



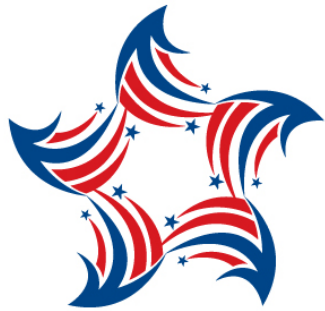
The Crossroads of the Middle East

Deeper Dive to Market Visits

May 26, 2016

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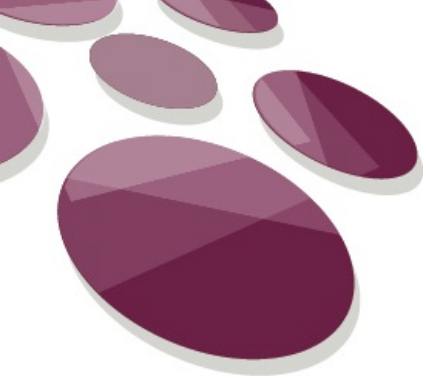
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Before we begin...:

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- Do NOT put your phone on hold – please hang up and call back
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The Crossroads of the Middle East

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May 26, 2016





Who we are:

Channels MEA, Dubai UAE



Anne Jafery
Managing Partner,
Channels Business Solutions (Dubai)

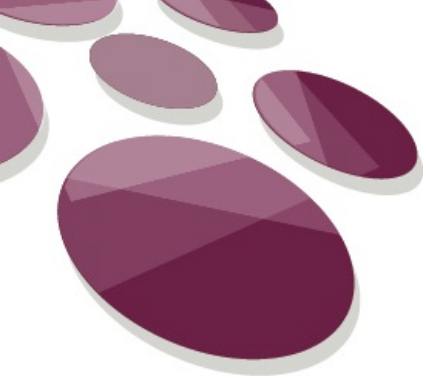


Laura Deierlein
Business Development Director,
Channels Business Solutions (U.S.)



Strategic Partners

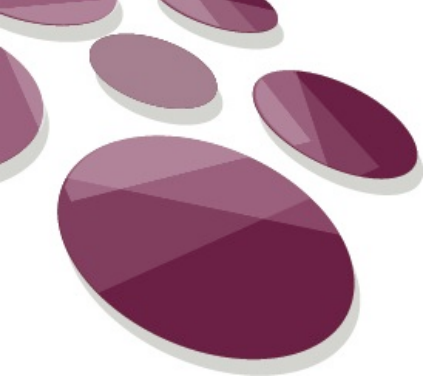




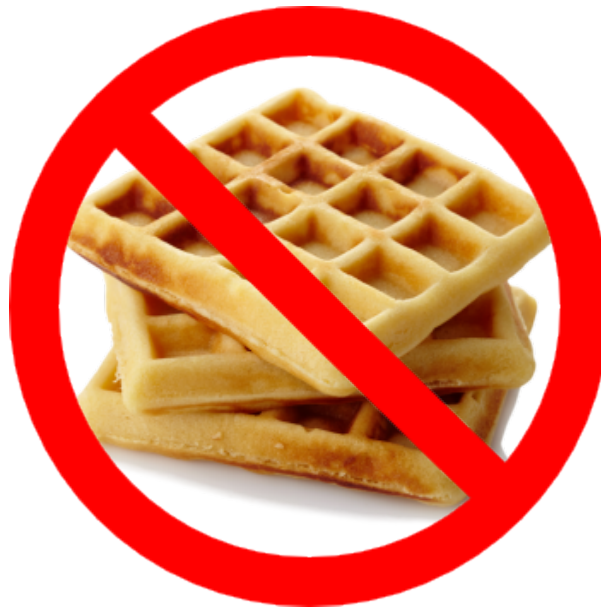
The Secret to Successful Exporting...

