

# THE NUMBERS OF TRADE

## *Why Exporting Adds Up*



WORLD TRADE CENTER®  
**HARRISBURG**  
SERVING CENTRAL PENNSYLVANIA

The Numbers of Trade

# INTRODUCTIONS



WORLD TRADE CENTER®  
HARRISBURG  
SERVING CENTRAL PENNSYLVANIA

The Numbers of Trade  
Why Exporting Adds Up

## COMMERCIAL INVOICE

SHIP TO: MANTEC's Business Growth Conference  
ORDER NUMBER: 98765

SHIP DATE: 3/17/2016  
INVOICE NUMBER: 001234

Unit	Item Description	Amount (How do you value it?)
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
<b>TOTAL</b>		\$

*These commodities, technology, or software were exported from the United States in accordance with the Export Administration Regulations. Diversion contrary to US law prohibited.*



# WHAT IS THE WORLD TRADE CENTER?

- ⦿ Promotes global trade
- ⦿ Provides trade assistance services
- ⦿ Offers educational and networking programs
- ⦿ One of 330 World Trade Centers in 100 countries
- ⦿ Regional coordinator for the State of Pennsylvania's free export assistance program



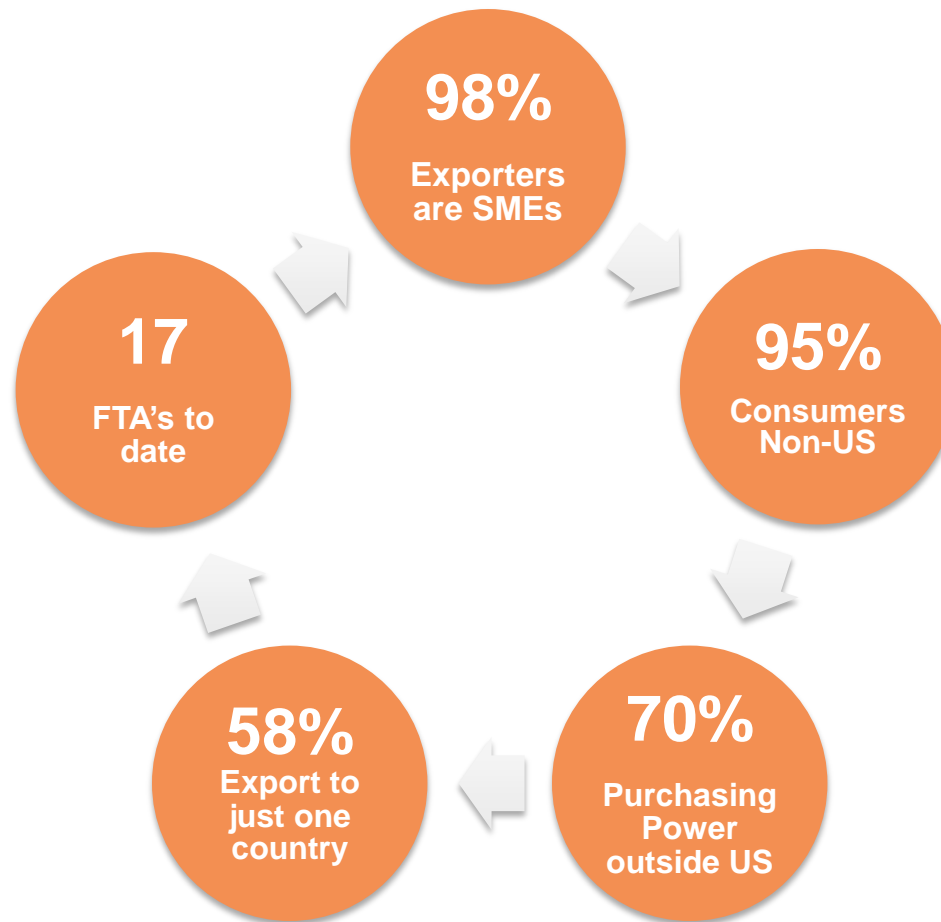
# COMPELLING REASONS TO EXPORT



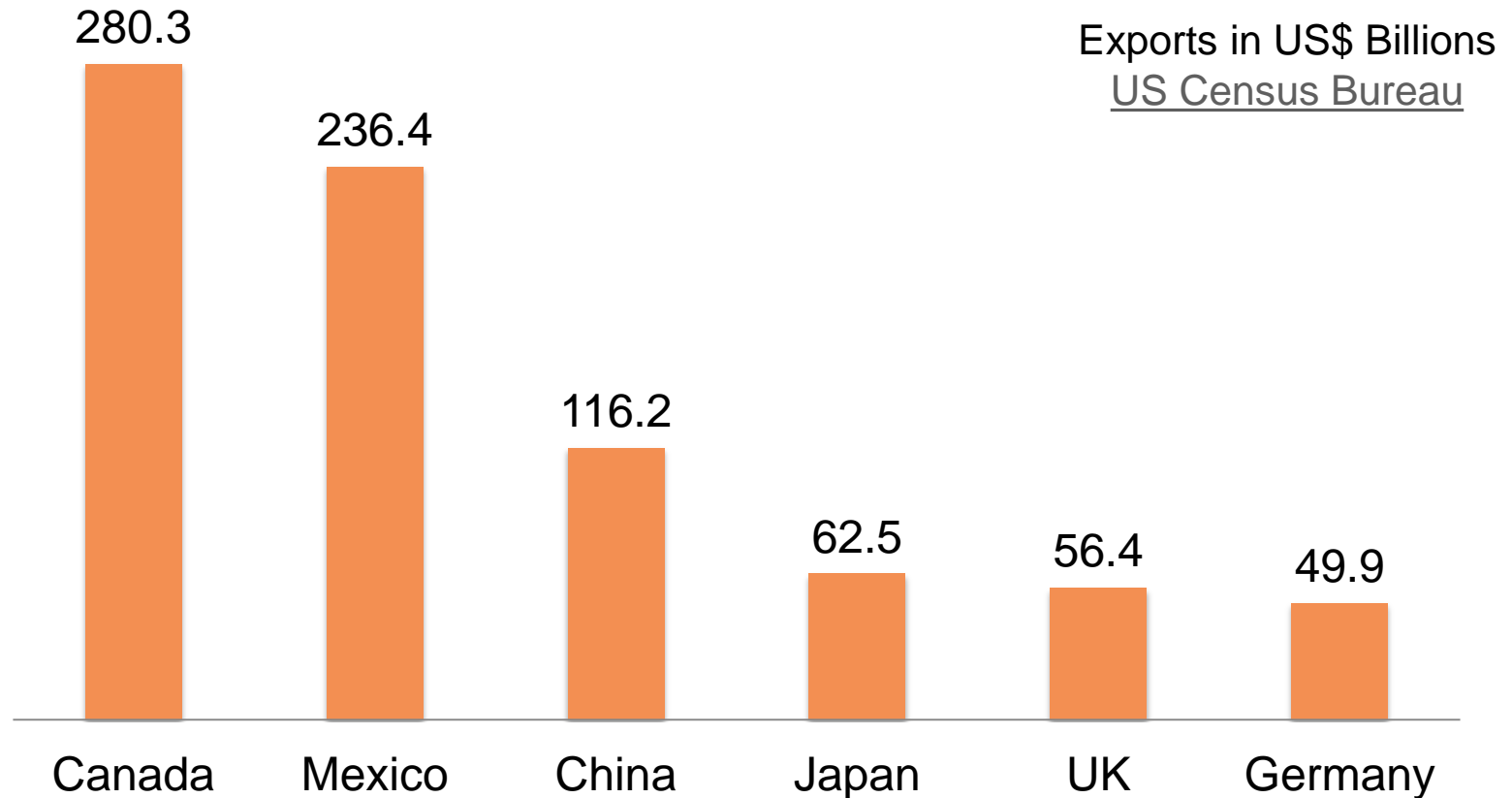
# BENEFITS OF EXPORTING

- ⦿ **10% more value per worker**
- ⦿ **8.5% lower rate of failure than non-exporters**
- ⦿ **8% greater sales**
- ⦿ **6% higher wages**
- ⦿ **4% more capital**
- ⦿ **Higher annual growth rates**

