

THE AMERICAS BUSINESS FORUM
CREATING JOBS THROUGH EXPORTS

Global Marketing

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Prior to...Doing Business

- ▣ 100% Commitment
- ▣ Senior Executive
- ▣ Human and Financial Resources

Marketing Strategies

- ▣ Senior Executive – Business Plan
- ▣ Visit the market(s)
- ▣ Do not visit potential clients
- ▣ Talk to experts
- ▣ Return to the U.S. – Adjust your plan
- ▣ Select prospects/clients

Export Activity

- ▣ More competitive
- ▣ More sophisticated
- ▣ Faster decisions
- ▣ Shorter transaction cycles
- ▣ Price sensitive
- ▣ Less loyalty
- ▣ Price-delivery frequency-volumes

Beyond

- ▣ Promotion
- ▣ Trade Shows
- ▣ Trade Leads
- ▣ Catalogs

Promotion

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Global Strategies

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Tactical/Technical Education

Today, exporters need basic counseling on:

- ▣ In-depth analysis and segmentation of markets
- ▣ The adaptation and localization of products and services of foreign markets
- ▣ How to negotiate international agreements
- ▣ Protection of intellectual property rights
- ▣ Dealing with unfair practices...

Today, exporters need basic counseling on:

- ▣ Management of distribution agreements and joint ventures
- ▣ International banking and financial transactions
- ▣ Optimum logistic strategies – transportation – cargo security – inventories – supply chain
- ▣ Non-payment, warranties and delivery issues
- ▣ And much more...

The Los Angeles Area Chamber of Commerce Global Initiatives

“Economic growth through global trade education”

1. **Encourage** – Evaluate/retool business plans
2. **Augment** – Business plans + global strategies
3. **Create** – Export business plan
4. **Gain** – Functional knowledge (Global)
5. **Learn** – How to overcome “common”
obstacles

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6. **Organize** – Export division/operation
7. **Expand** – Global market – one market at a time
8. **Minimize** – Unexpected costs/expenses
9. **Increase** – Export sales
10. **Create** – Jobs

General Rules

- ▣ Do not underestimate
- ▣ Learn the culture/language
- ▣ Corporate diplomacy
- ▣ American rules do not apply
- ▣ Marketing strategy
- ▣ Mr. Murphy
- ▣ Networking is key
- ▣ Friends do business with friends

Questions?

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