

# **Export Missouri Program & Missouri's International Trade Office**

APICS – Lindenwood University  
February 6, 2017



# What is MITI?

- MITI – “Missouri International Trade & Investment”
- “Govt organization devoted to MISSOURI international trade & investment”
- *Missouri isn't the only one...*
- **WHY?**
  - Directs attention to Missouri firms and industry strengths (I.E. no conflicts of interest)
  - Possession of global resources knowledgeable and focused on Missouri...**AFAB (ADVOCATES FOR Missouri, ADVOCATES BY Missouri)**
  - Allows us to provide several services **FREE OF CHARGE**
  - Boots on the ground...
  - Investment - Provides advocates and resources that develop Foreign Direct Investment (FDI) for Missouri.

# Mission

- **Increase the number of Missouri companies exporting**
  - **Increase the number of markets Missouri companies export to**
  - **Increase the volume and value of Missouri exports**
  - **Attract foreign investment to Missouri**
  - **Raise Missouri's profile internationally**
  - **Execute Missouri overseas activities – Trade Shows and Trade Missions**
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- A background graphic featuring a central globe with a grid pattern. Surrounding the globe are several stylized human figures in various poses, some holding objects, rendered in a light gray color. The figures appear to be interacting or moving around the globe, symbolizing international trade and global connectivity.

# Why Export?



- **96% of the world's consumers live outside the U.S.**
- **Exporting diversifies companies' customer base and helps them weather changes in the U.S. economy.**
- **Exporting reduces a business's dependency on the domestic market.**
- **Extends sales potential and product lifecycle.**
- **The U.S. currently has free trade agreements with 20 countries.**
- **Exporting is good for the bottom line.**

# *Who's Exporting?*



## **Companies like these...**

- 97 % are SMEs
- 30% of total export value
- Typically export to one foreign market
- Fewer than 20 employees
- Nearly 6,000 companies, of all sizes and from all parts of Missouri, are exporting

# How Can We Help?

## Free 😊






-  Agent Distributor Search (ADS)
-  Background Check
-  Business Protocol
-  Certificate of Free Sale
-  Consulting
-  Customized Marketing & Research
-  Export Finance
-  International Product Research
-  Logistics support

## Not free...

-  Trade Shows and Trade Missions
-  What's the difference?



## **Export Training for New to Export Companies**

-  Administered by the Statewide Partner Network
-  3 - month program
-  Assessment of export potential and product viability
-  Development of export plan
-  Graduates may apply for funding for website translation and marketing media materials

## **Export Training for Local Communities**

-  Training for local leaders to recognize importance of exports to economic development efforts, job creation and retention




# State Partners

- SBA
- US DOC –USEAC’s: STL – KC
- World Trade Center – St. Louis
- World Trade Center - Kansas City
- Missouri Department of Agriculture
- Greater KC Chamber of Commerce
- Springfield Area Chamber
- Cape Girardeau Area Chamber
- SBTDC – University Extension
- Service Corps of Retired Executives (SCORE)
- Grace Hill Women’s Development Center
- Veterans Business Resource Center
- Missouri Enterprise
- Greater Ozarks International Trade Association
- International Trade Council of Greater Kansas City