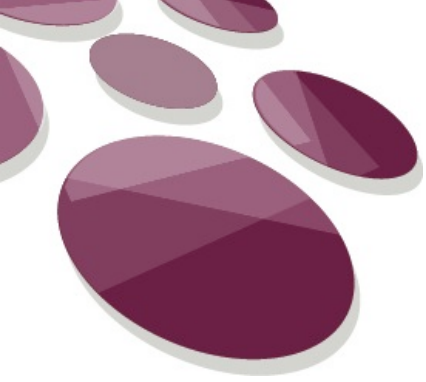


Making what you know work for you!



Corporate Commitment at the Leadership Level

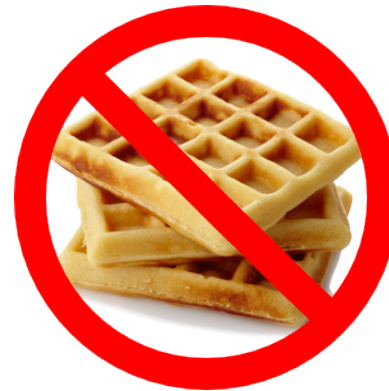


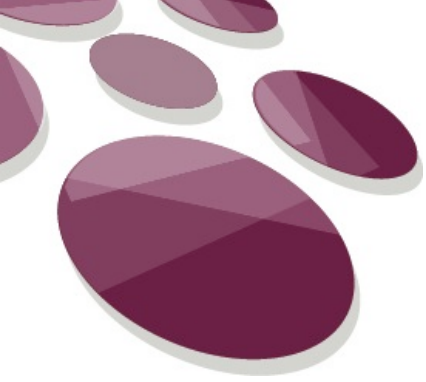


Corporate Commitment at the Leadership Level

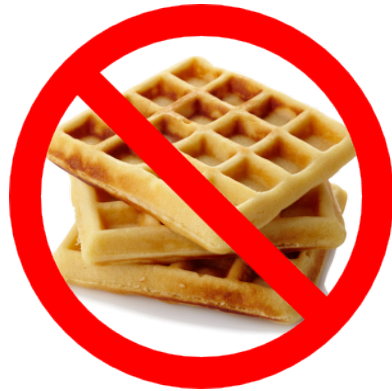
COMMITTED STRATEGY

- Research
- Marketing
- Partnerships



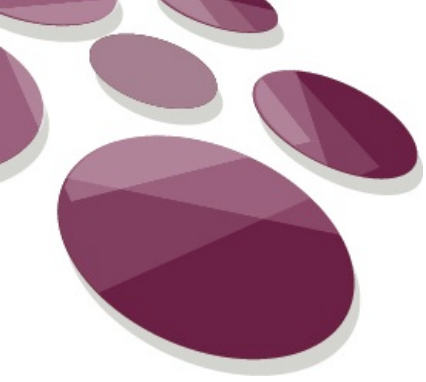


Corporate Commitment at the Leadership Level



OBLIGATING CAPACITY

- Time
- Staff
- Money



Helpful Tools for Complimenting Commitment

Export
Grants for
SME's

Market &
Strategic Partner
Research

Receivables
Insurance for SME's

Trade Missions
& Shows



State Trade Expansion Program (STEP)

Export Marketing Grants



- 50% reimbursement
- Offered Through Several U.S. States & Territories
- Advance Approval Required
- Eligibility Requirements Vary by State