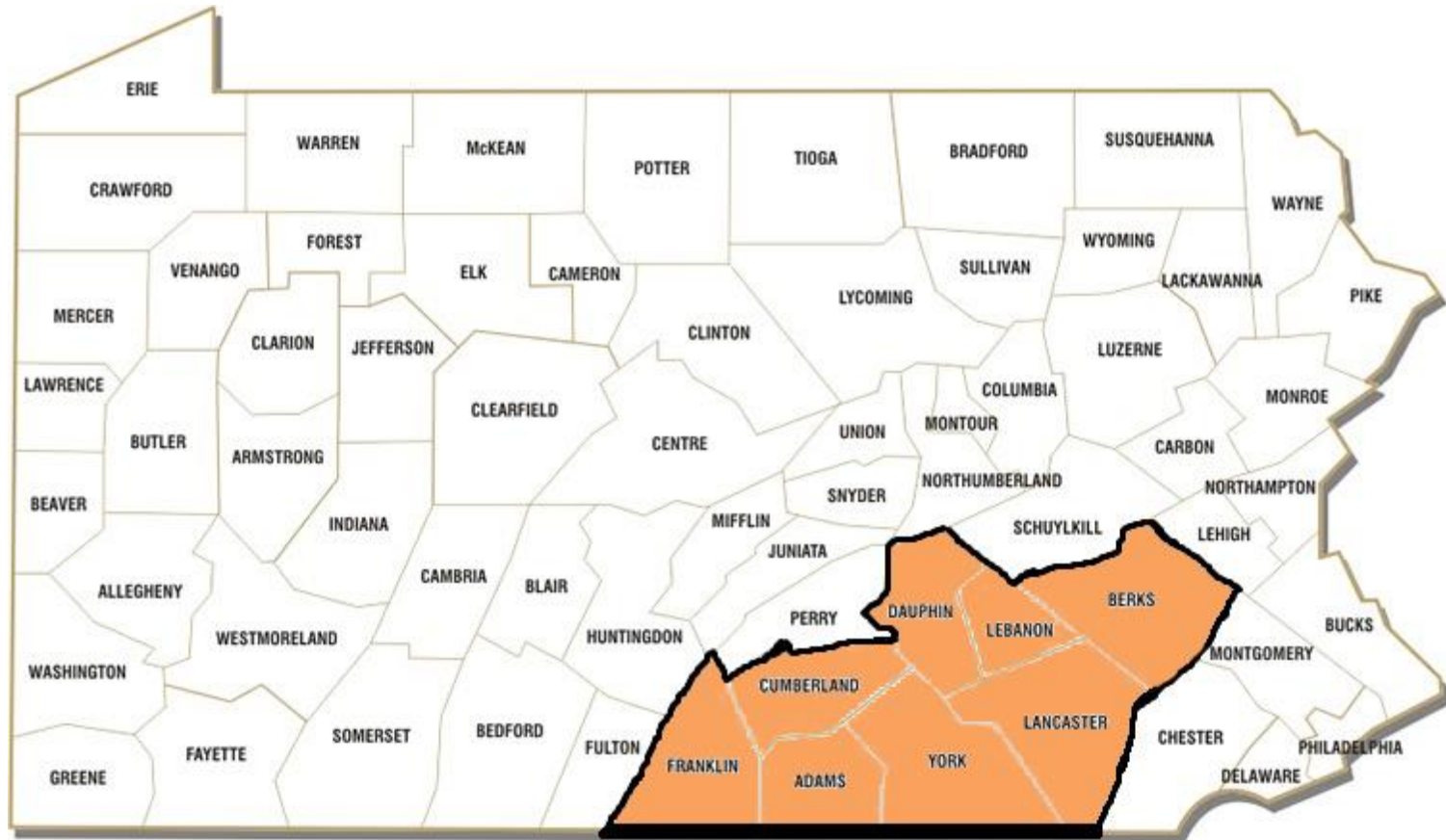
# THE OPPORTUNITIES



# TOP US EXPORT DESTINATIONS



# SOUTHCENTRAL PENNSYLVANIA



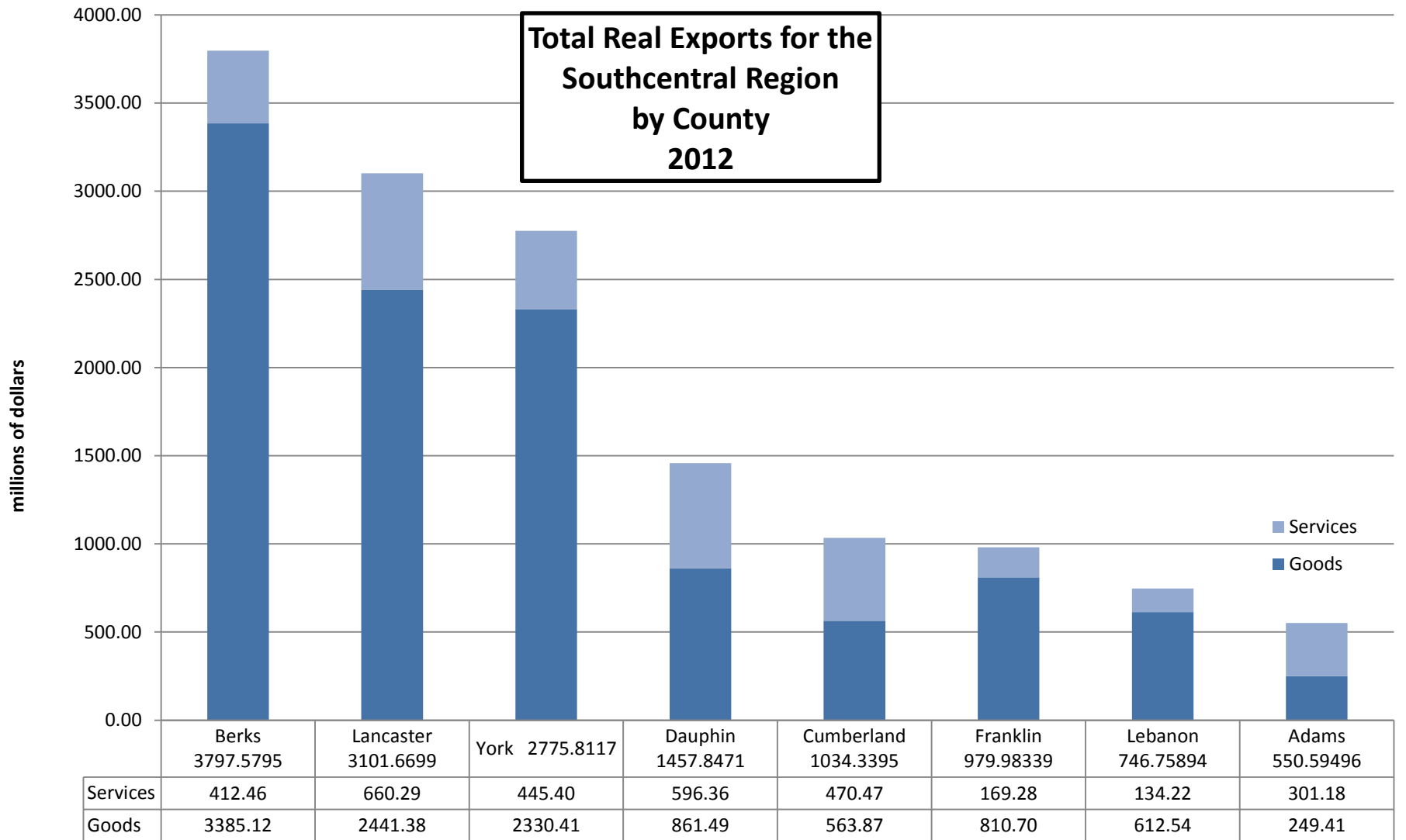


# EXPORTS FROM SOUTHCENTRAL PA

- ⦿ Goods and Services Exports: **\$14.5 billion**
- ⦿ This is over **20%** of the State's total exports
- ⦿ Includes over **100** different types of products and services
- ⦿ Sustains more than **60,000 jobs** in the region

