



International Trade: Resources in Oregon for the global entrepreneur

Getting Started with Exporting

Small Business Administration (SBA) has developed an “**Export Business Planner**” specifically for small businesses. It is an interactive, all-in-one guide, reference, and tool for developing your own Export Business Plan – <http://www.sba.gov/exportbusinessplanner>

Export.gov is the Federal government’s one-stop source of information on the how-to’s of exporting – <http://export.gov/begin/> Registering on the web site gives your free access to all of the resources.

Situated in community colleges statewide, the **Small Business Development Center (SBDC)** network offers both classes and counseling for new and experienced businesses – <http://www.bizcenter.org/> (click “Get Global”)

Developing Your Export Market

The **US Export Assistance Center (USEAC)** in Portland is staffed by **US Commercial Service** experts on foreign trade who help provide market leads through the US embassy network. They offer individual guidance and training classes on “Export Strategies” – <http://export.gov/oregon/>

Business Oregon (Oregon’s state commerce agency) has an International Trade Assistance division to help Oregon companies – <http://www.oregon4biz.com/Grow-Your-Business/Export-assistance/>

State Trade and Export Program (STEP). With funds awarded by SBA, Business Oregon makes matching grants of up to \$5,000 to small businesses to defray the cost of overseas marketing efforts, such as attending trade shows – <http://www.oregon4biz.com/Grow-Your-Business/Export-assistance/STEP-Program/>

Western United States Agricultural Trade Association (WUSATA). Using funds awarded by the USDA Foreign Agricultural Service, WUSATA makes matching grants under its “Branded Program” of up to \$300,000 to US firms exporting goods with a majority US agricultural commodity content (by weight) to pay for overseas marketing efforts, such as trade shows. WUSATA also supports generic marketing efforts for industry-wide international marketing efforts – <http://www.wusata.org/>

Financing Your Export Costs

SBA Office of International Trade – <http://www.sba.gov/content/export-loan-programs> SBA provides enhanced loan guarantees to business lenders when they make loans to small businesses involved in exporting:

- **International Trade Loan Guaranty (ITL)**. SBA guarantees commercial loans up to \$5 million for fixed assets, working capital, or debt refinancing projects that will improve the competitive position of the exporting business. 90% guaranties are provided, compared to the usual 75% for non-export projects.
- **Export Working Capital Program (EWCP)**. SBA guarantees lines of credit up to \$5 million for exporter working capital needs. 90% guaranties are provided, compared to the usual 75% for non-export lines.
- **Export Express**. SBA developed this fast-track approval program for experienced SBA lenders on loans for exporters up to \$500,000. 75-90% guaranties are provided, compared to the standard 50% for regular SBA Express lines of credit, which are capped at \$350,000.

Ex-Im Bank – <http://www.exim.gov/smallbusiness/> Ex-Im Bank provides working capital loan guaranties and export insurance for business transactions involving the shipment of export products with a majority US content.

USDA Foreign Agricultural Service – <http://www.fas.usda.gov/excredits/ecgp.asp> USDA’s GSM-102 Program guarantees letters of credit from foreign banks supporting the purchase of US agricultural commodities (crops, livestock, fish, wood) or products with a 90% US agricultural commodity content.

Other business financing resources – <http://www.ruraloregon.biz/> USDA Rural Development offers guaranties on commercial loans to rural businesses as well as some targeted grants for value-added and energy projects.