

Leveraging Sister City Relationships for Local Economic Development



Helping Local Businesses Achieve Global Export Success

Sister City Relationships have been a common method used by Foreign Governments and Business Development Organizations to exchange information with U.S. Citizens for more than 60 years ...





SisterCities
INTERNATIONAL

<http://sistercities.org/business-and-trade>



Sister Cities Trade Mission Sparks Global Business Initiatives

From the Atlantic Ocean to the Mediterranean Sea, the cities of Fort Lauderdale, Florida and Mataro, Spain began their sister city relationship based on the mutual interest of developing and expanding the Fort Lauderdale Marine Industries and Mataro Marina. Fort Lauderdale is known for their quality of repair work and servicing on yachts in their marina.



Country Music Capitals Unite!

When you hear the phrase "Music City," the first place that comes to mind is Nashville, Tennessee – and its sister city Tamworth, Australia wants to learn from the largest country music brand in the world.



Ports Tour Creates Economic Development Opportunities

South Carolina's ports are one of the state's most essential resources. In an effort to showcase the importance of imports/exports to the state's economy, Anderson Sister Cities Association (ASCA) in South Carolina put together a ports tour to promote sister city membership and the ports' potential for economic development in the community.

Typical Sister City Relationships

- Focused on exchange of ideas between local government agencies
- Tour of local government buildings, event facilities and businesses
- Possible Student Cultural Exchanges
- Local Government Sponsored Banquets
- Experience Local Entertainment Activities
- Foster ongoing Sister City Relationship with commitment to future visits

Gunpo, Korea Sister City Visit to Moses Lake



Grant County
Local Business
Tours

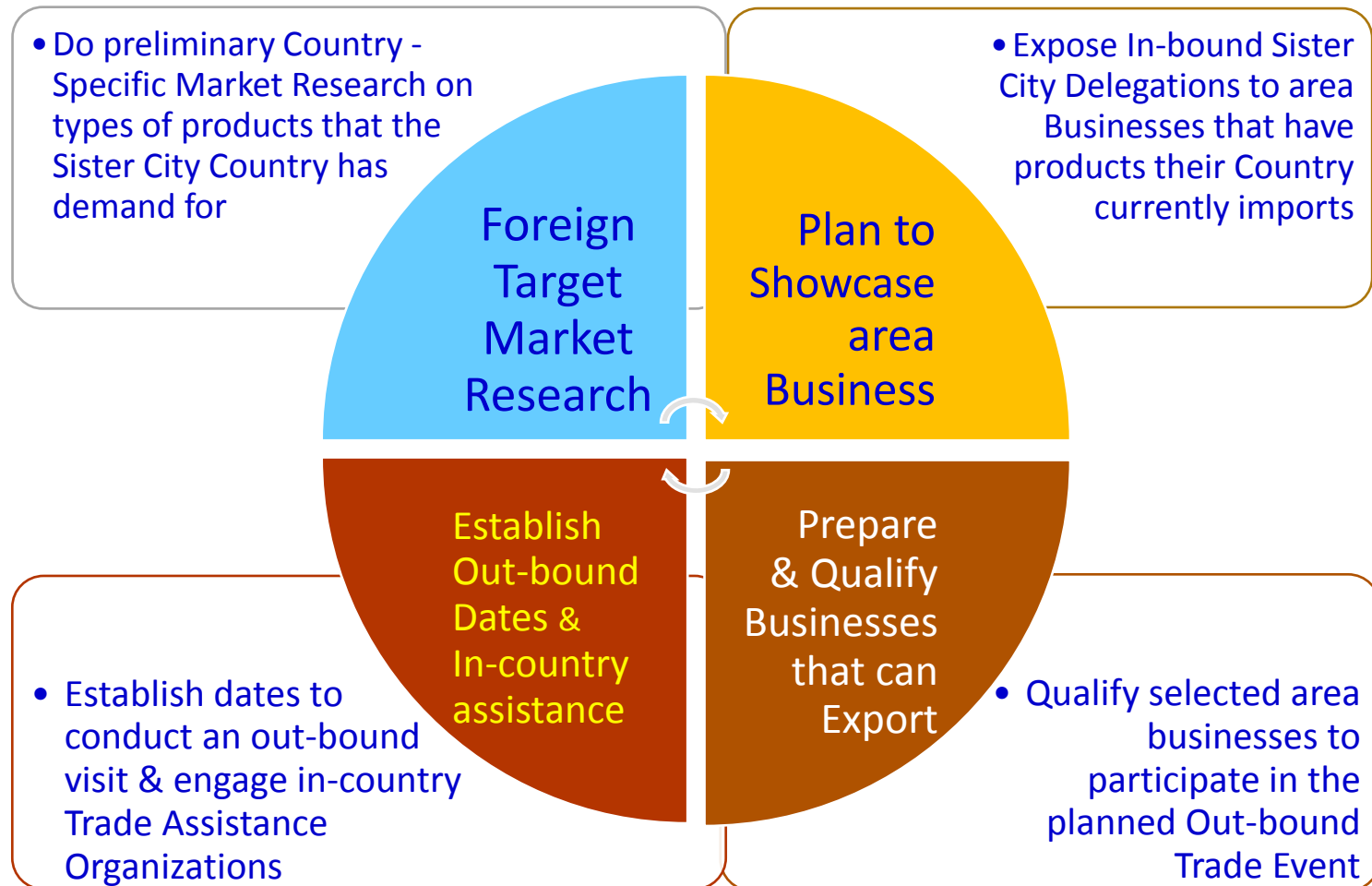
Columbia Basin
Business Trade
Expo & Dinner