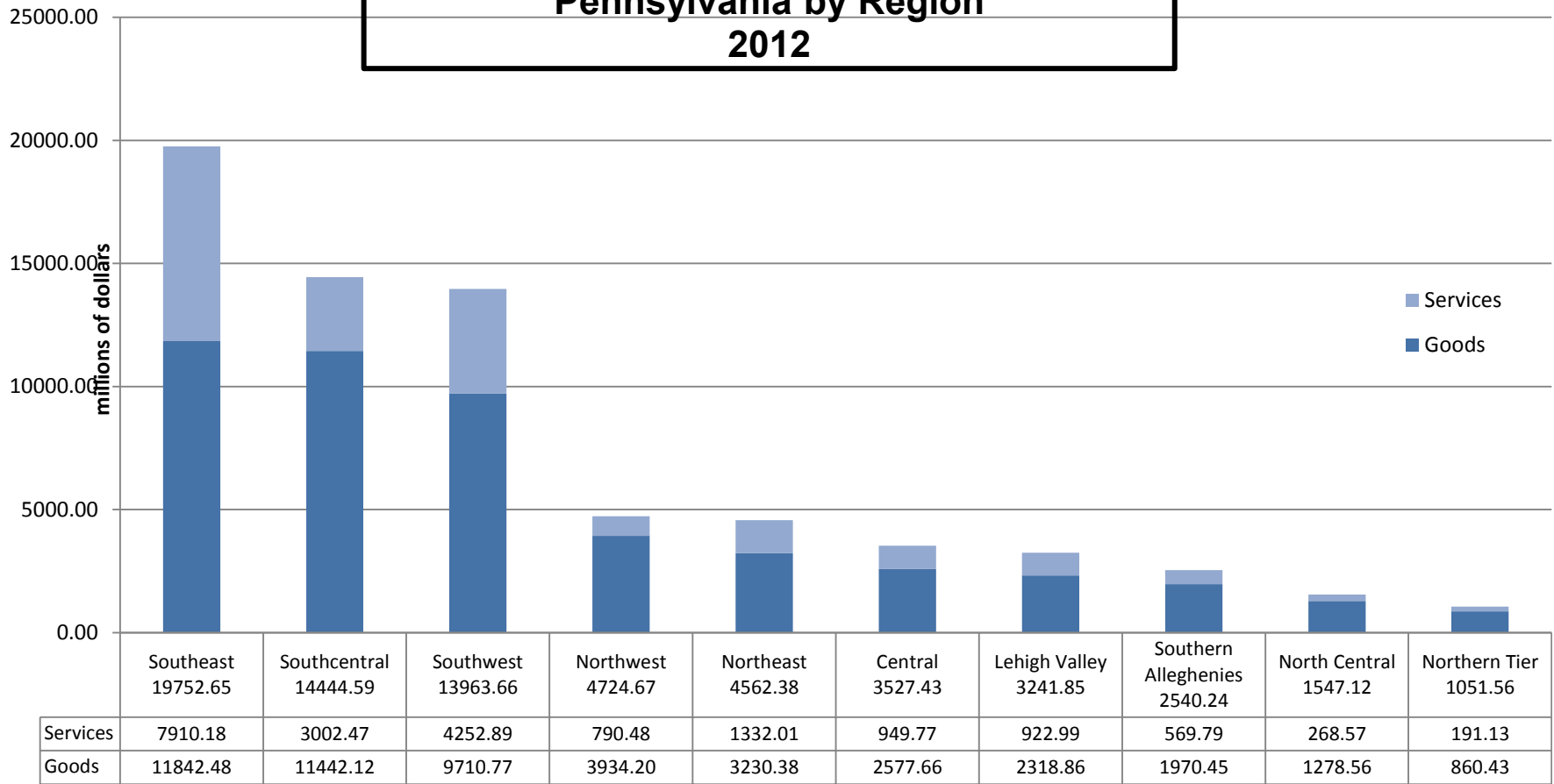
Data from Brookings Institute's Global Cities Initiative: Export Nation 2013

