

BEC NATIONAL
EXPORT Training & Mentoring
 becnational.com/export

Module 1
Introduction to Exporting

Presenter: David Nissen

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BEC NATIONAL
EXPORT Training & Mentoring
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AUSTRALIA


BEC GLOBAL
 Small Business Training & Mentoring

MY business
 INCUBATOR


bec Belmont Business Enterprise Centre Inc.

Western Australia
 SPW Business Incubator

fortix



BEC NATIONAL EXPORT Training & Mentoring Project
www.becnational.com/export



Register Your Interest

BEC NATIONAL EXPORT Training & Mentoring Project will provide FREE access to EXPORT assistance to sole traders, micro, small, medium size businesses across Australia looking to improve their exporting skills and gain knowledge into how to best prepare an application for the Export Market Development Grants Program (EMDG). Business owners and management will benefit from an extensive range of EXPORT support provided via face-to-face, online, webinars, workshops, forums, mentoring, helpline, export digital portal and gain access to 1,001 Business Tips eBook from 101 Exporters and Global Trade Advisors sharing top tips.

Register your interest in any services of the BEC NATIONAL EXPORT Training & Mentoring Project listed below and we will be in touch to assist you with FREE support services of Forums, Workshops, Webinars, Helpline and Mentoring.

Register online www.becnational.com/register

BEC NATIONAL EXPORT Training & Mentoring Project	YES	NO	MAYBE
MODULE 1) INTRODUCTION TO EXPORTING			
International Market Research			
Dealing with International Agents, Distributors, Retailers, and Wholesalers			
International Marketing			
International Trade: Costing and Pricing			
International Trade: Contracts and Agreements, Incoterms			
Risks, Finance and Payments, and Documentation			
EMDG (Export Market Development Grant Program)			
MODULE 2) EXPORT GUIDE FOR SMALL BUSINESSES			
EMDG, EPC services, FTA's, Logistics, Australian Traded Traders			
Online Portals, Intellectual Property, Cyber Security			
International Business Councils, Trade Associations, Consulates			
MODULE 3) EXPORT MARKET DEVELOPMENT GRANT PROGRAM (EMDG)			
EMDG, EPC services, FTA's, Logistics, Australian Traded Traders			
Austrade services, country insights, allowable/not allowable claims, timelines, applications			
BEC NATIONAL EXPORT Training & Mentoring Project			
HELPLINE: <input type="checkbox"/> phone <input type="checkbox"/> email <input type="checkbox"/> face to face /online			
MENTORING: <input type="checkbox"/> phone <input type="checkbox"/> email <input type="checkbox"/> face to face /online			
ONLINE WEBINAR: Modules 1,2,3 (2.5hr) <input type="checkbox"/> LIVE <input type="checkbox"/> ON DEMAND (recorded)			
WORKSHOP: Modules 1,2,3 (2.5hr) <input type="checkbox"/> LIVE <input type="checkbox"/> ON DEMAND (recorded)			
FORUM: (2hrs) Ask an Export Forum			
ONLINE FORUM: (1hr) <input type="checkbox"/> LIVE <input type="checkbox"/> ON DEMAND (recorded)			
eBOOK: 1001 Business Tips from 101+ Exporters & Global Trade Advisors			
BEC NATIONAL EXPORT DIGITAL PORTAL: access to export resources & ongoing info			
EXPORTERS & BUSINESS OPPORTUNITIES			
EXPORT SPECIALISTS: linkages to experts in Logistics, IP, Finance, EMDG, Cyber Security			
Networking: like to attend international business networking events in your state or region			
Business News Updates: like to receive our monthly news updates & opportunities			

BEC NATIONAL EXPORT Training & Mentoring Project – Participant Details. Or complete Online www.becnational.com/register
 Email: export@bellmontbec.com @Bellmont Business Enterprise Centre Inc. (BEC) Fax: 08 9479 3888 Post: Belmont BEC, Box 370, Cloverdale, WA 6155

BEC NATIONAL EXPORT Training & Mentoring Project – Participant Details

Contact Person: _____ Business Name: _____ Business ABN: _____

Description of Business: _____ Other Trading Name(s): _____ State: _____ P/Code: _____

Business Address: _____ Mobile: _____ Your Position: _____

Name: _____ Web Site: _____

Email: _____ Preferred Social Media: _____

Facebook: _____ Already Exporting? Yes No

INDUSTRY SECTOR please tick below the Industry sector/s you are involved in (you may tick multiple boxes) Creative/Design Fashion/TCFL

Agriculture, forestry and fishing Mining Manufacturing Construction Wholesale trade Retail trade Accommodation, cafes and restaurants

Transport and storage Communication services Finance and insurance Property and business services Education

Health and community services Cultural and recreational services Personal and other services Electricity gas and water supply Other: _____

Main product/service: _____ ASIC Code/s: _____

No. of employees: Less than 5 5-10 11-20 More than 20 Less than 200 More than 200 Men Women Both

Is your business located in regional / remote Australia? Yes No No No No No No No No No No

Are you Indigenous? Yes No No No No No No No No No

Multicultural? Yes No No No No No No No No

Will you participate in our survey to evaluate services received in our BEC NATIONAL EXPORT Training & Mentoring Project? Yes No

Signature: _____ Position: _____ Date: _____



Introduction



- International Market Research
- Overseas Trade Fairs
- International Trade : Costing & Pricing
- International Trade : Contracts and Agreements
- Finance, Payments, and Documentation
- EMDG : Export Marketing Development Grants

International Market Research



- What goods and services are people likely to buy? & What sort of people?
- Where, when and how often are they likely to buy?
- How products should look, feel, taste etc.?
- How many potential customers exist (in the area/marketplace)?
- Competitor Analysis

International Market Research



- **Product or service** – what - cultural factors, trademarks, quality, branding, sizing
- **Place** – getting it to your customer - geography, freight/transport, infrastructure, lead times
- **Price** – costs, margins, retail price vs wholesale, demographics of market, other price/cost concerns, VAT/GST

International Market Research



- **Promotion** - network, language, trade expos/fairs, assistance, beating the competition
- **Partnership** - agent/distributor/licensee - legal structure, contracts, payment framework, political forces, planning, **IP protection**

International Market Research



The major purpose of market research, is to “validate” your idea.