STEP Export Grants: Web & Media Marketing

- Website Development
- Search Engine Optimization
- Translations
- Print



STEP Export Grants: Market Travel



- Individual Visits
- Trade Missions & Delegations
- Trade Shows



STEP Export Grants: Market Research

- Partner Searches
- Matchmaking & Appointment Setting
- Market Studies





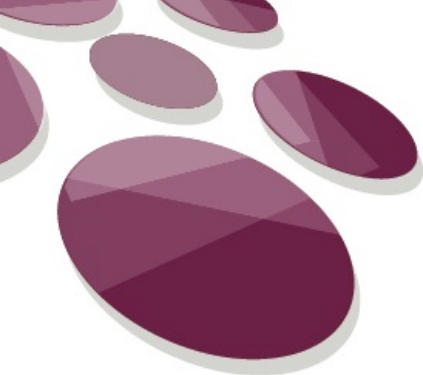
Export Credit Insurance

Protection
for Getting
Paid



www.exim.gov

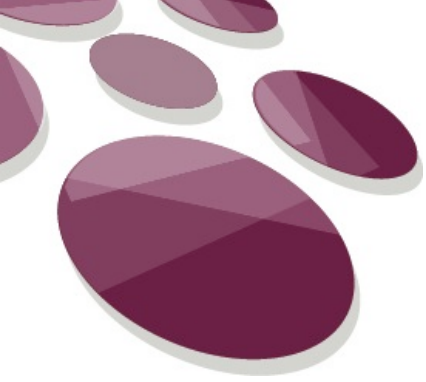
- Application Required
- Premium Payment Reasonable & Relevant
- Helps Small and Medium Sized Companies Compete
- One of Multiple Trade Finance Tools Available for SMEs



Export Credit Insurance: Get Paid Early & Negotiate Extended Terms

- Demonstrates Customer Loyalty
- Opens Door for Larger Purchase Orders
- Roll Costs Into Your Selling Terms





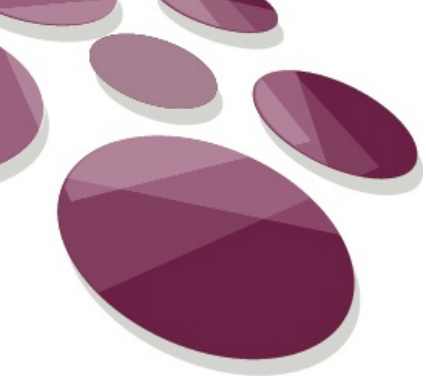
Helpful Tools for Complimenting Commitment

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Behind Door Number 1?

- Danger of Following the Trends
- Take Your Time
- Do Your Homework



What's right for one is not right for all

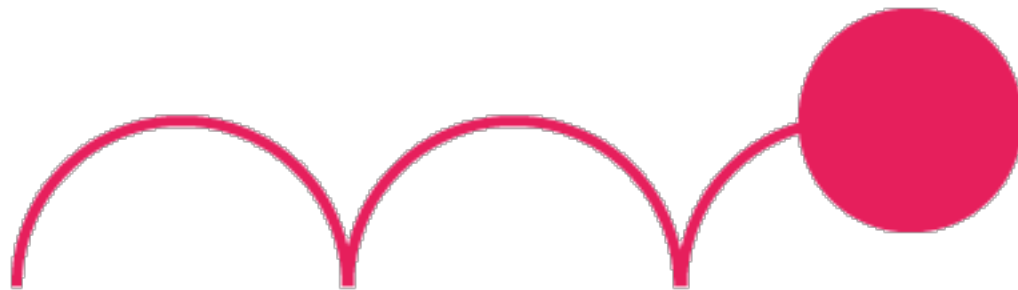
- Ice in Alaska, Apps in India
– product appropriate
- Matching dog/master
fashion – culturally
appropriate
- Gucci and Chanel in Egypt
– price point appropriate





Opportunity Consideration

- Selection of one market is at the expense of another
- Practical independent steps

