

MEDGAR EVERS COLLEGE

City University of New York

*School of Business
DuBoise / Bunche
Center for Economic
and Public Policy*





In Collaboration With

**Brooklyn Economic Development
Corporation (BEDC)**

PRESENTS

*THE BROOKLYN
INTERNATIONAL TRADE
CENTER
(BITC)*

Presented By

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MISSION OF THE BITC

- *Promote job creation and economic development in Brooklyn through International Trade*
 - *Outreach and educational programs*
 - *Identify and assess Brooklyn companies eligible for export activity*
 - *Prepare and assist Brooklyn companies in conducting international business.*

Why Brooklyn?

- *Brooklyn's 2.5 million residents (31% of NYC population) make it the city's most populous borough:*
 - *But its share of NYC's employment is only 13%.*
- *Brooklyn has 9% share of the region's establishments*
 - *but only 7% share of the region's employment and 4% share of the region's payroll*

Benefits of Exporting

- *95 percent of the world's consumers live outside of the United States, so if a U.S. business is only selling domestically, it is reaching just a small share of potential customers.*
- *Exporting enables companies to diversify their portfolios and to weather changes in the domestic economy.*
- *Exporting helps small companies grow and become more competitive in all their markets.*
- *Free trade agreements have opened up markets in Australia, Chile, Singapore, Jordan, Israel, Canada, Mexico, and Central America, creating more opportunities for U.S. businesses.*

EXPORTS HAVE BEEN GOOD FOR THE UNITED STATES

- *In the past 25 years, U.S. exports increased five-fold from \$224 billion to more than \$1.1 trillion in 2004.*
- *About one of every five factory jobs or 20 percent of all jobs in America's manufacturing sector depends on exports. Workers in jobs supported by merchandise exports typically receive wages higher than the national average.*
- *Small businesses create 70 percent of the new jobs in America.*