- Do others see the product/service the same way you do?
- Would they pay the price?

These are very basic questions, but are essential to any business i.e., is the “idea” solid, or are perceived opportunities non-existent?

- You need to “validate” your ideas

International Market Research



Sources of Information

- Austrade; Export Services Portal, Economic Analysis, Guides etc.
 - www.austrade.gov.au
- Export Finance Australia (formally EFIC)
 - www.exportfinance.gov.au
- Australian Institute of Export
- Customs Dept e.g., Tariff Classification Numbers
- Industry Associations - industry benchmarks
- State - trade/industry development departments

International Market Research



Sources of Information

- Chambers of Commerce and Industry (market information, Certificates of Origin)
- Consulates – Directories / information
- Register for a Belmont BEC Export Mentor
- International Business Councils
- Trade organisations / groups
- Business Enterprise Centres Nationally (e.g., Belmont BEC) – other training resources, advisory, mentoring support, linkages with professionals

International Market Research



Overseas Trade Fairs

- Target Market, quality of event
- Marketing Materials [language]
- Pitch scripts, deals/offers, etc. – contacts
 - Leads, follow ups, alliances/partnerships, etc.
- Physical issues – logistics, booth presentation
- Give aways, samples, reasons to make contact
- Staffing – locals/translators
- Costs (EMDG)

International Market Research



Alliances (MR)

- Direct to market
- International Agents
- Distributors (Agency and Distribution Agreements)
- Retailers & Wholesale
- Licensees, Partners, etc.
- B2B
- Other

Costing and Pricing



- Product cost
- Research & development costs
- IP protection costs (and lead times)
- Market research costs
- Marketing & promotion costs
- Agent or Distributor fees
- Tariffs, Duties & costs : Tariff Classification No
- Customs fees
- Freight & logistics : Incoterms

Costing and Pricing



Tariff Classification No

- Used to distinguish level & cost of customs Tariffs and Duties that need to be paid
 - www.abf.gov.au
 - www.ccf.customs.gov.au
- Free Trade Agreements :FTA's (DFAT portal)
 - www.dfat.gov.au
- Austrade
 - www.austrade.gov.au
- Australian Trusted Trader [accreditation]
 - www.abf.gov.au

Costing and Pricing



Incoterms

- Incoterms : International Commercial Terms

Are a set of "codified" terms used to distinguish between different levels of responsibility, risk, costs"

E.g.

- FOB : Free on Board
- CIF : Cost, insurance & freight

HANDOUT re Incoterms

Costing and Pricing



- Other variables [e.g., retail markup in country, VAT/GST, translated marketing materials, & branding, etc.]
- Currency exchange rates
- Total calculated costs
- Margins?? **Pricing** for profit

HANDOUT re Costing

HANDOUT re Pricing excel template

Finance, Payments, Documentation



- Understanding Terms of Trade, open account, documentary collections, Letters of Credit, electronic funds transfer
- Currency Exchange Rates
- Forward Exchange Contracts : Payment Method
- Insurance & Finance : Export Finance Australia
 - www.exportfinance.gov.au

HANDOUT re Freight & Documentation

Documentation



- Freight Forwarders/ Freight Agents
- Shipping/Freight Documentation – proforma invoice, insurance, Certificate of Origin
- Australian Customs Regulations and Documentation – overseas importation requirements
- Packaging/labelling/marketing



EMDG

Export Market Development Grant

Three Tiers of financial support, to develop export businesses – 3 different Grants over 8yrs

- Tier 1 – 1st timers - \$10,000. CAP -2yrs @ \$40,000pa
 - Must Use Austrade's "Export Readiness Tool : declaration req
- Tier 2 – business exporting - 3yrs - \$18,000. CAP @ \$80,000pa
- Tier 3 - business exporting- 3yrs \$ 28,000. CAP @ \$150,000pa

50% Contribution required



EMDG

EMDG grant funds must be used for promotional activities to market eligible products in foreign countries

Apply – **15 March** 2023, closes **14 April** 2023 (4wks)

- To start EMDG "activities" - **1 July 2023**

Grant Agreement 1 or 2 yrs + extensions

HANDOUT re 2023-2024 EMDG Grant Guidelines

- Not NZ



EMDG

Eligible Expenditure

- Short trips to a foreign country
- Engaging a consultant to undertake research or promotional activities
- Short trips within Australia
- Foreign buyer visits
- Maintaining a representative in a foreign country



EMDG

Eligible Expenditure

- Soliciting for business in a foreign country
- Providing free samples
- Producing and providing promotional and advertising material
- Intellectual property rights
- If you are a Tier 1 applicant, obtaining export readiness training



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E| export@belmontbec.com

P| 08 9479 3777 M| 0433 349 521

Belmont Business Enterprise Centre Inc. (BEC)
Postal: PO Box 370, Cloverdale, WA 6985
Street: Unit 3, 216 Belmont Avenue, Cloverdale, Wa 6105
www.belmontbec.com