WSBDC International Trade Specialists Provide Your Business with Export Advising Expertise, Market Research and Market Entry Planning
What is Your Market Opportunity?
Cornerstones of Export Readiness

- Product Knowledge
- Market Opportunity
- Operations Commitment
- Finance Capability
Top Six Conditions to Go Global

1. Top management commitment to Exporting
2. In-depth experience with the product or service
3. Foreign market demand for product or service
4. Production capacity & supply-chain capability
5. Adequate cash flow and financing ability
6. Reliable shipping and payment terms
Qualifying Market Opportunities

- Demand Trends
- Non-Tariff Barriers
- Landed Costs
- Import Tariffs
- Competition
- Distribution
The SWOT Analysis Helps You Recognize Both Internal (Operational) and External (Market) Strengths and Weaknesses
Expand your Market Reach by Learning How to Export
Trade Specialists Provide Advising and Export Training

- No-Cost Advising Sessions
- Export Readiness Workshops
Find out how to take your products or services Global!

Contact a Trade Specialist

https://export.wsbdc.org/cms/contact-and-bios

Export Web Portal

https://export.wsbdc.org/