



Going Global

Introducing Your Business to an International Market

- **Learn How to Tap Into International Markets**
- **Find Federal, State and Local Resources**
- **Funding and Business Assistance Programs**





The Market Today

Real-time quotes

Currencies

Commodities

World Indexes

Welcome

This guide was created to help entrepreneurs and businesses identify the resources available, both locally and nationally, that will assist in expanding their businesses overseas, and take advantage of the vast opportunities that the global marketplace has to offer.

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Federal Resources



Articles to Read

[India's Drug Industry Takes Off](#)

[Five Omens for China's Future](#)

International Trade Administration **www.trade.gov**

The ITA seeks to strengthen the competitiveness of U.S. industry, promote trade and investment, and ensure fair trade through the enforcement of U.S. trade laws and agreements. The ITA works to improve the global business environment and helps U.S. organizations compete at home and abroad. The ITA is organized into four business units:

U.S. and Foreign Commercial Service- Promotes U.S. exports, particularly by small and medium-sized enterprises, and provides commercial diplomacy support for U.S. business interests around the world.

Manufacturing and Services- Strengthens U.S. competitiveness abroad by helping shape industry-specific trade policy.

Market Access and Compliance- Assists U.S. companies and helps create trade opportunities through the removal of market access barriers.

Import Administration- Enforces U.S. trade laws and agreements to prevent unfairly traded imports and to safeguard the competitive strength of U.S. businesses.

Export-Import Bank **www.exim.gov**

Ex-Im Bank is the official export credit agency of the United States. Their mission is to assist in financing the export of U.S. goods and services to international markets. Ex-Im Bank enables U.S. companies, whether large or small, to turn export opportunities into real sales that help to maintain and create U.S. jobs and contribute to a stronger national economy.

Ex-Im Bank does not compete with private sector lenders but provides export financing products that fill gaps in trade financing. They assume credit and country risks that the private sector is unable or unwilling to accept. They also help level the playing field for U.S. exporters by matching the financing that foreign governments provide to their exporters.



Federal Resources



Articles to Read

[Economies in Latin America Race Ahead](#)

[In India, British Leader to Focus on Business Ties](#)

Overseas Private Investment Corporation <http://www.opic.gov/>

Helps U.S. businesses invest overseas, fosters economic development in new and emerging markets, complements the private sector in managing risks associated with foreign direct investment, and supports U.S. foreign policy. OPIC charges market-based fees for its products, and is a self-sustaining entity. Overseas Financing for Small to Medium Enterprises- OPIC provides medium- to long-term funding through direct loans and loan guaranties to eligible investment projects in developing countries and emerging markets.

Small Business Administration <http://sba.gov/>

The SBA, created in 1953, is the only independent agency of the federal government with the sole mission of assisting small businesses to start, grow and prosper. SBA offers loan guaranty programs that enable the small business exporter to obtain working capital to finance pre- and post-shipment needs, increase global competitiveness, enhance their ability to export a product or service and financing for acquisition of long-term fixed assets.

The SBA delivers its export loan programs through a network of SBA Regional Managers located in U.S. Export Assistance Centers throughout the country.

Export Express- SBA Export Express helps small businesses develop or expand their export markets by providing technical and financial programs to help business owners obtain adequate export financing.

Export Working Capital Program- This SBA program supports export financing to small businesses when financing is not available on reasonable terms. The program encourages lenders to offer export working capital loans by guaranteeing repayment of up to \$1.5 million or 90 percent of a loan amount, whichever is less. A loan can support a single transaction or multiple sales on a revolving basis.

International Trade Loans- An SBA loan program that encourages international trade for businesses whose loan will significantly expand or develop an export market, or a business that has been adversely affected by import competition.



