



NEW HORIZONS: GLOBAL MARKETS

November 30, 2016

The MBDA San Antonio Business Center
Director Orestes Hubbard

Mexico

Peru

Colombia

Where Businesses Come to Grow!

 @USMBDA  /USMBDA www.MBDA.gov





MINORITY BUSINESS DEVELOPMENT AGENCY
BUSINESSCENTER
U.S. DEPARTMENT OF COMMERCE

The MBDA San Antonio Business Center

Export Readiness Assessment

—Explore BENEFITS of Global Expansion

- Pros and Cons of Going Global at this time
- Market Research

—Business Analysis

- Potential for growth internationally
- Financial capability
- Management Commitment

Export Readiness Assessment

—Industry Analysis

- Current issues in your industry globally
- Do your Research

—Product/Service

- Potential Product/Service to be exported
- High Demand Overseas AND in what markets
- SWOT Analysis by Product/Service

Export Readiness Assessment

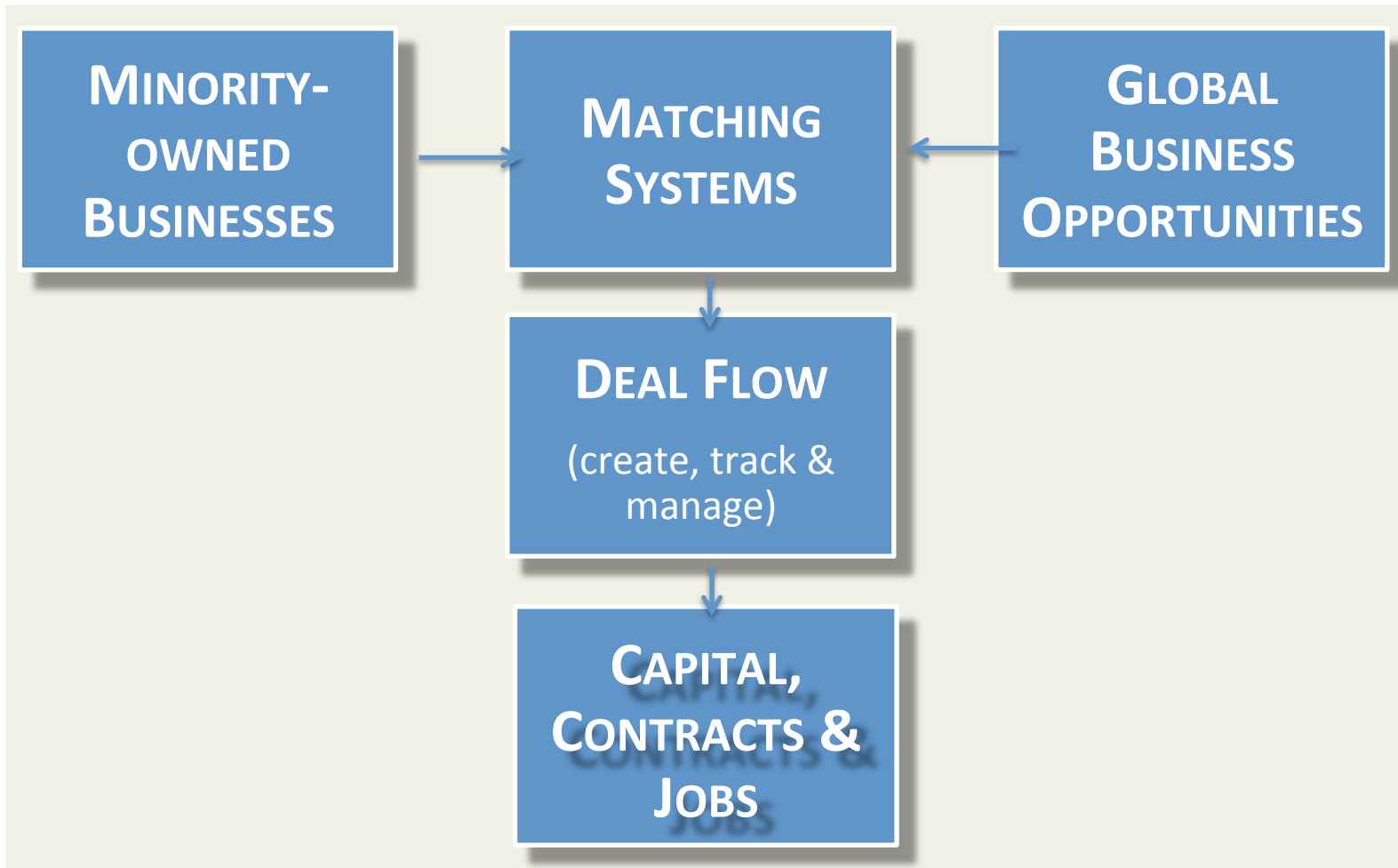
—Match Product/Service with Global Trend

- Do your homework
- What Product/Service to export
- What Market to Export into
- Look for Countries with FTA's first

