

BEC NATIONAL
EXPORT Training & Mentoring
 becnational.com/export

Module 2

Export Guide for Small Business

Presenter: David Nissen

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BEC GLOBAL
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Western Australia & EPW Business Incubator

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BEC NATIONAL EXPORT Training & Mentoring Project
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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 1001 Business Tips eBook from 101 Exporters and Global Trade Advisors sharing export 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, Webinars, Helpline and Mentoring.

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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			
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eBOOK: 1001 Business Tips from 101 - Exporters & Global Trade Advisors			
BEC NATIONAL EXPORT DIGITAL PORTAL: access to export resources & ongoing info			
EXPORT SPECIALISTS: Helpline 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@bellmoubec.com @bellmoubec Business Enterprise Centre Inc. (BEC) Fax: 08 9479 3888 Post: Bellmoubec, Box 370, Cloverdale, WA 6105

BEC NATIONAL EXPORT Training & Mentoring Project - Participant Details

Contact Person: _____ Business Name: _____ Business ABN: _____
 Description of Business: _____ Other Trading Name/s: _____
 Business Address: _____ State: _____ P/Code: _____
 Phone: _____ Mobile: _____ Your Position: _____
 Email: _____ Web Site: _____
 Facebook: _____ Preferred Social Media: _____
 Already Exporting? Yes No

EXPORT COUNTRIES OF INTEREST 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 Is the business run by: Men Women Both
 Yes No Yes No Yes No Yes No Yes No Yes No
 Is your business located in regional / remote Australia? Yes No Yes No Yes No Yes No Yes 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

Export Guide for Small Businesses

- International Market Research
- International Trade : Contracts and Agreements
 - Dealing with International Agents, Distributors, Licensees
- International Trade : Costing & Pricing
- Documentation and Freight
- EMDG : Export Marketing Development Grants
- Questions – 20mins



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

- Have you taken into consideration “cultural” variables?
 - Politics, Religion, Ethnic mix
 - Cultural norms
 - Barriers to trade (colours of products, styles, etc.)
 - Habits & taboos
 - Respect & cultural etiquette (e.g., talking to seniors)
 - Legal systems
- Learn about the market before you visit
- Take care with humour, images and icons
- Be aware of public and religious holidays when preparing itinerary for overseas trips
- Other? (determined through market research)

International Market Research



- Explore web, overseas Yellow Pages, trade and association directories
- Visits to overseas Government offices and showrooms [Austrade and State]
- Attending overseas trades fairs and exhibitions
- Try to arrange your overseas trips, when possible, to coincide with trade fairs, etc.
- Advertising in foreign newspapers and trade publications, social media links
- Assistance from Chambers of Commerce and Industry Organisations overseas

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 – business directories / information
- Register for a Belmont BEC Export Mentor
- International Business Councils
- Trade Associations / groups
- Online Sourcing networks
- Business Enterprise Centres Nationally (e.g., Belmont BEC) – other training resources, advisors, mentors, linkages to professionals

International Market Research



Alliances (MR)

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

International Market Research



Alliances : International Agents and/or Licensees

There is a long list of requirements and questions when deciding on the "right" Agent, Distributor, or Licensee, to suit you and your product/service

Issues to Consider : Agents, Distributors, Licensees



- Capacity and capability of Managers and Staff
 - Technical, Marketing, logistics, etc
- Experience and knowledge in the proposed market
- History, reputation and ethics
- Size of business and compatibility
- Geographical placement
 - close to the marketplace?
 - close to freight, etc
- Network, distribution network, links, Alliances, contacts
 - links with government, authorities, or necessary bureaucracies and institutions
- Financial standing
- Other products/services the company has or represents
- Legal status and Company status
- Other?