Federal Resources



Export Financing Guide for Small Businesses **www.exim.gov**

- Export-Import Bank Small Business Initiative
- Export-Import Bank Application Tools and Guidance
- Export-Import Bank Products and Policies
- Export-Import Bank's Guide for Filing Multi-buyer Insurance Policies
- Pre-Export Financing to Help U.S. Exporters Maximize Borrowing Potential
- Short-Term Single-Buyer Export Credit Insurance
- Small Business Export Credit Insurance Policy

Foreign Agricultural Service **www.fas.usda.gov**

Part of the U.S. Department of Agriculture working to improve foreign market access for U.S. products, build new markets, improve the competitive position of U.S. agriculture in the global marketplace, and provide food aid and technical assistance to foreign countries. FAS has the primary responsibility for USDA's international activities-market development, trade agreements and negotiations, and the collection and analysis of statistics and market information. Through its services, FAS also administers USDA's export credit guarantees and food aid programs. In addition, the FAS helps increase income and availability in developing nations by mobilizing expertise for agriculturally led economic growth.

[Learn About Trade in the US and find the trade benefits of living where you do!](#)

[Trade Roots](#)

[Brought to you by the US Chamber of Commerce](#)



Federal Resources



Articles To Read

Not entirely free,
your honour

A nice new market

Department of State <http://www.state.gov/>

The DOS is the lead U.S. foreign affairs agency, and the Secretary of State is the President's principal foreign policy advisor. The Department advances U.S. objectives and interests in shaping a freer, more secure, and more prosperous world through its primary role in developing and implementing the President's foreign policy.

Bureau of Economic and Business Affairs (EB)- formulates and carries out U.S. foreign economic policy, integrating U.S. economic interests with its foreign policy goals so that U.S. firms and investors can compete on an equal basis with their counterparts overseas. It implements American economic policy in cooperation with U.S. companies, U.S. Government agencies, and other organizations.

Global Partnership Initiative- A partnership, defined as a "collaborative working relationship" between the State Department and private agencies, non-governmental organizations, religious organizations, Diaspora members, and entrepreneurs. It's purpose is to transcend borders and bring together communities in new ways to promote development and growth that will benefit all of the world's citizens.

U.S. Trade and Development Agency <http://www.ustda.gov/>

USTDA's mission is to advance economic development and U.S. commercial interests in developing and middle-income countries. To this end, the agency funds various forms of technical assistance, investment analysis, training, orientation visits and business workshops that support the development of a modern infrastructure and a fair and open trading environment. In carrying out this mission, USTDA gives emphasis to economic sectors that may benefit from U.S. exports of goods and services.



Federal Resources



Articles to Read

Capped

The rising power of the Chinese worker

Office of Foreign Assets Control

<http://www.ustreas.gov/offices/enforcement/ofac/>

The OFAC, a branch of the U.S. Department of the Treasury administers and enforces economic and trade sanctions based on U.S. foreign policy and national security goals against targeted foreign countries, terrorists, international narcotics traffickers, and those engaged in activities related to the proliferation of weapons of mass destruction. OFAC acts under Presidential wartime and national emergency powers, as well as authority granted by specific legislation to impose controls on transactions and freeze foreign assets under U.S. jurisdiction.

United States Trade Representative

<http://www.ustr.gov/>

The office of the USTR is an agency of over 200 people, a highly committed group of professionals who have decades of specialized experience with trade issues in different regions of the world. They negotiate directly with foreign governments to create trade agreements, resolve disputes and participate in global trade policy organizations. They also meet with governments, business groups, legislators and public interest groups to gather input on trade issues and explain the president's trade policy positions.

International Finance Corporation- A World Bank Group

<http://www.ifc.org/>

The mission of the IFC is to create opportunity for people to escape poverty and improve their lives by promoting open and competitive markets in developing countries; supporting companies and other private sector partners where there is a gap; help generate productive jobs and deliver essential services to the underserved; and catalyze and mobilize other sources of finance for private enterprise development. The IFC offers development-impact solutions through firm-level interventions (direct investments, advisory services, and the IFC Asset Management Company)



State Resources



[Wall Street Journal](#)

[Bloomberg](#)

[New York Times](#)

Empire State Development-International Division <http://www.empire.state.ny.us/International.html>

As New York State's international economic development agency, the mission of ESD's International Division is to promote competitiveness and foster economic activity abroad in order to expand the State's presence around the world. With a vast network across the State and around the World, they serve as New York's global connection and international business resource.

