

# Thinking Export? UGA's ExportGA Can Help You Do It!

By Job Dieleman

With the value of the dollar well down from last year and an uncertain economic outlook in the United States, it is a good time for companies to start looking at foreign markets for additional revenues and profits. The U.S. has only five percent of the world's population and about a quarter of its wealth, leaving the rest of the world as a potential market for expansion. The most successful companies have international sales objectives that are an integral part of their strategic business plans.

The University of Georgia's ExportGA program is totally focussed on helping its participants generate real international sales. This unique program not only teaches companies how to take advantage of business opportunities abroad, but also helps them do it at the same time. Since 1999, ExportGA has helped 30 companies sell in excess of \$25 million all over the world.

The University of Georgia is currently recruiting ten qualified compa-

nies to participate in its ExportGA 2003 program. During this intensive export-training program starting in August and ending in December, ten companies will meet as a group in Atlanta six times to attend workshops on export methodology. This series includes instruction on topics such as finding the most profitable export markets, developing distribution channels, foreign and U.S. regulatory issues, pricing and costing products, making international quotations, getting paid, legal and cultural considerations, logistics, and financing. The sessions are taught by experienced private and public sector professionals.

Between the Atlanta sessions, the companies will work one-on-one with UGA's international trade consultants and consultants from the U.S. Export Assistance Center (USEAC) located in downtown Atlanta. The USEAC is a one-stop shop for all marketing and financial assistance from federal and state export assistance organizations such as the U.S. Department of Com-

merce; the Georgia Department of Industry, Trade and Tourism (GDITT); and the U.S. Small Business Administration. The companies will have access to their trade representatives around the world and other valuable services and sources of information. Georgia is fortunate to have one of the most effective Export Assistance Centers in the country.

Each company will also be assigned an international business student from The University of Georgia's Terry College of Business. The College is an integral part of the consulting team and provides research support to help identify markets and overseas distributors/customers, uncovers regulations and foreign standards that apply, helps in preparing for tradeshows, and contributes in various other ways to achieving international sales. The participating companies are strongly encouraged to travel overseas to meet with prospective customers. Developing these all-important relationships is crucial to the long-term success of an

export operation.

Companies interested in getting more information about ExportGA can call Job Dieleman at 678-407-5390 or Charles Boyanton at 678-407-5389.

---

## *Business Sense*

---



*Job Dieleman is an international trade consultant with the Georgia SBDC Network. To find your local SBDC, call the state office at 706-542-2762 or locate it on the web at [www.sbdc.uga.edu](http://www.sbdc.uga.edu).*