Issues to Consider : Agents, Distributors, Licensees



Contracts and Agreements

- Durations, timeframes and Schedules (milestones and performance review clauses)
- Agreements
 - Use of IP, representative status, patents and copyrights, etc
- Terminations and Dispute resolution (return of products, etc)
- Local Law and requirements
- Product description, Rules of sale and promotion, and your requirements
- Logistics - marketing promotion, marketing materials, stock and product warehousing, freight, and inventory management
- Logistics - sales metrics, detailed data and detailed financial data
- Logistics - servicing, warranties, spare parts, etc
- Agreements - rights to product, Territories or regions agreements, conditions of agreements (capacity and capability requirements)
- Remuneration, payment schedules and conditions
- Insurances, fees, rights to claim, etc

This is a sample list only – there are many other Clauses and components needed (including your Product/service specific Agreements and requirements).

International Market Research



- 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
- CFR : Cost and Freight
- CIF : Cost, insurance & freight
- EXW : Ex Works

HANDOUT of 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 - Costing Excel Spreadsheet

Costing and Pricing



CALCULATING YOUR LANDED COST ON EXPORTED PRODUCTS

Costs

- **Inland transport** - within country of origin to port of departure
 - **Handling Charges** - at port e.g., inspection and loading
 - **Freight** - cost of getting goods to city/country
 - **Local handling charges** - at arrival e.g., unloading and storage
 - **Transport** - to local customer warehouse
 - **Insurance** - of goods whilst in transit against damage, loss or theft
 - **Customs Duty** - check Customs Dept or your Broker for rates
 - **VAT/GST** - 10% of value of taxable importation (goods + duty + freight + insurance)
 - **Import Tariffs & licence fees** - check Customs Dept or your Broker for rates
 - **Demurrage** - charged on delays in clearing goods
 - **Quarantine fees** - for storage of goods, usually livestock, in quarantine
 - **Fumigation fees** - for treatment of goods by fumigation process
 - **Testing, & Certification** - for safety compliance
 - **Customs Brokers fees** - for facilitation of process
 - **Exchange fluctuations** - depending on transaction currency (insurable but costly)
 - **Repackaging/Labelling** - to either comply with local regulations or to enhance marketability
 - **Bank Charges** - for processing of transaction and transfer of monies
- = **LANDED COST**

Costing and Pricing: Summary



- Product cost
- Research & development costs
- IP protection costs (and lead times)
- Market research costs
- Marketing & promotion costs
- Agent or Distributor fees
- Tariffs, Duties & costs : Incoterms
- Customs fees
- Freight & logistics

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
 - Forward Exchange Contracts : Payment Method
- # HANDOUT re Freight, Purchase, Payment**

Payment & Documentation



Payment terms and conditions in export :

- Open Account - the buyer receives the goods shipped by the exporter and then makes the payment at the end of an agreed credit period.
- Documentary collection - both parties involve their respective banks to complete the payment.
- Letter of Credit - the buyer's bank gives a written commitment to the seller
- Cash in Advance - ship the goods to the buyer only after the receipt of payment from the buyer
- Consignment - is a variation of open account in which payment is sent to the exporter after the goods have been sold by the foreign distributor to the end customer

Documentation



- **Bill of Lading & Airway Bill**
– a detailed list of a ship's/plane's cargo in the form of a receipt given by the master of the ship to the person consigning the goods.
- **Proforma Invoice** – provided with shipment. It can act as an estimate or quotation for the customer – but not the final bill for payment.



Export Readiness

- Financial
- Staffing
- Skills e.g., cultural understanding
- Capacity and capability
- Product / service development
- Marketing promotion
- Quality e.g., labelling
- Evaluating Your competitive advantage & opportunity



Export Readiness

- Cyber Security protection and awareness
- Have you costed and priced for exporting correctly
- Do you have sufficient Production capacity to export?
- Do you have sufficient supplier reliability? (quality, consistency, etc.)
- Is quarantine required (see AQIS – Aust Quarantine Inspection Service)
- Austrade Export Ready Page – refer to online page
- List of Austrade Services – **overseas offices** e.g., market research



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

Export Guide for Small Business Question Time



Useful Websites

- www.austrade.gov.au
- www.export.org.au
- www.dfat.gov.au
- www.abf.gov.au
- www.cff.customs.gov.au
- www.exportfinance.gov.au

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