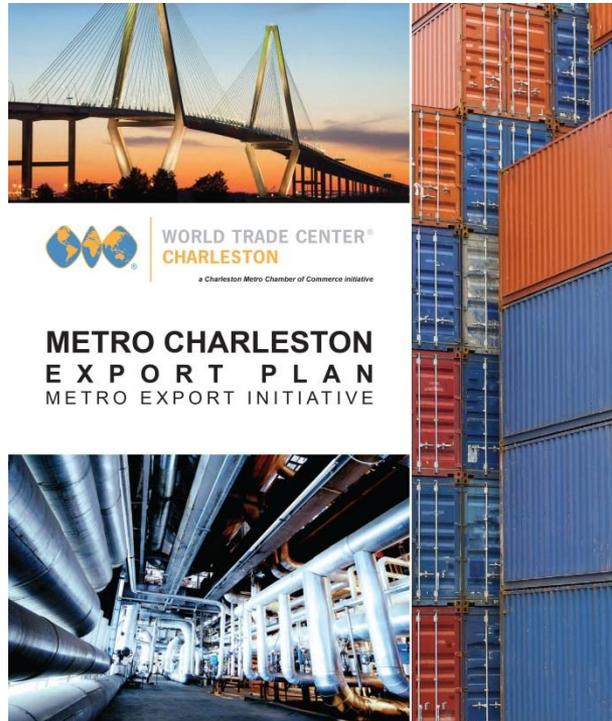




WORLD TRADE CENTER® CHARLESTON



an initiative of the
Charleston Metro Chamber of Commerce



Charleston Metro
Chamber of Commerce

Metro Charleston Export Plan



EXPORT MOMENT - WHY NOW?

Global economic dynamics are changing rapidly. Outside the United States, economic growth and prosperity are driving a surge in demand for a wide range of goods and services as a result of a growing new middle class in many countries that has effectively shifted consumer purchasing power away from the United States. This demand will be met by businesses and countries which provide price competitive, quality products to those markets. It is estimated that as much as 70% of the world's disposable income is currently being spent outside the U.S. borders¹.

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WHY NOW?

MARKET ASSESSMENT

- Export strength driven by a few multi-nationals
- Proximity to world class port
- Service exports provide growth opportunity
- Most businesses focus on domestic marketplace
- Companies unaware of export services
- Increasing air connectivity



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Metro Charleston Export Plan

GOAL:

Build and support a thriving export economy to accelerate metro Charleston job growth.

OBJECTIVES:

1. Increase Charleston's export intensity
2. Grow the number and capacity of small to mid-sized exporters
3. Create an international trade culture



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STRATEGIES:

1. Coordinate Delivery of Export Services
2. Champion Large Exporters
3. Target Priority Clusters and Markets
 - Aerospace, Tourism, Medical, Automotive, Manufacturing, Professional Services
 - Canada, Mexico, UK, Israel, CA, Brazil, Germany , China



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Metro Charleston Export Plan

METHODOLOGY (FIRST STAGE):

Select Project Champion

Establish Export Council

Develop Training Program

- Identify Company Prospects
- Establish Training Team & Coaches
- Develop Customized Export Plans for Each Company
- Implement Export Plans
- Track Results

Advocate for free trade, Ex-Im Bank reauthorization and Port Deepening



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Metro Charleston Export Plan

COMPANY CRITERIA

- Small to Mid-Size
- Trade Connection
- Value Diversification/Open to International Trade
- Exportable Product
- Expandable Capabilities and Markets
- Have \$10,000+ marketing funds
- Senior Management Support
- Time/Planning Commitment
- Willingness to Release Results



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FIRST COHORT:

UEC ELECTRONICS

STREIT USA ARMORING

STRIPED PIG DISTILLERY

GEL GROUP

TIGHITCO



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“We are incredibly fortunate to be included in the Chamber’s export training program. We receive interest in our products from international markets, however; we have been unable to respond due to lack of knowledge of the international sales process and compliance requirements.

We are extremely impressed with the Chamber’s targeted and comprehensive training, as well as the high caliber resources that will be available to assist us in this venture.”

Rebecca A. Ufkes, President
UEC Electronics

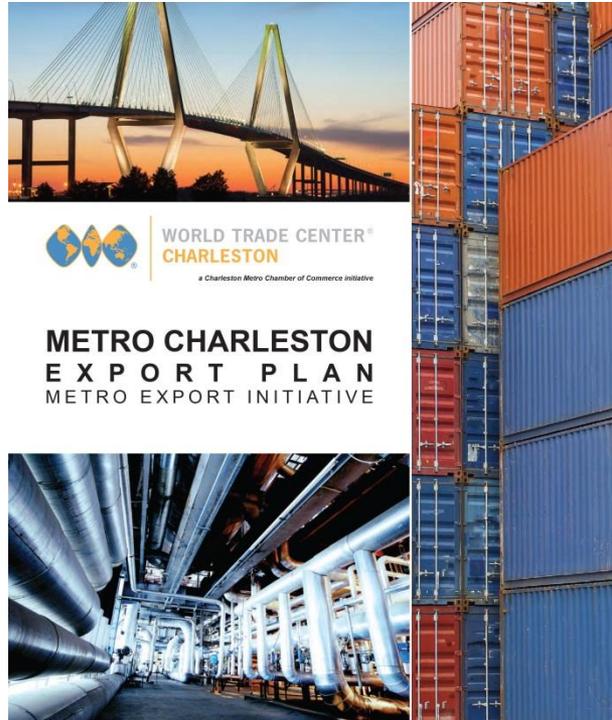


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Pennie Bingham
pbingham@
charlestonchamber.org



WWW.
charlestonchamber.net

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