NY Loves Small Biz <http://www.nylovesmallbiz.com/>

New York resource guide for small business development and expansion
<http://www.nylovesmallbiz.com/>



Local Resources



[Articles to Read](#)

[In Shanghai, in Search of Authenticity](#)

[Diamond Find Could Aid Zimbabwe, and Mugabe](#)

Syracuse Tech Garden **<http://www.thetechgarden.com/>**

From technology business incubation services to the tech business acceleration and value added services of its various programs, The Tech Garden develops and grows wealth creating businesses that will have a positive economic impact. The connections and partnerships of The Tech Garden provide early-stage to mid-size technology companies with a competitive edge in the form of strategic relationships and resources throughout the state. Created in 2004, The Tech Garden has assisted more than 400 entrepreneurs and helped launch more than 35 companies. Currently 30 companies occupy The Tech Garden employing more than 100 people with a combined annual payroll of over \$4.5 million. In addition The Tech Garden is now home to the Syracuse Student Sandbox, a launching pad for over 15 student-led business start-ups.

International Business Alliance **<http://www.cnyiba.net>**

The Central New York International Business Alliance has been formed for the purposes of :

- Promoting cooperation and mutual interest among its members.
- Fostering and advancing the international trade and commerce of its members.
- Aiding one another and the industry as a whole.
- Encouraging the exchange of ideas among its members for their common good and welfare.
- Collecting, organizing and providing its members information regarding international trade, financing, marketing, and other essential information to support their international business.



Local Resources



Small Business Development Center at OCC <http://sbdc.sunyocc.edu/>

The SBDC at Onondaga Community College is part of the New York State Small Business Development Centers, a network of 23 regional centers supported by the U.S. Small Business Administration, the NYS Dept. of Education/SUNY, and the national SBDC system. The primary service of the SBDC to small businesses is one-on-one, client-directed business counseling. Counseling sessions are free, confidential and are provided by trained and experienced counselors to all types of businesses. The SBDC also offers numerous education and training opportunities.

[Articles to Read](#)

[More stress ahead](#)

[Four reasons to believe in Brazil](#)

ExportNY <http://www.cnytdo.org/export.pdf>

ExportNY is a specialized CEO training program designed to improve exporting skills. Conducted monthly over an eight-month period, ExportNY brings together various resources to focus on issues ranging from international financing and strategic marketing plans to distributor contracts and differing business cultures. ExportNY includes formal academic instructions, experienced industry professionals well-versed in exporting, service training, and one-on-one consulting for international business plan development.



Local Resources



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<http://sbdc.sunyocc.edu/>

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<http://www.nybdc.com/>

<http://www.centerstateceo.org>

<http://ftzconsulting.com>

<http://www.mohawkglobal.com/corporate/index.php>

<http://www.cnytdo.org>

<http://syr.edu/>

New York Business Development Corporation

<http://www.nybdc.com/>

New York Business Development Corporation (NYBDC) is a complement to conventional banking, working in partnership with banks to provide term loans, which often do not meet the requirements for traditional financing. One of their goals is to be more creative in underwriting; in many cases, they include multiple participations, SBA guarantees, flexible amortization and long-term payouts. NYBDC also manages the Empire State Certified Development Corporation which is otherwise known as The 504 Company. Empire State CDC is licensed by the U.S. Small Business Administration (SBA) to provide the SBA 504 Loan Program – a fixed-asset economic development program designed to promote growth and job creation to eligible New York State small businesses. A third component of NYBDC is the Statewide Zone Capital Corporation (SZCC), a privately owned loan and investment fund whose capital is used to promote the expansion and growth of new and existing businesses located within New York's participating Empire Zones.

Centerstate CEO

<http://www.centerstateceo.org>

CenterState Corporation for Economic Opportunity is a non-profit regional growth organization serving individuals, businesses, and communities across twelve counties in the heart of New York State. CenterState CEO works to achieve economic growth and prosperity through partnerships, planning, and problem-solving. It identifies key issues of importance to its members, focuses on their collective vision, sets the regional economic development agenda, communicates business priorities to community leaders, pursues strategic investments, and responds to meaningful opportunities for the benefit of the region.



