NEW HORIZONS: GLOBAL MARKETS

November 30, 2016
The MBDA San Antonio Business Center
Director Orestes Hubbard

Mexico
Peru
Colombia
The MBDA San Antonio Business Center
— 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
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
NEW HORIZONS: GLOBAL MARKETS

MBDA Global Service Delivery

MINORITY-OWNED BUSINESSES → MATCHING SYSTEMS

DEAL FLOW (create, track & manage)

GLOBAL BUSINESS OPPORTUNITIES

CAPITAL, CONTRACTS & JOBS

Where Businesses Come to Grow!
@USMBDA  /USMBDA  www.MBDA.gov
Integrated Network of MBDA Business Centers
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
MBDA Export Project Finds:

- MBE’s in our Database
- MBE’s in MBDA Network
- Prospecting
Look South Opportunities

Where Businesses Come to Grow!

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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
Thank You!

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Thank You!

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