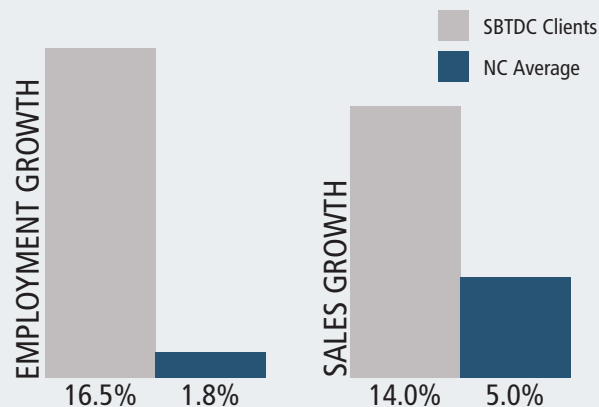


WHY SHOULD I WORK WITH THE SBTDC?

Businesses that team up with the SBTDC get results. Over the last 5 years, the average business we worked with credited the SBTDC with helping them:

- **Increase revenue by over 10%** – more than 3 times the rate of growth for the average NC firm
- **Increase the size of their business by over 10%** – more than 6 times the NC rate of employment growth
- Obtain **over \$3 billion** in government contracts
- Acquire **over \$500 million** in financing through loans, private investments, and research and development
- Weather economic uncertainties by **saving 18,000 jobs** that otherwise would have been cut

OUR CLIENTS OVERACHIEVE



OUR LOCATIONS

For detailed information for each office, visit www.sbtdd.org/offices

| | | |
|---|---|--|
| Asheville wcu@sbtdd.org 828.251.6025 | Durham nccu@sbtdd.org 919.530.7889 | Nags Head ecsu@sbtdd.org 252.335.3334 |
| Boone asu@sbtdd.org 828.262.2492 | Elizabeth City ecsu@sbtdd.org 252.335.3247 | Pembroke uncp@sbtdd.org 910.775.4000 |
| Chapel Hill uncch@sbtdd.org 919.962.0389 | Fayetteville fsu@sbtdd.org 910.672.1727 | Raleigh ncsu@sbtdd.org 919.513.1500 |
| Charlotte unccl@sbtdd.org 704.687.0440 | Greensboro ncat@sbtdd.org 336.256.9300 | Wilmington uncw@sbtdd.org 910.962.3744 |
| Cullowhee wcu@sbtdd.org 828.227.3504 | Greenville ecu@sbtdd.org 252.737.1385 | Winston-Salem wssu@sbtdd.org 336.750.2030 |
| Hickory asu@sbtdd.org 828.345.1110 | | |

OUR INDIVIDUAL COUNSELING SERVICES TO BUSINESSES ARE AVAILABLE AT NO COST.

WWW.SBTDD.ORG/EXPORT TO FIND OUT MORE AND REQUEST COUNSELING FOR YOUR BUSINESS.

sbtdd
Your business. Better.

Small Business and Technology Development Center
(800) 258-0862 | export@sbtdd.org | www.sbtdd.org/export

The SBTDD is a business and technology extension program of the UNC System and is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



*Managing
the business side of exporting*



sbtdd
Your business. Better.

International Business Development (IBD)



ABOUT THE SBTDC

The SBTDC is a business and technology extension program of the UNC System. With offices at the 16 campuses, counselors provide personalized management counseling and education services that help entrepreneurs make their businesses better, create and retain jobs, and improve the economy of North Carolina.

INTERNATIONAL BUSINESS DEVELOPMENT

The SBTDC's International Business Development (IBD) team assists small and midsize businesses with export planning and global business matters. The goal is to increase the number of businesses that are exporting and to assist existing exporters with increasing their foreign market sales.

The SBTDC's counselors are highly experienced Certified Global Business Professionals (CGBP). The SBTDC serves as the official EXIM Bank Regional Export Promotion Program and NASBITE Accredited Training Program. The SBTDC's IBD Program has received the President's E-Award and E-Star Award for significant contributions to increase U.S. exports.

EXPORT PLANNING TO GROW YOUR BUSINESS

Global Business Management

- Export business planning
- Sustaining global success

Global Marketing

- International market research and analysis
- Foreign market selection and entry strategies

Supply Chain Management

- Understanding incoterms
- The role of freight forwarders

Trade Finance

- Financial analysis, costing, and pricing strategies
- SBA and EXIM technical assistance

RESOURCES TO PROVIDE REAL OPPORTUNITIES

The SBTDC works closely with federal, state, and local trade partners to provide small and midsize businesses with exceptional resources and professional advisory services.

Our primary partners include:

- U.S. Small Business Administration: www.sba.gov
- U.S. Commercial Service: www.trade.gov/cs
- U.S. International Development Finance Corporation: www.dfc.gov/
- EXIM Bank of the United States: www.exim.gov
- Economic Development Partnership of North Carolina, International Trade Division: www.edpnc.com/start-or-grow-a-business/export-assistance/
- NC Department of Agriculture, International Trade Division: www.ncagr.gov/markets/international
- NC District Export Council: www.ncdec.us/



CLIENT PERSPECTIVES

The SBTDC's International Business Development Program has helped me take risks and compete with larger businesses with more confidence.

SBA's NC Exporter of the Year 2014 - Raleigh, NC

Work with the SBTDC and you'll find out just how easy exporting can be.

Retail Manufacturer - Laurel Hill, NC

The SBTDC's IBD Counselors are constantly thinking of ways to use the resources at their fingertips to help the small businesses in their community grow and thrive.

SBA's NC Exporter of the Year 2015 - Raleigh, NC

The SBTDC's business counseling has made a huge difference in our success by providing us with the tools and confidence needed to survive in an international marketplace.

Medical Manufacturer - Wilmington, NC

The IBD team has helped clients obtain over

\$234 MILLION

in capital formation through export related success in less than five years.

They're ready to help you add to that number.