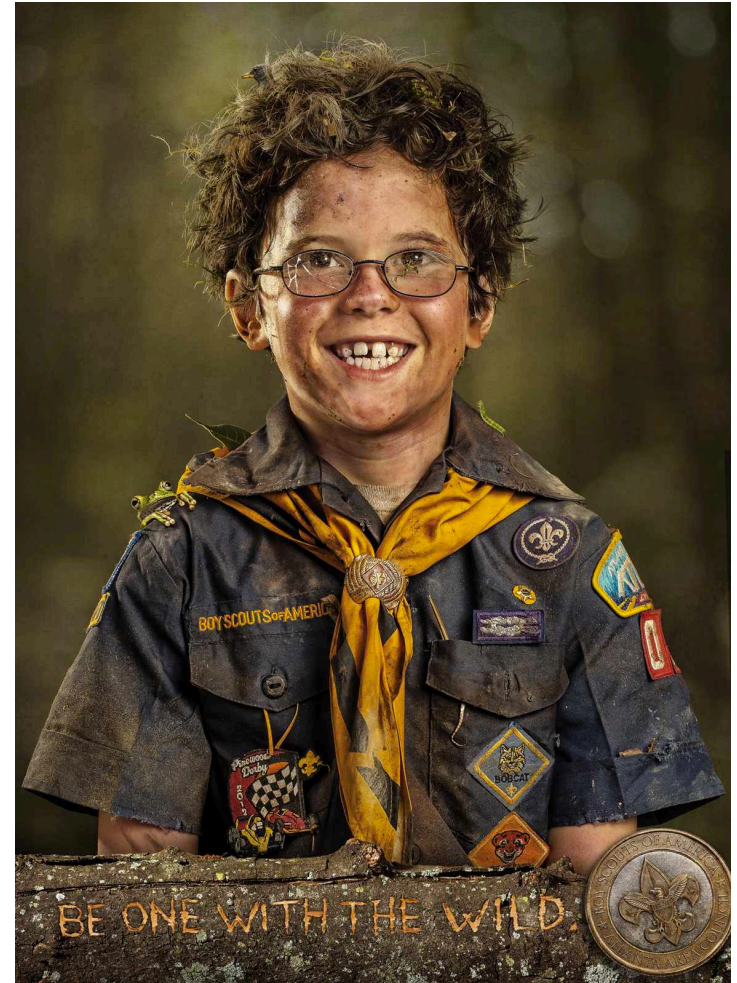


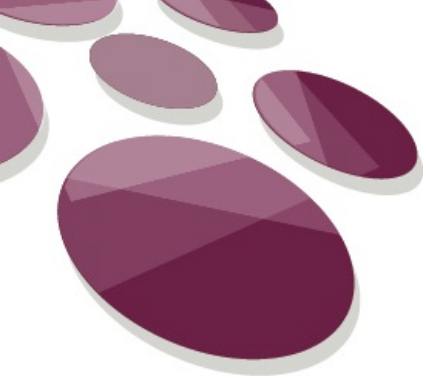
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“Failing to Plan is Planning to Fail”

- Market Research Options
 - US Export Assistance Centers
 - Export Ready
 - Established SME as defined by USG
 - Initial Market Check
 - International Partner Search
 - Gold Key Matchmaking





Value of a No

- Size of Market
- Pace of Market
- Cost of Doing Business





Market Research

- Initial Market Check : Fairmont Brine
- Market Overview : Redi-Rock
- Appointment Setting: Sim's Food
- Due Diligence: Pennsylvania Transport



TRADE MISSION:

“a traveling delegation of businesspeople for exploring international growth opportunities.”





Participation Has Benefits!!



Strategic Partner Development



Good Housekeeping Seal of Approval



In-Country Logistics Management



Public Relations Opportunities



Affordable Costs



Regional Market Awareness & Strategy



Approach cultural differences with confidence...



Trade Mission Arrival Briefings:

- Social Cultural Guidance
- Business Cultural Guidance
- Regional Opportunity Review



Leveraging your Meetings...

Trade Mission Organizers have already managed your initial impression.

Your One-on-One Meetings Strategy:

- Establish a personal relationship
- Objective: “2nd date”
- Dialogue Starter
- Extend Invitations & Establish Next Steps





How to Engage with Us

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Thank You!





Thank You for Participating!

Following this call you will receive links to the podcast of this session, or you can find the links on www.wipp.org under Export NOW

For questions, please contact Ivana Pivovarnik at IPivovarnik@wipp.org