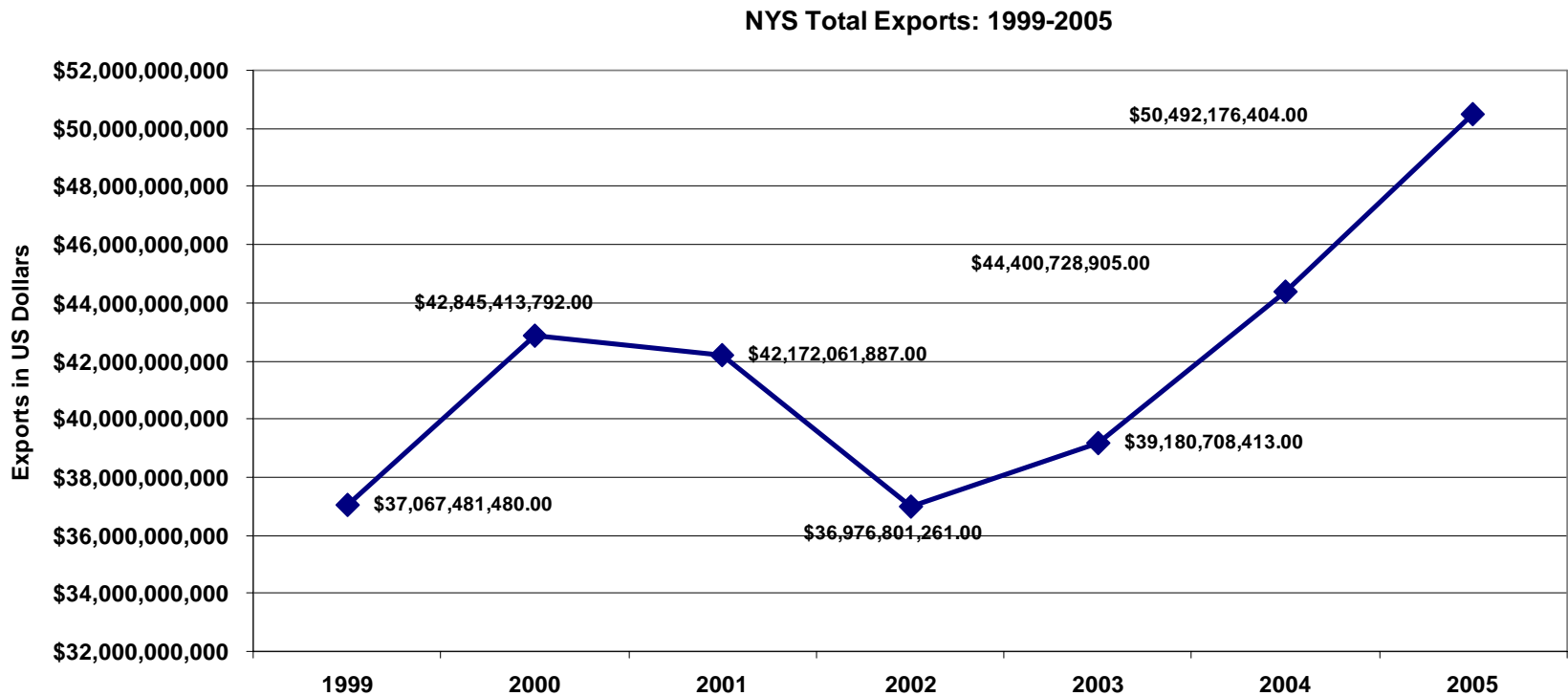
YOU DO NOT HAVE TO BE BIG TO EXPORT

- *Small and medium-sized firms account for the vast majority of growth in new exporters*
- *More than two-thirds of US exporters have fewer than 20 employees.*
- *Small and medium-sized companies account for almost 97 percent of U.S. exporters, but still represent only about 30 percent of the total export value of U.S. goods.*

