



City of Minneapolis

COMMUNITY PLANNING & ECONOMIC DEVELOPMENT (CPED)

Export Opportunities and Resources



Expand through exports

- 87% of economic growth in this century is expected to occur outside the United States.
- Rising middle class populations in countries such as China, Chile, Russia and India present new opportunities for US goods and services with a reputation for quality.
- International business opportunities provide diversification to US businesses. Market opportunities may exist abroad even when a particular sector is slumping (e.g. many Minneapolis architecture firms have survived the domestic downturn in new construction design by aggressively pursuing work in the Middle East).
- The International Trade Administration estimates that a US job is created or retained for every \$181,000 in export orders.
- Only 1% of US businesses currently export, and of these 58% export to only a single international market.



Export Assistance

- The **Minnesota Trade Office** (www.positivelyminnesota.com/Business/Exporting_Trade) hosts workshops on doing business in particular geographic regions and nuts and bolts issues such as CE marking required to export to the European Union, organizes trade missions, and has staff with geographic and economic sector expertise as well as a library of international trade resources. Contact the Trade Assistance Helpline at (651) 259-7498 for more information.
- With offices across the U.S. and in nearly 80 countries, the **US Commercial Service** (www.export.gov) division of the U.S. Department of Commerce utilizes its global network of trade professionals to connect US businesses with international buyers worldwide. The Minneapolis office, staffed with 6 International Trade Specialists, stands ready to assist companies with market research, export documentation, tariffs and duties, international shipping, due diligence and overseas matchmaking. These Specialists can be reached at (612)348-1638 or via email at office.minneapolis@trade.gov.
- The Minnesota Trade Office and U.S. Commercial Service can guide companies to **export financing and order insurance** offered by the Small Business Administration and the Export-Import Bank. Affordable financing is available for export marketing (including trade show and translation costs) as well as export order materials.