Local Resources



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<http://ftzconsulting.com>

<http://www.mohawkglobal.com/corporate/index.php>

<http://www.cnytdo.org>

<http://syr.edu/>

FTZ Consulting

<http://ftzconsulting.com>

FTZ Consulting LLC can assist you in all aspects of the U.S. Foreign-Trade Zone Program, as well as overall import compliance. Services include developing import compliance programs, preparing FTZ applications, FTZ activation, inventory control, training and compliance reviews.

What is an FTZ?

Foreign Trade Zones (FTZs) were created in the United States to provide special customs procedures to U.S. plants engaged in international trade-related activities. Duty-free treatment is accorded items that are processed in FTZs and then reexported, and duty payment is deferred on items until they are brought out of the FTZ for sale in the U.S. market. This helps to offset customs advantages available to overseas producers who compete with domestic industry. The Foreign-Trade Zones (FTZ) Board (composed of representatives from the U.S. Departments of Commerce and Treasury) has its operational staff in the International Trade Administration's Import Administration.

More questions about FTZ's? Visit <http://ia.ita.doc.gov/ftzpage/tic.html>

Mohawk Global Logistics

<http://www.mohawkglobal.com/corporate/index.php>

Mohawk Global Logistics has more than 35 years of experience in the international logistics business. By working in unison with their domestic and international forwarding partners, they are able to provide their clients with comprehensive logistics and transportation services, as well as versatile and cost-effective peripheral offshore trade services. The mission of Mohawk Global Logistics is to make supply chain management simple, reliable, and cost effective for their clients.



Local Resources



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<http://ftzconsulting.com>

<http://www.mohawkglobal.com/corporate/index.php>

<http://www.cnytdo.org>

<http://syr.edu/>

Central New York Technology Development Organization (TDO)

<http://www.cnytdo.org/>

TDO is a not-for-profit consulting and training organization helping manufacturing and technology businesses increase their top and bottom lines. TDO is a NYSTAR designated Regional Technology Development Center and NIST Manufacturing Extension Partnership (MEP) center. TDO works with companies to develop successful business growth strategies and improve manufacturing competitiveness through lean six sigma, TWI workforce development, global marketing and sales strategies, new product development, and more.

In partnership with Syracuse University, TDO offers ExportNY, a program helping companies determine which international markets are attractive, develop strategies, and navigate the legal, cultural, logistical and regulatory issues of doing business abroad.

Syracuse University

<http://www.syr.edu/>

Syracuse University is not only a partner, but also the founder of ExportNY. Syracuse University also runs the Kiebach Center and the Africa Business Institute.

Kiebach Center for International Business-The Kiebach Center for International Business Studies promotes the theory and practice of international business as significant ingredients in the development of global leadership in the Whitman School and at Syracuse University. Focused on creating a global mindset among students and faculty, the Kiebach Center has been a catalyst in internationalizing educational activities in Whitman.

Africa Business Program-The mission of the Africa Business Program in the Whitman School of Management at Syracuse University is to facilitate partnerships between businesses in Central New York and countries in Africa; enhance the business community's readiness of entering into business relationships with Africa; promote faculty research and interest in business in Africa; and increase Africa-related knowledge among students.



Information on International Travel



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<http://www.cnytdo.org>

<http://syr.edu/>

[Travel Made Easy by the US Government](http://www.usa.gov/Citizen/Topics/Travel/International.shtml)

<http://www.usa.gov/Citizen/Topics/Travel/International.shtml>

[U.S. Department of State Travel Info](http://travel.state.gov/travel/cis_pa_tw/cis_pa_tw_1168.html)

http://travel.state.gov/travel/cis_pa_tw/cis_pa_tw_1168.html

[CIA World Factbook](https://www.cia.gov/library/publications/the-world-factbook/)

<https://www.cia.gov/library/publications/the-world-factbook/>

[Countries and Their Cultures](http://www.everyculture.com/)

<http://www.everyculture.com/>

[Universal Currency Converter](http://www.xe.com/ucc/)

<http://www.xe.com/ucc/>



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NYTIMES.COM
ECONOMIST.COM**

**New York City Skyline Photo
Blakeway Worldwide Panoramas, Inc.
<http://www.panoramas.com/>
Information on FTZ's
Ian MacLeod, Trade Information Center, Trade Development**



Hamburg, Germany