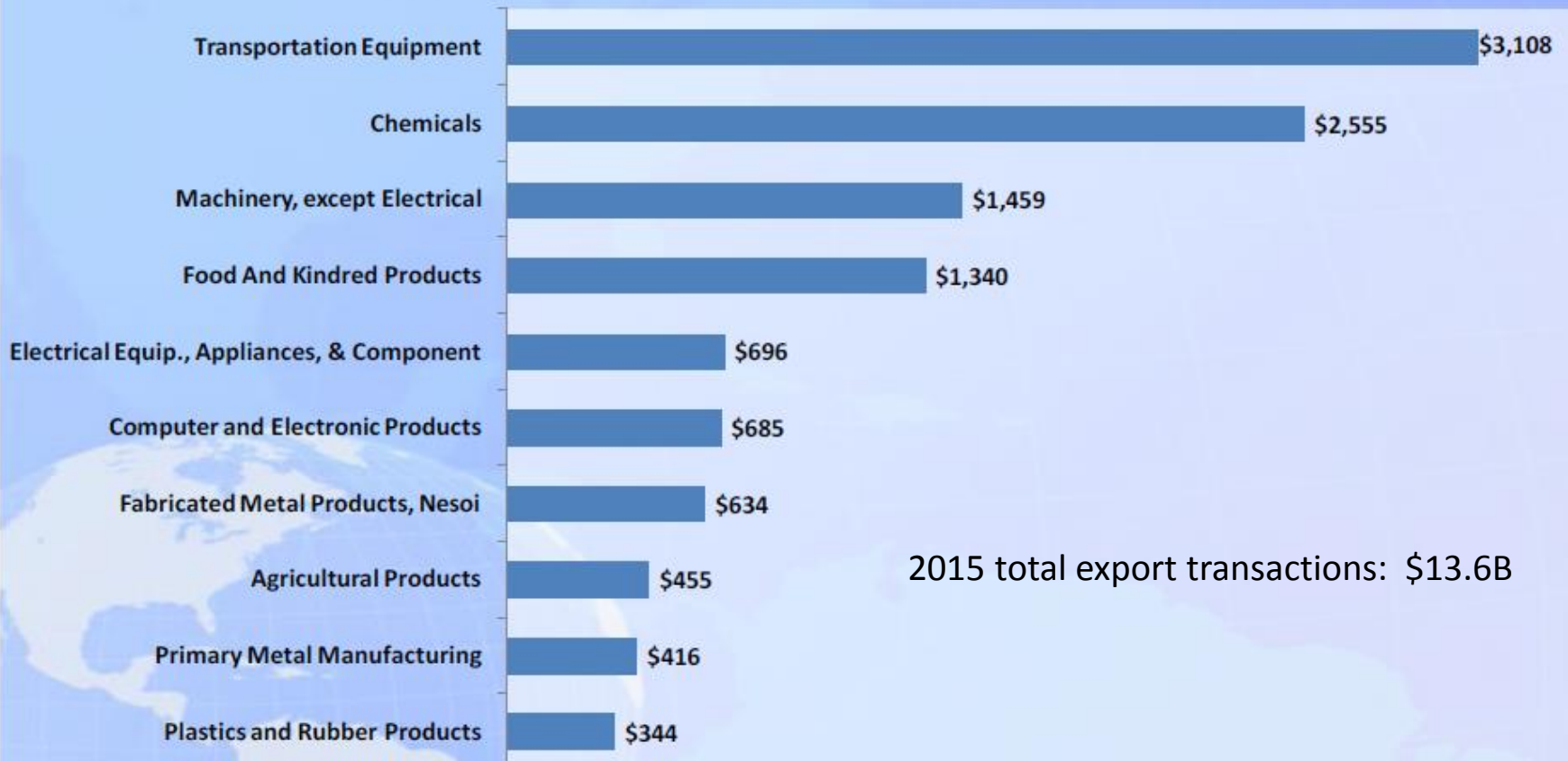
# What's MOving

## In order

- **Transportation equipment**
    - **Aircraft, aircraft assemblies, parts, automobiles, chassis, auto parts**
  - **Chemicals**
    - **Industrial, pharmaceutical, re-agents, by-products**
  - **FOOD, not commodities...**
    - **Processed meats, food grain, brands, dairy, and dietary supplements**
  - **COMMODITIES, not food...**
    - **SOYBEANS!, corn, lumber and hardwood, animal feed**
- 

# Missouri Exports: Sector

Missouri's Top Ten Exports in 2015 (Millions)



# Missouri Exports: 13.6B (2015)



# Missouri International Trade & Investment Office Locations Around the Globe



## **Upcoming MITI Office Activities For 2017**

 **Expo Manufactura – Monterrey, Mexico – Feb 7 to Feb 10, 2017**

 **Middle East Electricity – Dubai, UAE – Feb 14 to Feb 17, 2017**

 **IDEX – Abu Dhabi, UAE – Feb 19 to Feb 23, 2017**

 **Aeromart – Montreal, Canada - April 4 to April 6, 2017**

 **Paris Air Show – Paris, France – June 19 to 23, 2017**



1 2 3 4 5 6

# 11,564 NEW JOBS

SUPPORTED BY

## MISSOURI'S MANUFACTURED EXPORTS FROM 2009-2014

**COMING SOON!**

★ TRADE LEADS ★

# Export Missouri

**Getting Started**

**EXPORT MISSOURI GOODS**  
Learn how we can help your company export

**EXPORT MISSOURI REGISTRATION**  
Register for Export Missouri programs

**FIND MISSOURI GOODS**  
Learn how we can help you find Missouri products

**Get Connected**

- Login to Export Missouri
- Export Resources
- Missouri-Made Product Directory
- Export News
- Participate in Trade Activities
- Online Trade Counselor