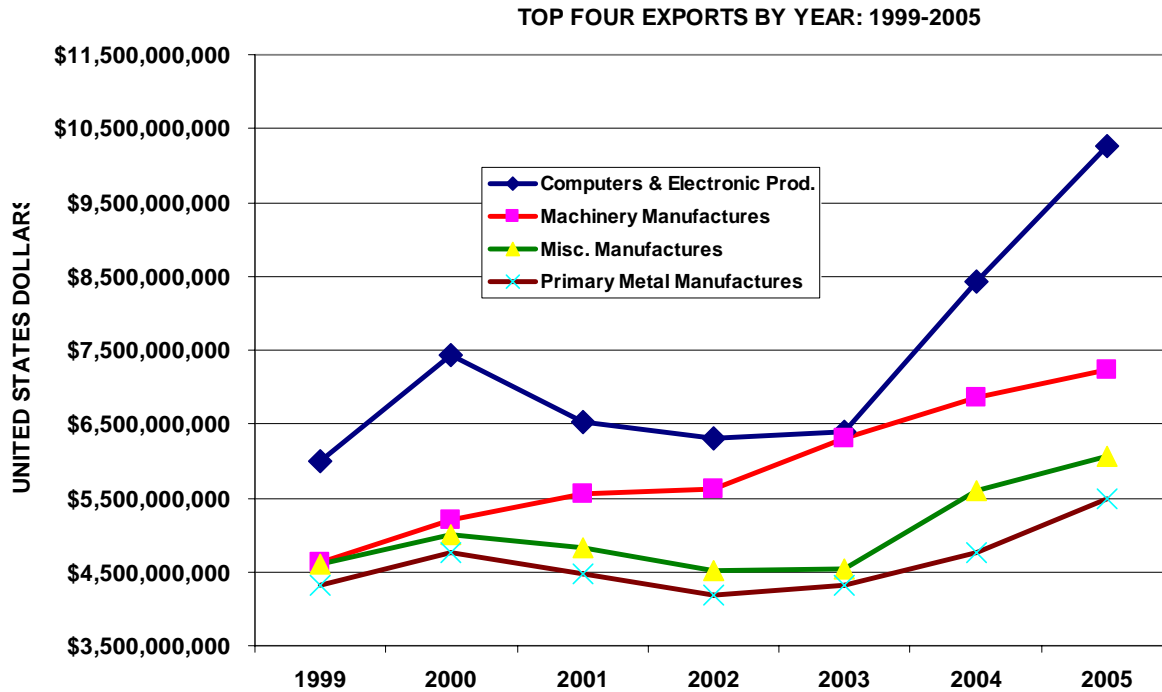
NEW YORK STATE IS ACTIVE

- *BROOKLYN CAN JOIN THE ACTION*
- *IT WILL HELP BROOKLYN BUSINESSES TO GROW*
- *WE CAN CREATE MORE EMPLOYMENT*

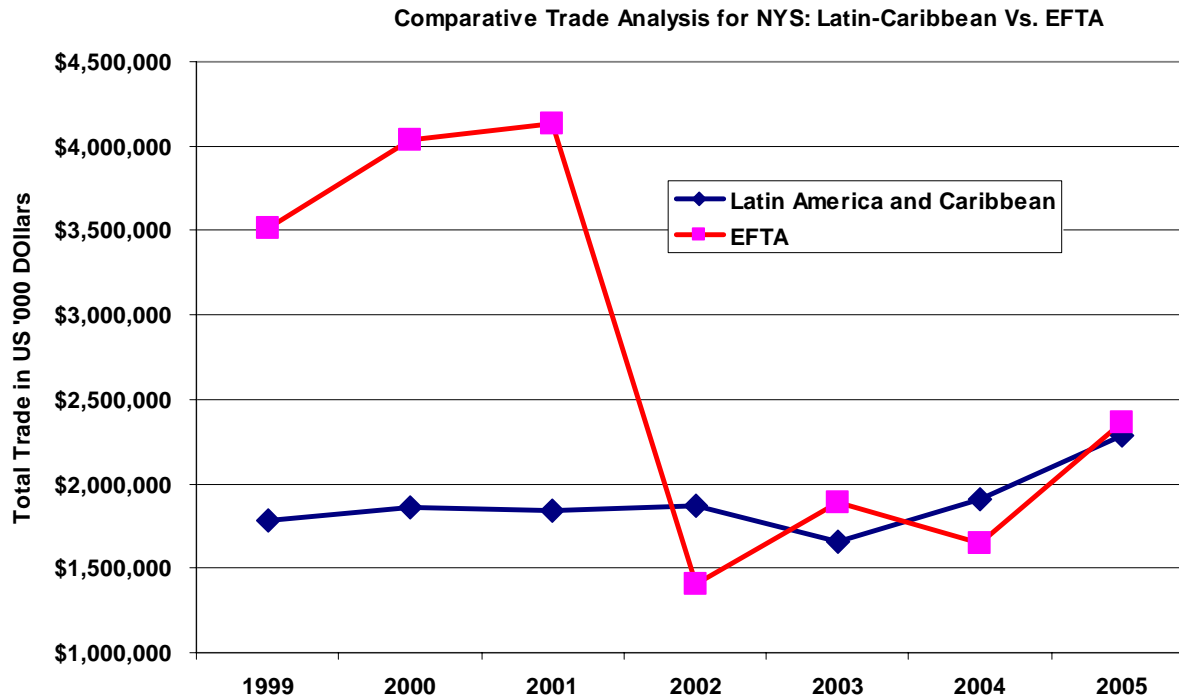
NEW YORK STATE EXPORTS GREW BY 36% BETWEEN 1999-2005