**Total Real Exports for the  
Southcentral Region  
by County  
2012**



# WHY OUR REGION IS SO AWESOME

**Combined Goods and Services Exports from Pennsylvania by Region 2012**



# TRADE ASSISTANCE SERVICES



**WORLD TRADE CENTER®**  
**HARRISBURG**  
SERVING CENTRAL PENNSYLVANIA

**717-843-1090**

**[www.wtccentralpa.org](http://www.wtccentralpa.org)**

# TRADE PROMOTION AND EDUCATION

## Professional Development Seminars

- ⦿ Trade Compliance
- ⦿ Documentation
- ⦿ Import/Export Procedures
- ⦿ Intellectual Property Rights Protection
- ⦿ Export Financing

## Trade Policy Awareness

- ⦿ EXIM Bank Reauthorization
- ⦿ Trade Agreements – TPP and TTIP

## Annual Conferences

- ⦿ International Trade Conference  
“You Export WHAT... To WHERE?”
- ⦿ Bringing the World To YOU!, part of  
“Pennsylvania ‘s International Week”

## Networking Opportunities

- ⦿ Roundtables
- ⦿ Receptions
- ⦿ Port Tours
- ⦿ Manufacturing Tours

# INTERNATIONAL TRADE CONFERENCE



# MANUFACTURING TOURS



# TRADE ASSISTANCE

- ⦿ Identifying export opportunities
- ⦿ Export market assessments
- ⦿ Export marketing plans
- ⦿ Export procedures & regulations
- ⦿ Shipping & documentation
- ⦿ Terms of sale and pricing (Incoterms)
- ⦿ How to get paid



# MARKET RESEARCH

- ⦿ **Market intelligence and trends**
- ⦿ **Industry and country specific reports**
- ⦿ **Top export and import markets**
- ⦿ **Duty rates of foreign countries**
- ⦿ **Foreign standards and regulations**
- ⦿ **Harmonized codes**
- ⦿ **Cultural packets for travel or hosting foreign visitors**

# US MAPLE SYRUP EXPORTS

Commodity	170220 Maple Sugar And Maple Syrup			
Time				
Country	2012	2013	2014	2015
World Total	21,443,563	25,698,622	25,618,151	26,145,691
Canada	8,861,456	11,830,637	11,841,361	11,039,522
Japan	4,486,974	4,416,732	4,290,258	3,859,800
Australia	1,070,438	1,646,086	2,573,579	3,151,011
Mexico	146,544	473,450	778,282	788,828
Denmark	631,820	469,683	450,915	671,126
UAE	329,201	541,415	438,719	594,152
United Kingdom	195,127	422,804	708,680	543,096
Korea, South	703,564	304,827	131,249	533,207
Norway		243,113	279,030	521,409
Panama	355,913	389,031	343,062	372,233
Germany	156,011	297,546	264,595	347,811
Costa Rica	201,098	209,719	204,844	290,893
Taiwan	281,705	248,335	319,575	267,510
Singapore	213,074	436,608	371,078	246,710

# PA'S 15 GLOBAL TRADE OFFICES

- ⦿ Market Research Reports
- ⦿ Competitive Analysis Report
- ⦿ Market Entry Strategy Development
- ⦿ Identification and Qualification of Agents, Distributors, Partners
- ⦿ Foreign Company Background Check
- ⦿ In Country Visit Assistance
- ⦿ Trade Show Assistance
- ⦿ And Much More!



# REFERRAL SERVICES

## To Private Sector Entities:

- ⊙ Freight Forwarders and Customs House Brokers
- ⊙ Packaging Specialists
- ⊙ Banks
- ⊙ Insurance Companies
- ⊙ Lawyers and Accountants
- ⊙ Translation Firms
- ⊙ Other Exporters & Importers

## To Public Sector Agencies:

- ⊙ Local
  - Legislators
  - Local Government
- ⊙ State
  - Business Development
  - Financing: Loans/Grants
- ⊙ Federal
  - US Commercial Service
  - Small Business Administration
  - EXIM Bank

# UPCOMING EVENTS

**Doing Business in Eurasia**

**March 22 – Harrisburg**

**Skyping the World to YOU!**

**April 5 - York**

**Export Finance with EXIM Bank & SBA**

**April 12 – Lancaster**

**International Trade Conference**

**May 18 - Lancaster**

**THANK YOU!**  
**QUESTIONS?**

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# WORLD TRADE CENTER HARRISBURG

1991 - 2016  
CELEBRATING  
25 YEARS