Grant County EDC used the SBDC to Transform Their Sister City Relationship to an International Trade Focus

- Reviewed Recent Hx of In-bound & Out-bound Visits
- Used SBDC to provide Korean market Product demand
- Determined Local or Regional Business Focus Initiatives
- Considered using an In-bound event to introduce the international trade and the B2B concept
- Developed a Local Business Showcase Strategy for the Sister City In-bound event
- Developed a Strategic Business Trade Plan with our local Sister City Affiliate to do a follow-up Out-bound event
- Coordinated Out-bound initiatives with KITA and the WA State Ag Rep. Danny Kim In Seoul, Korea

Key activities that transition Sister City Relationships from information exchanges to an Economic Development Focus



Gunpo City, Korea – May, Azealia Festival



Nine Steps To Create Success

1. Look at Your Existing Sister City Relationship
2. Do Targeted Foreign Market Research
3. Identify Sister City Target Country Export Demands
4. Use Local, State & Federal Export Assistance Resources
5. Work with your Local Sister City Affiliate
6. Identify Businesses that can be sustainable Exporters
7. Define In-bound & Out-bound Business Showcase Opportunities
8. Develop the Timeline and Implementation Strategy
9. Determine in-country trade assistance resources

Collaborative Export Assistance Resources



KITA & SBDC Washington
미국 무역사절단 초청 1:1 비즈니스 상담회

일시 : 2016. 4. 28(목) 13:00

장소 : 트레이드타워 대회의실

한국무역협회
e-Biz 지원본부



Grant County Out-bound Business Trade Event

One-on-One Business Meetings Provided by KITA



Resources for Leveraging Sister City Relationships for Local Economic Development



WSBDC

State wide
network of
International
Trade
Specialists
and Certified
Business
Advisors



Trade Assistance Organizations:

(Local, State and Federal)

WSBDC, WA State Dept of Commerce
U.S. Department of Commerce,
WUSATA, U.S. Census Bureau, ITA,
EXIM Bank, OPIC



U.S. Trade Regulatory Agencies:

BIS, U.S. State Dept. DDT (ITAR), &
Customs & Border Protection



WSBDC Export Readiness Centers

The goal is to help SMEs become successful exporters into foreign markets



Market Research Services



WSBDC Export Readiness Research Interns work with a Research Director and our network Trade Specialist to provide specific market research to our clients that helps them successfully identify, select and enter foreign markets.



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Frequently Provided Export Client Advising Activities

- Market Research, Market Entry Mode Selection
- Export Business Plan & Market Entry Strategies
- SBA Loans & Line-of-Credit Financing for Exports
- Find & Qualify Foreign Distributors/Resellers
- Learn Landed Costs, Terms of Sale, Payment Methods
- Shipping Methods (Incoterms) & Shipper Selection
- HTS CODE Schedule "B" Identification
- Sourcing from Foreign Based Manufacturers
- Export Licensing for Dual Use or ITAR Items
- Export Compliance Planning & Resolution Resources



Companies Participating In Korea Event

Company	Location	Industry Sector
• <u>Cascade Mills</u>	Royal City	Organic Flour
• <u>Whiskey Gap</u>	Ritzville	Distillery
• <u>Fresh Nature Foods</u>	Walla Walla	Green Chickpeas
• <u>Trinidad Farms</u>	Quincy	Lavender Oils
• <u>Bartelson Transport</u>	Royal City	Container Transport
• <u>Artisan Craft Distilling</u>	Moses Lake	Industry Training