**Trade Events**

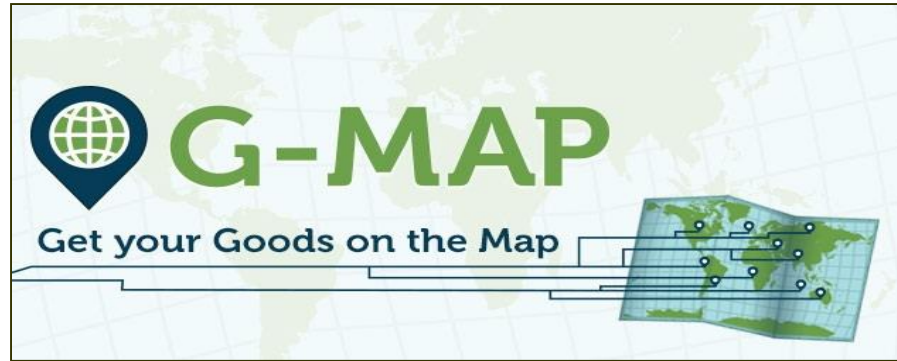
Date	Name of the Event	Venue
Jan 30-Feb 2, 2017	Arab Health	Dubai, United Arab Emirates
Feb 7-9, 2017	ExpoManufactura	Monterrey, Mexico
Feb 14-16, 2017	Middle East Electricity	Dubai, United Arab Emirates
Feb 19-23, 2017	International Defense Expo	Abu Dhabi, United Arab Emirates
April 4-6, 2017	Aeromart	Montreal, Canada
May 16-19, 2017	Hospitalar	Sao Paulo, Brazil
June 19-25, 2017	Paris Air Show	Paris, France

Export Missouri: We've Got G...

Spotlight on Missouri Ex...



- **Primary Market for 2017 is Middle East (UAE specific)**
- **Year 6 ends August 2017**
- **Year 7 begins September 2017**
- **Year 7 will likely have a Defense/Security Industry focus**
  
- **Eligibility Requirements:**
  - **500 employees or less**
  - **Business more than 1-year old**
  - **Operating profitably-US operations**
  - **Demonstration of export sales potential**
  - **Strategic plan for exporting**
  - **51% of the value of the product must be derived in MO**



- Is a cost-sharing program that helps Missouri small businesses participate in international marketing activities to sell their goods globally.
- General Marketing Activities that qualify for funding:
  - Trade show exhibition
  - Foreign trade mission
  - Foreign market sales trip
  - Subscription services provided by the USDOC, USDA, DED or MDA
  - Language translation fee
  - Marketing media

# Eligible Participants

The target audience for this program is small business, primarily manufacturers that must have:




- ❖ Been in business for at least 3 years
- ❖ 500 employees or less
- ❖ \$25 million or less in annual sales
- ❖ Exported to at least one market (Canada counts)
- ❖ 51% of the value of the product derived in Missouri
- ❖ A strategic plan for exporting

# Eligibility Company GMAP Criteria


- Must currently export to at least one market – including Canada
- A minimum of 50% of the eligible firms must be rural small businesses concerns (as per county location).
- A minimum of 10% of the eligible firms must be women owned and controlled; minority owned and controlled; veteran owned and controlled; and/or socially and economically disadvantaged small business concerns.
- A minimum of 10% of the eligible firms must be directly or indirectly affected by supply chain exports.
- Be registered as a Missouri business In-Good-Standing with the Secretary of State;
- Not owe delinquent taxes, fees or fines, to any agency of the State of Missouri;
- Not have filed or announced their intention to file for bankruptcy;
- Not employ illegal aliens and must provide proof of enrollment in E-Verify

# Takeaways...

## HEALTHCARE




-  Healthcare spending globally is increasing approx. 11% yearly and will have increased by 50% by 2025
-  Demand for westernized standard of care is increasing in lock-step
-  60+ Countries have included health infrastructure improvements in the 5-year plans or as entirely stand-alone plans

## COMMERCIAL AEROSPACE

-  Global airline passenger growth will double by 2030!!!
-  There are currently 189 new large and medium *Primary Hub* airports being built across the world, mostly in SE Asia...
-  Commercial aircraft growth has been steady at 4-4.5% yearly for the past 10 years.
-  It's not just aircraft...consider all the infrastructure needed to support that increase!

# Takeaways...

## DEFENSE

-  Geopolitical uncertainty in the China (particularly for SE Asia) and the Middle East remain the primary driving force
-  Military aviation and naval systems are 80% of budget concentration for most countries
-  Most current buyers have a high likelihood of continued and increased defense cooperation with USA...but it's not guaranteed!



# Macros for Exporters

- **Geopolitical risk is increasing for exporters**
- **Currency exchange rates and “affordability” are having bigger impacts on exporters and buyers overseas.**
- **Consider doing more value-added activity in country and in FTZs in order to reduce logistics costs**
- **Get in front of your buyers and stay there. One and done won't cut it**

# Trans-Pacific Partnership (TPP) DOA

***President-elect Donald Trump will not revive his predecessor's stalled Trans-Pacific Partnership trade deal in any form, but will quickly pursue bilateral trade agreements, a Trump transition policy adviser said. "TPP is dead. I cannot stress that more strongly," said the adviser, who requested anonymity because he was not authorized to speak publicly for the administration that takes office on Jan. 20. "TPP, or a multilateral agreement that looks like TPP but is called something else, is emphatically dead."***

***- Washington Post, 1/10/17***

- Stalled in November 2016. US will depart the agreement.
- Bi-Lateral negotiations are still on the table. Look for potential talks with:
  - Taiwan
  - Vietnam
  - Indonesia
  - Philippines?

# THANK YOU



## Contact Information

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