers are more likely to become engaged in your announcement if you can keep the message brief and direct.
   - Provide basic details or snippets of information in your email, then embed links within the body of your email so readers can move on to your website for further reading or to purchase your service or product.

3. **Explain to readers why your message is important or how it will benefit them.** For example, if you sell products that are currently on sale, inform readers that they can visit your website to buy holiday gifts for their friends and family at discounted prices.

4. **Instruc readers how to take advantage of the information in the email blast.** When your subscribers read the email, they should understand how to follow-up or use the information presented in the email to contact you or buy your services or products.
   - Provide instructions to readers on ways they can purchase your product, such as including a link to the checkout page of your website, or by providing your telephone number, address, or other contact information.

5. **Create a sense of urgency in your email blast.** If readers are under the impression they must act immediately to take advantage of your services or products, they will most likely follow your instructions and continue on to your website.
Local Resources...

Empire State Development

State Trade Expansion Program (STEP) and EMAS
1. Create a profile of the “ideal” agent/dealer/distributor for your products:

- Market they Serve
- End User base
- “Product Line Card”
- Sales turnover
- Territory coverage
- Number of Sales People
- Marketing resources
- Warehousing capability
- Payment terms
- Shipping/receiving logistic
- Language skills
- Other???
Local Resources to find Mr. Right

The Gold Key Matching Service (GKS)

Features

- Targeted in-country market research (in 80+ countries!)
- Coordinated dealer/distributor search for the profile I defined
- No language barriers
- “Mid Term Report” with proposed action plan for dealer and/or distributor visits
- Assistance with travel and accommodations
- Assistance with translation service
- Follow up support
Gold Key Service

• Obvious advantages
  • Speed
  • Accuracy
  • Ease of Use
  • Cost

• Hidden Advantages
  • “Mr. Right will respond to a solicitation from the US Embassy... not so to your email blast...”
  • “Mr. Right” knows the US Embassy brings him only the “Right” US Companies... he has nothing to fear... only to decide if the fit is “right”
But how do you know who is Mr. Right?

- **“Mr. Right”**
  - Exactly in your market
  - Recognized as a premier dealer/distributor by potential end users
  - Profitable, Successful, and growing
  - Knows of your company and wants to add your products to the line card

- **“Mr. Wanabe”**
  - Kind of in your market
  - Not a first tier player... goes to trade shows and tells potentials suppliers they “want to be” your dealer/distributor
  - Not doing well... needs you to infuse some cash!
  - Doesn’t care who you are!
Results... GKS

EQUIPO DE TRABAJO PICSÁ

PIRSA®
Bombas y Sistemas

Planta y oficinas Centrales
Ciudad de México

NUESTRAS MARCAS NOS RESPALDAN

Taking your Small Business Global
Results... Global NY

Taking your Small Business Global
Taking your Small Business Global