

# THE SBDC HELPS SMALL BUSINESSES ENTER GLOBAL MARKETS >>

## Leveraging Our Resource Partners

The SBDC maintains MOUs with the U.S. Commercial Service, and the U.S. Trade and Development Agency, and maintains a close working relationship with the Pennsylvania Department of Community and Economic Development's Office of International Business Development and Regional Export Network. Through these alliances, the SBDC has access to a large pool of knowledge, expertise and technical data to help your company succeed in global markets.



[www.trade.gov](http://www.trade.gov)



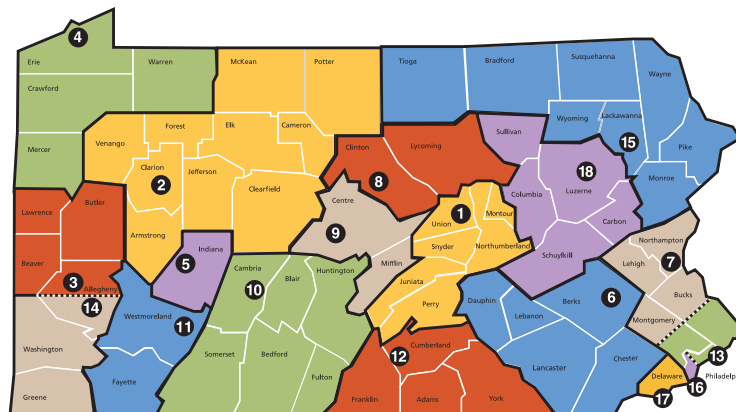
[www.ustda.gov](http://www.ustda.gov)



[www.newpa.com/trade](http://www.newpa.com/trade)

Assisting With Product & Service Promotion  
Working with Pennsylvania's Regional Export Network, the SBDCs can connect you to the state's overseas trade offices in more than 70 countries. Services available include a view of your preliminary market assessment by in-country experts available to review your strategy and provide comments to help you fine-tune your approach. SBDC certified international trade consultants also can help you determine if your company may qualify for grants to cover the costs of participating in overseas trade missions, business trips, and trade shows.

**SBDC** Small Business Development Centers  
PENNSYLVANIA *Helping businesses start, grow, and prosper.*



- 1 Bucknell University SBDC**  
(570)577-1249  
[www.bucknell.edu/sbdc](http://www.bucknell.edu/sbdc)
- 2 Clarion University SBDC**  
(814)393-2060  
[www.clarion.edu/sbdc](http://www.clarion.edu/sbdc)
- 3 Duquesne University SBDC**  
(412)396-1633  
[www.sbdc.duq.edu](http://www.sbdc.duq.edu)
- 4 Gannon University SBDC**  
(814)871-7232  
[www.sbdcgannon.org](http://www.sbdcgannon.org)
- 5 Indiana University of Pennsylvania SBDC**  
(724)357-7915  
[www.iup.edu/business/sbdc](http://www.iup.edu/business/sbdc)
- 6 Kutztown University SBDC**  
(484)646-4003  
[www.kutztownsbdc.org](http://www.kutztownsbdc.org)
- 7 Lehigh University SBDC**  
(610)758-3980  
[www.lehigh.edu/sbdc](http://www.lehigh.edu/sbdc)
- 8 Lock Haven University SBDC**  
(570)484-2589  
[www.lhup.edu/sbdc/](http://www.lhup.edu/sbdc/)
- 9 Penn State SBDC**  
(814)863-4293  
[www.sbdc.psu.edu](http://www.sbdc.psu.edu)
- 10 Saint Francis University SBDC**  
(814)472-3200  
[www.francis.edu/sbdc](http://www.francis.edu/sbdc)
- 11 Saint Vincent College SBDC**  
(724)537-4572  
[www.stvincent.edu/sbdc](http://www.stvincent.edu/sbdc)
- 12 Shippensburg University SBDC**  
(717)477-1935  
[www.ship.edu/sbdc](http://www.ship.edu/sbdc)
- 13 Temple University SBDC**  
(215)204-7282  
[www.temple.edu/sbdc](http://www.temple.edu/sbdc)
- 14 University of Pittsburgh SBDC**  
(412)648-1542  
[www.sbdc.pitt.edu](http://www.sbdc.pitt.edu)
- 15 University of Scranton SBDC**  
(570)941-7588  
[www.scrantonsbdc.com](http://www.scrantonsbdc.com)
- 16 Wharton (University of Pennsylvania) SBDC**  
(215)898-4861  
[www.whartonsbdc.wharton.upenn.edu](http://www.whartonsbdc.wharton.upenn.edu)
- 17 Widener University SBDC**  
(610)619-8490  
[www.widenersbdc.org](http://www.widenersbdc.org)
- 18 Wilkes University SBDC**  
(570)408-4340  
[www.wilkes.edu/sbdc](http://www.wilkes.edu/sbdc)

