

Helping Businesses Grow & Succeed

News Release



Florida SBDC at the University of Central Florida

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FOR IMMEDIATE RELEASE

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EXPORTING FOR BUSINESS GROWTH WORKSHOP BEING HOSTED BY SBDC AT UCF ON JANUARY 16th

Attendees to gain valuable tools, insights and knowledge for expanding internationally

Orlando, FL – More and more Florida-based companies are expanding overseas. We at the Florida SBDC at UCF know that expanding into international markets can seem daunting. To help overcome that trepidation and assist companies interested in exporting, we have produced an interactive workshop to help attendees find out how the Florida SBDC at UCF can help you prepare your business for globalization. Participants will leave with a new perspective, better understanding and command of best practices to help your small business earn a share of this growing profit opportunity. This workshop followed by direct, no-cost, one-on-one consulting assistance from the FSBDC at UCF will guide you through the complexities of international expansion strategies toward new markets and new revenues.

This important event, “Go Global: Exporting for Business Growth” is scheduled for Friday, January 16th from 9:00 am – 12:00 Noon at the Florida SBDC at UCF located at the National Entrepreneur Center, 3201 E. Colonial Drive, Suite A20, Orlando, FL 32803 (Inside the Orlando Fashion Square Mall).

Many ask the FSBDC at UCF: Why Export? The reasons why tell a compelling and attractive story:

- Over 70% of the world’s purchasing power is outside the United States.
- Over 95% of the world's customers are located beyond U.S. borders.
- 98% of goods exporting companies in the U.S. are small to medium sized businesses.
- Companies that export, on average, grow 15% faster, pay 15% higher wages and are 12% more profitable than non-exporters.
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business.

The agenda for the workshop covers the full range of topics important to those considering selling abroad, including:

- Why Export
- Export Readiness Assessment
- Developing an Export Marketing Plan
- Market Research & Selection
- Assessing Competition

- Export Compliance Overview
- Cost & Pricing Considerations
- Market Entry Strategies
- Overseas Opportunities
- Resources

Leading this interactive discussion are international trade specialists, including two Certified Global Business Professionals (CGBP) from the FSBDC at UCF and the Director of the U.S. Orlando Export Assistance Center.

Partnering with the Florida SBDC at UCF in producing this event are Enterprise Florida, the Manufacturers Association of Central Florida, the Central Florida International Trade Office and the U.S. Commercial Service of the United States of America Department of Commerce.

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About the FSBDC at UCF

With its main office in the National Entrepreneur Center located at the Fashion Square Mall in Orlando, the Florida SBDC at the University of Central Florida (FSBDC at UCF) is part of the UCF Office of Research & Commercialization and the Florida SBDC Network (FSBDC Network). THE FSBDC at UCF provides business seminars and no-cost, one-on-one business consultation to emerging and established businesses. The FSBDC at UCF serves an eight-county area that includes Brevard, Flagler, Lake, Orange, Osceola, Seminole, Sumter, and Volusia counties and maintains 10 service centers across Central Florida.

In 2013, the FSBDC at UCF served more than 7,200 entrepreneurs and small business owners through consulting and training, resulting in 7,507 Central Florida jobs created, retained or saved; \$1.0 billion in sales growth; \$51.5 million in capital formation; \$87.7 million in government contract awards; and 129 new businesses started.

About the FSBDC Network

The FSBDC at UCF is a member of the Florida SBDC Network, a statewide service network funded in part through cooperative agreements with the U.S. Small Business Administration, Defense Logistics Agency, State of Florida and other private and public partners. The Florida SBDC Network is hosted by the University of West Florida and is nationally accredited by the Association of SBDCs. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

For over 35 years, the FSBDC Network has nourished a statewide partnership between higher education and economic development organizations, dedicated to providing emerging and established business owners with management and technical assistance, enabling overall growth and increased profitability for the businesses and economic prosperity for the state. The FSBDC Network is a statewide service system of 41 centers with 60 outreach locations, including the FSBDC at UCF.

In 2013, the Florida SBDCs served over 34,000 entrepreneurs and small business owners through consulting and training, resulting in 39,536 jobs created, retained and saved; \$5.5 billion in sales growth; \$197.3 million in capital accessed; \$602.2 million in government contract awards; and 685 new businesses started. And, for every \$1 of Florida public and private sector investment in FSBDC programing, \$35 was returned to the state in tax revenue

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State Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat.]