Nat'l Avg. 91.3% Exporters are SMEs

South Korea International Trade Association Facilities – Downtown Seoul



KITA Twin Trade Towers



KITA Exhibition & Conference Center

KITA One-On-One Business Meetings in Seoul

Bartelson Transport



Whiskey Gap Distillery



Artisan Craft Distilling



Fresh Nature Foods



Cascade Organic Flour



Trinidad Lavender



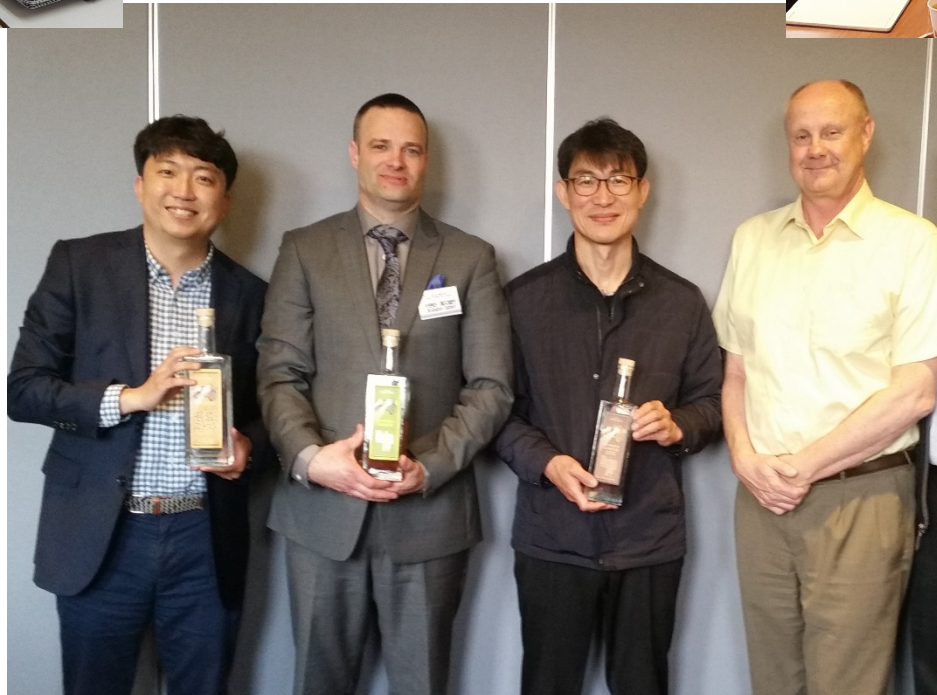
Business meetings arranged by Danny Kim, WA State Department of Ag. Representative



Korean Brewing Institute



Korea Flour Co. Ltd.



Organica Food Co. Ltd.



Typical Path For Growing Local Economic Impact Thru Export Sales

(1) Export Market Research

Use WSBDC or USEAC to complete basic research that identifies Foreign Market Demand for Local or Regional Businesses in WA State

(2) Export Market Selection

Advise WA State Business on how to select potential target markets based on the Foreign Market opportunity and Market Risks

(3) Market Entry Strategies

Select best foreign market entry methods based on the Business's capacity to provide their products and/or services.

(4) Shipping and Distribution

Provide advising and training To NTE or NTM businesses to determine effective shipping, available in-country product distribution methods and landed costs.

(5) Market Sales Management

Provide advising & training To NTE or NTM businesses to position products with distribution methods, pricing & product promotions to increase market share.

Checklist (Part 1) for

Transitioning Sister City Relationships to B2B Economic Development and Foreign Trade Focus

- ✓ Use the Existing Sister City Relationship as a building block for future initiatives
- ✓ Use SBDC, USEAC, WA State Agencies, Federal Agencies, for Foreign Market Research Data & Trade Assistance
- ✓ Identify Target Country Export Demand for U.S. Products
- ✓ Assemble a collaborative Export Assistance Resource Team to assist with planning an Out-bound Trade Event

Checklist (Part 2)

for

Transitioning Sister City Relationships to B2B Economic Development and Foreign Trade Focus

- ✓ Work with Local Sister City Affiliate to Plan & Implement
- ✓ Identify Local Businesses that qualify as potential Exporters
- ✓ Define In-bound and Out-bound B2B Trade Event Opportunities
- ✓ Develop a Timeline and Strategy for Implementation
- ✓ Finalize a plan that uses Target Country Trade Assistance Resources



This Grant County
Out-bound Trade Event
combined face to face
business meetings

With Sister City Local
Events and Cultural
Exchanges



This Out-bound Korean Trade Event has brought Grant County opportunities for Exports in *Organic Flour, Organic Wheat, Corn, Dried Fruits, Lavender Oils, Green Chickpeas, Distilled Whiskey & Hay*



Questions and Answers

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