To find your local SBDC, visit

[www.pasbdc.org/centers](http://www.pasbdc.org/centers)

### Pennsylvania Small Business Development Centers Lead Office

Kutztown University of Pennsylvania  
Old Main Wing E, Ste. 24  
1522 Kutztown Rd.  
Kutztown, PA 19530  
1(877)-472-7232 | [www.pasbdc.org](http://www.pasbdc.org) | @PASmallBusiness

Funding support and resources are provided by the Commonwealth of Pennsylvania through the Department of Community & Economic Development (DCED), through a cooperative agreement with the U.S. Small Business Administration (SBA), and in part through support from the host institutions. All services are extended to the public on a non-discriminatory basis. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. SBDC services are not available to individuals or entities that have been debarred or suspended by the federal government. By agreeing to receive assistance from the SBDC you are self-certifying that you are not currently federally debarred or suspended and also agree to cease using SBDC services if you become federally debarred or suspended in the future. ©2014 Pennsylvania Small Business Development Centers. All rights reserved.



# Expand into new markets with International Business



**SBDC**  
PENNSYLVANIA

Small Business Development Centers  
*Helping businesses start, grow, and prosper.*

[pasbdc.org/international](http://pasbdc.org/international)



"Our local Kutztown Small Business Development Center was a vital component in steering us through the many mazes of doing business internationally."

**Tim Zeigler, VP of Sales and Marketing**  
Zeigler Bros Inc.  
Gardners, PA

## WHY YOUR COMPANY SHOULD CONSIDER INTERNATIONAL BUSINESS >>

International markets represent a major growth area for U.S. companies

International markets are becoming more accessible as trade barriers are breaking down

Exporting minimizes risk through market diversification and can offset loss of domestic sales

Selling internationally lengthens production schedules for seasonal products– long-term business success may depend on participation in the global economy

Good markets abroad may still exist for products that have reached the end of their domestic life cycle

Entering new markets, particularly international markets, challenges a company to stay current with technological developments

International trade boosts profits!

## HOW WE CAN HELP >>

### Export Consulting

Certified international trade consultants are available for confidential, no-fee, individualized consulting to help you plan your export strategy. Services include:

**Getting started**– assessing your company's export readiness, conducting international market research, identifying appropriate referrals to other service providers, and compiling international competitors

**Taking the next steps**– assistance with developing an export marketing plan, importing goods, understanding tariffs and duties, learning about cultural differences, and planning market entry strategies

**Refining your global strategy**– sourcing materials, interpreting FreeTrade Agreements (FTAs), reviewing export compliance and regulations, and generating international sales

**Succeeding in international business** – preparing for tradeshow and trademissions, identifying sources of export financing, mitigating payment risks, and understanding distributor agreements



**Small Business Development Centers**  
*Helping businesses start, grow, and prosper.*

## INTERNATIONAL BUSINESS EDUCATION >>

### Educational Programs

As an extension of its consulting services, the SBDCs provide information on international business opportunities, issues and exporting mechanics through introductory, intermediate and advanced level workshops. For a complete list of current workshops, visit [pasbdc.org/events](http://pasbdc.org/events).

### Sales Leads

The SBDCs utilize a variety of resources populated by State and Federal international trade organizations to identify world wide trade leads for your products or services. Contact your local SBDC consultant today to learn more about these opportunities for your business by visiting [pasbdc.org/centers](http://pasbdc.org/centers).

### On-Demand Resources

A variety of online resources exist to help small business owners learn about selling internationally.

[www.ustda.gov](http://www.ustda.gov)  
[www.export.gov](http://www.export.gov)  
[www.businessusa.gov/trade](http://www.businessusa.gov/trade)  
[www.newpa.com/trade](http://www.newpa.com/trade)  
[www.exportingpa.org](http://www.exportingpa.org)

Since 1990, the Pennsylvania SBDCs have helped entrepreneurs grow international markets with more than \$1.6 billion in export sales.

**What can we do for you?**



Funded in part by



An accredited member of



Hosted by