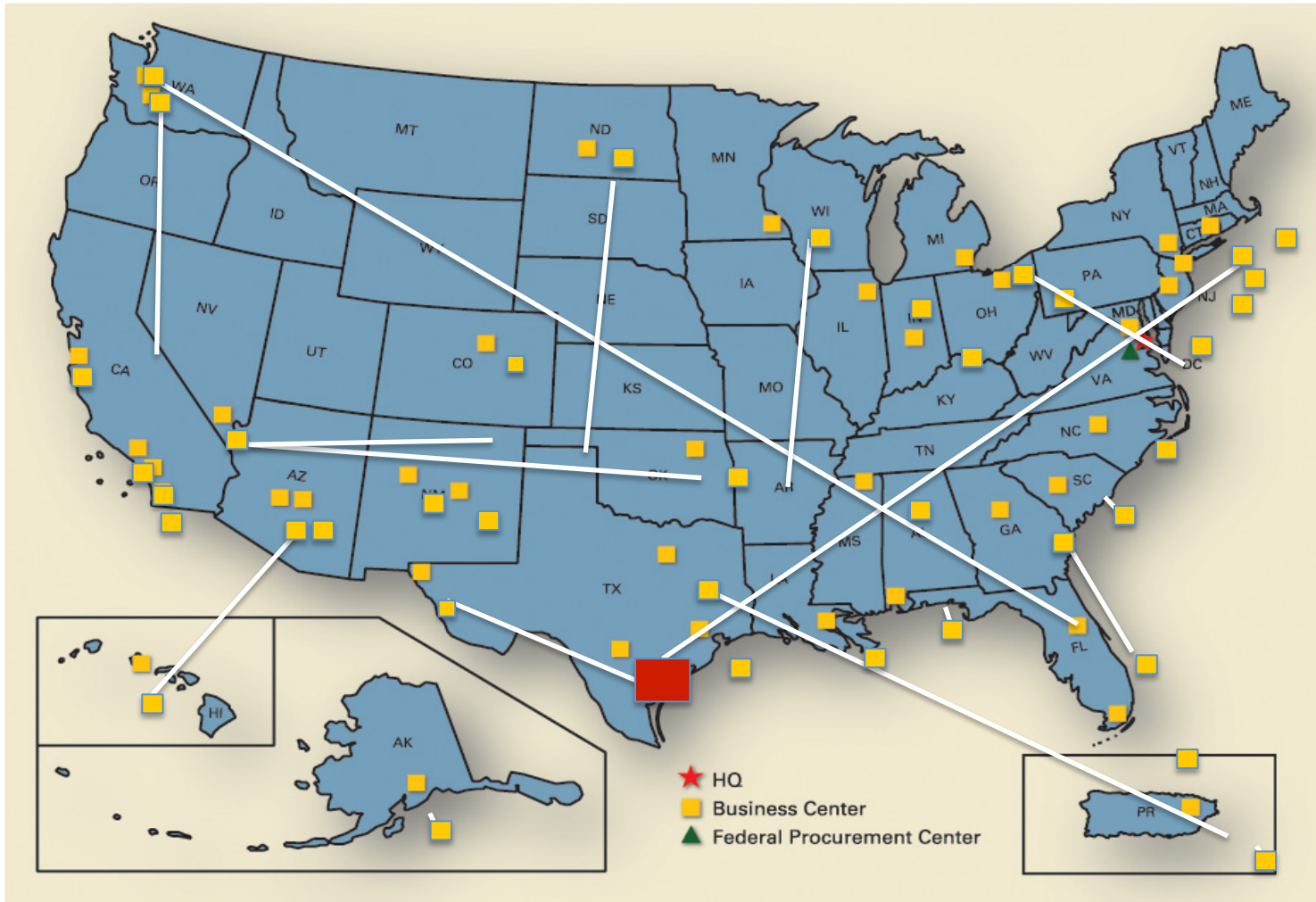
—Define Markets

- Test one Market (Low hanging fruit)
- Become “New to Market” Exporter
- Focus on regional Clusters

MBDA Global Service Delivery



Integrated Network of MBDA Business Centers



Where Businesses Come to Grow!
@USMBDA f/USMBDA www.MBDA.gov



Client Centered Business Model

- Client is Export Ready or New to Markets
- MBDA Export Projects will help with Logistics
- Introductions to potential partners in-country
- Introductions to Resource Partners
 - International Chambers of Commerce
 - Global Trade Associations
 - USEAC's
 - Foreign Commercial Service at US Embassies

Client Centered Business Model

- Help Mitigate Entry Barriers
- Technical Assistance
- Referrals to Brokers
- Assistance with Access to Capital
- EXIM Bank
- SBA
- Traditional and Alternate Capital Sources

Opportunity Centered Model

- MBDA Export Project Research:
- Find Major Growth Industries in FTA Countries
- Identify Major Players
- Seek Out Upcoming Opportunities
- Comprehensive timeline
- Database of Global Opportunities

Opportunity Centered Model

- MBDA Export Project Finds:
- MBE's in our Database
- MBE's in MBDA Network
- Prospecting

Look South Opportunities



Look South Opportunities Mexico

- Energy Sector
- Information Technology and Communications
- Automotive
- IT Health Care
- Oil/Gas Machinery and Services
- Renewable Energy
- Transportation
- Travel and Tourism
- Agriculture

Look South Panama

- Agriculture
- Building Materials and Services
- Automotive
- Computers and Peripherals
- Electric Power Systems
- Medical & Dental Devices
- Safety
- Telecommunications

Look South Colombia

- Agriculture
- Automotive Parts and Supplies
- Construction Equipment
- Electric Power Systems
- Food/Beverage Processing
- Information Technology and Communications
- Military Equipment
- Mining Industry Equipment

Thank You!

**Orestes Hubbard, MBA
Director**

**MBDA Business Center
501 W Cesar E Chavez Blvd
San Antonio, Texas 78207
(210) 458-2480 Phone
(210) 458-2481 Fax**

ohubbard@sanantoniombdacenter.com

Q & A

Thank You!

**For more information please visit
www.MBDA.gov**