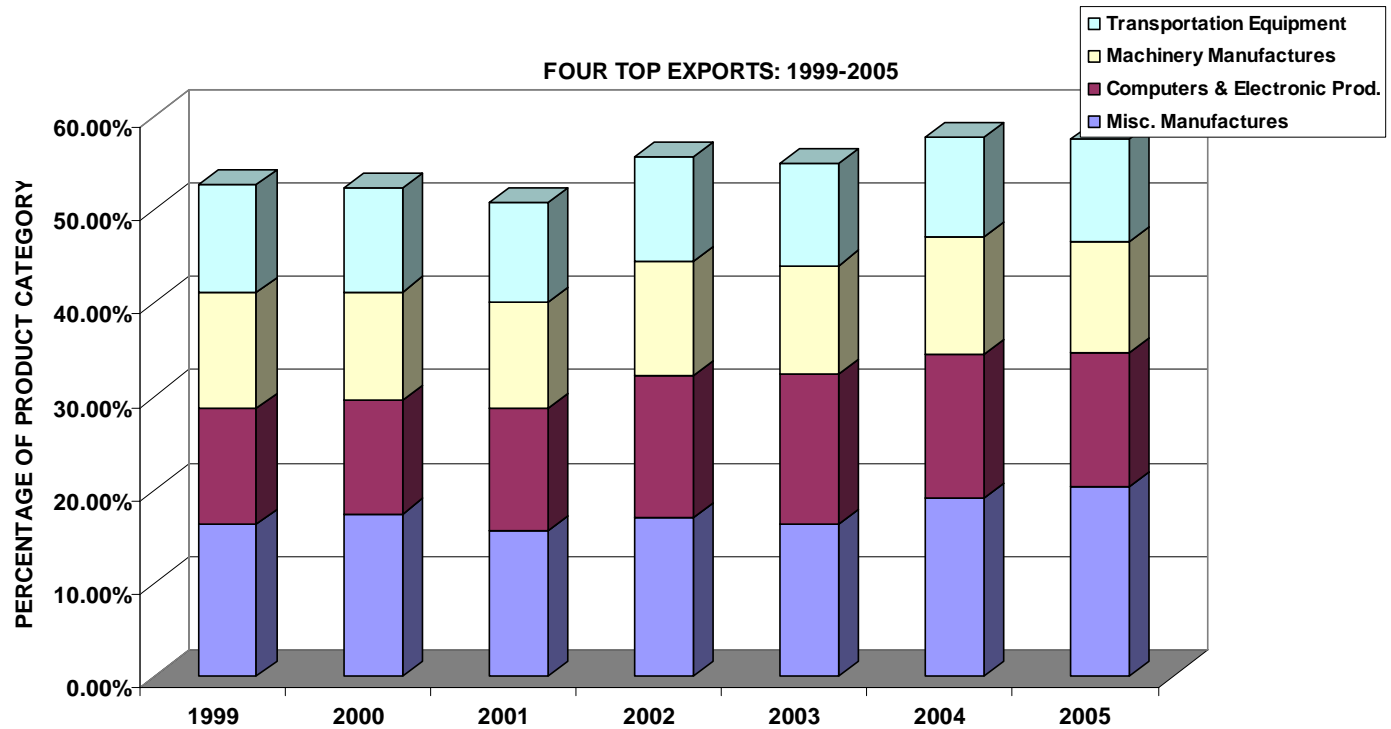
FOUR TOP EXPORTS MAKE MORE THAN 50% OF TOTAL NEW YORK EXPORTS



PLENTY OF ACTION IN THE NEIGHBORHOOD



FOUR TOP NEW YORK EXPORT SHARES



What Will BITC Do For You?

- *Trade Education and Research*
- *Technical Assistance to Businesses seeking to export*
- *Market Promotion*

Trade Education and Research

- *Export Opportunity research*
 - *Identify qualified companies and conduct the research needed to support their trade efforts.*
- *Conferences and workshops*
- *Web-based information clearinghouse*

Technical Assistance

- **Export Readiness Assessment**
- **Export Feasibility Report**
- **Ongoing technical assistance**

Export readiness assessment

- *Assess the company on several factors*
- *Product Sustainability*
- *Capacity of the Firm to Meet the demands of exporting*
- *Logistical Issues Associated with Shipping Firm's product*
- *Financial capacity of the firm to access export financing and manage cash flow in its export operation.*

Export Feasibility Reports

- *Detailed assessments of market potentials for products in selected countries*
- *Country-specific market surveys*
- *Analyze and report on overall demand trends for a product or economic sector*
- *Best sales prospects within the sub-sector, most promising end-user segments,*
- *Major competitors, relevant business conditions, practices and market barriers.*

Ongoing Technical Assistance

- *Continue to work with firms after their feasibility report is completed to assist the firms in advancing their export plan.*
- *Advocate for the companies*
- *Helping them connect to export services*
- *Helping them secure financing,*

Marketing Promotion

Trade Missions: *BITC will organize one targeted trade mission in 2006-2007. Trade missions enable companies to meet face-to-face with prescreened international business contacts in promising markets*

Marketing Support: *Prepare brochures, price lists and marketing materials that will help them introduce and promote their products to foreign buyers*

FIRST STEP

- **An Export Readiness Inquiry**
- **Develop an Export Strategy**
 - **Determining Your Products' Export Potential**
 - **Assessing Your Company's Export Readiness**
 - **Developing an Export Plan**

THE END FOR NOW

*THERE IS MORE
WHEN THE CENTER
IS IN FULL
OPERATION*