



U.S. Small Business Administration

Expanding U.S. Small Business Participation in the Global Marketplace



Richard Ginsburg
Senior International Trade Specialist
Office of International Trade
U.S. Small Business Administration

Setting the Stage for Change

- Administration focus on export-promotion strategy
- Goal of doubling exports over the next five years
- Exporting will grow small businesses' bottom line
- Increasing U.S. job retention and growth



SBA's Mission: Key to Success

- Outreach to an estimated 2-3 million potential exporters
- Education and training of prospective and current exporters
- Facilitate global business activity
- Financing the DEAL!



National Export Initiative

- Expand U.S. government's export promotion efforts
- Provide access to credit
- Eliminate barriers that prevent open and fair access to foreign markets



NEI Executive Order

- Create an Export Promotion Cabinet
 - State
 - Treasury
 - Commerce
 - Agriculture
 - SBA and other federal agencies responsible for exports
- Re-establish the President's Export Council—
Public & Private-Sector advisory committee



Trade Promotion Coordinating Committee

- Interagency task force leading trade promotion efforts
- Chaired by the Secretary of Commerce, focuses on training, marketing, program integration and information sharing
- The Export Promotion Cabinet will coordinate with the Trade Promotion Coordinating Committee



Why Small Businesses Should Export!!

- 96 percent of consumers live outside the U.S.
- Two-thirds of world's purchasing power outside the U.S.
- Global demand high-quality U.S. goods and services



2010 Small Business Exporting Survey

National Small Business Association/Small Business Exporters Association

- Nearly half of small business respondents said they would consider exporting if challenges/barriers addressed
- Largest barrier for non-exporters perceived lack of exportable products/services
- 38 percent don't know enough about exporting/aren't sure where to start
- 28 percent concerned about getting paid from foreign customers



Steps to Creating Successful Small Business Exporters

- Identify small businesses with export potential
- Prepare them to export
- Connect them with opportunities
- Support them with financing



Identify Small Businesses with Export Potential

- SBA and its resource partners will expand outreach
- Government wide marketing campaign to increase awareness about exporting potential and federal exporting assistance



Prepare Small Businesses for Exporting

- More than 14,000 counselors at SBA, SBDCs, SCORE and Women's Business Centers
- United States Export Assistance Centers—
SBA, Commerce Department, Ex-Im Bank
- Online training
- New SBA online exporting courses



Connect Small Business with Trade Opportunities

- Matchmaking-B2B
- Matchmaking with export trading companies
- Trade missions
- Lifting unreasonable restrictions and regulations—U.S. Trade Representative



SBA Supports Firms with Financing

- Finance that first big order
- Help with travel costs for a trade mission
- Translate a business Web site and marketing materials
- Expand to a larger location, buy new equipment and hire more workers



Government Financing of Exporting

- Increase use of SBA loan products
- Additional resources for the U.S. Export-Import Bank



SBA Financial Support for Small Business Exporters

- 14,000 loans in past five years
- More than \$4 billion in loans
- \$10 billion in export sales



SBA Loan Products

- Export Development and Working Capital Loans
 - Export Working Capital Program-90% guaranty; \$2,000,000 Gross Loan Limit; \$1.5M Guaranty
 - Export *Express* Program-Up to \$250,000; 75%-85% Guaranty; Use of proceeds need be related to exporting
- Financial Development Financing
 - International Trade Loan Program-\$2.25 M Gross Loan; fixed assets and real estate



Field Report all Loans Statistics by USEAC to date

	10/1/09-6/7/10	10/1/08-6/9/09	% Change
Number of Loans	782	557	40.4%
Total Loan \$	\$ 343,886,700	\$ 240,073,055	43.2%
Total Guar	\$ 301,464,439	\$ 204,810,889	47.2%
Min Term	6	3	
Max Term	312	309	1.0%
Avg SBA %	82.91	78.84	5.2%
Total Export Sales	\$ 730,357,170	\$ 1,002,301,675	-27.1%



Thank you!

For more information on federal government
trade promotion and financing programs:

www.sba.gov/international

www.export.gov

