

**HOW TO START YOUR OWN
IMPORT/EXPORT
BUSINESS
From Start to Finance**

**Global Professionals Forum
Johnson & Wales**

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**Presented by
Roy Becker
Roy Becker Seminars**

ABOUT THE TRAINER

Roy Becker has over 30 years experience working in the international departments of several banks where he assisted many importers and exporters with the intricate banking needs associated with international trade. Roy serves as adjunct faculty in the International MBA programs at the University of Denver and University of Colorado in Denver. He conducts seminars at the World Trade Center Denver, The Center for Financial Training Western States, and is a guest lecturer at Denver area Universities. He is a member of Toastmasters International and has earned the Advanced Toastmaster Gold Award.

Roy has authored a book, "**More Banker's Insight on International Trade, 101 Lessons Based on Practical Experience.**" The book contains 101 short lessons based on real life situations that companies have experienced in international trade. The book is full of educational insights to help the reader learn and remember from others' experiences and mistakes in international trade/banking. The book is available as an e-book only. To order, go to <http://www.roybeckerseminars.com/extra.php?id=4>

After 34 years in the corporate world, Roy made the decision to take his expertise beyond banking and provide training to others around the country who are involved in international trade. He trains companies how to reduce risk and improve cash flow for their international transactions.

Speech Topics

Business

"How to Assemble A Strong Export Team: How to Choose a Freight Forwarder and a Bank"

"Taking the Fear Out of International Payments"

"Export Financing: What's Available?"

"Incoterms 2000: An American Perspective: Where Does Risk Pass?"

"The Proforma Invoice" Why a Proforma? What should it contain?

"How to Develop a Strategic Plan for Exporting and/or Importing"

"Eliminating the Mystique of Letters of Credit" (Ask about the eight modules on this topic)

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AGENDA

- 📄 **Introduction**
- 📄 **Who is a Global Entrepreneur?**
- 📄 **Why Go Global?**
- 📄 **When are You Ready to Go Global?**
- 📄 **What Key Decisions do you Need to Make Before Going Global?**
- 📄 **Where are the Resources?**
- 📄 **How to Mitigate Risk**
- 📄 **Financing**
- 📄 **Summary**

Who is a Global Entrepreneur?

– Examples

- _____
- _____
- _____

– Someone who has:

- The _____
- The _____ to fully involve his/her company in the global market

– Someone who can:

- Leverage _____ of his/her company to achieve greater success beyond 50 states

Why Go Global?

- **Access markets beyond your _____**
- **Avoid changing _____ conditions**
 - **New buyers as _____ base diminishes**
 - **Agriculture**
 - **Sky 1**
- **_____ of scale**
- **_____ awareness**
- **Experience**
 - _____
 - _____
- **Wrong Motives:**
 - **You or your spouse want to _____**
 - **It is _____**
 - **Products will sell _____**
 - **Only when _____ are tough here**

When are You Ready to Go Global?

- _____
- **Domestic Business is** _____
- **In-depth experience with** _____ **or** _____
 - **Don't chase** _____
- **Adequate** _____
- **Capacity and capability to produce international products**
 - _____
 - _____
 - _____
 - _____

What Key Decisions do You Need to Make Before Going Global?

- **Foreign Market Entry**
 - **Indirect Market Entry**
 - **Types of Indirect Exporting**
 - **Benefits of Indirect Exporting**
 - **Disadvantages of Indirect Exporting**
 - **Direct Entry**
 - **The Progression of Direct Entry Modes**
 - **Benefits of Direct Exporting**
 - **Disadvantages of Direct Exporting**
- **Choosing between the two**
 - **Is it all or nothing?**
 - » **What is required investment**
 - » **What is the risk of losing that investment?**

Where are the Resources?

- **Choosing your partners**
 - **Freight forwarder/Customs Broker**
 - **Bank**
- **Government Assistance**
 - **U.S Export Assistance Center (USEAC)**
 - **303-844-6623 www.export.gov**
 - **U.S. Dept of Ag www.usda.gov**
 - **Colorado Department of Agriculture**
 - **www.coloradoagriculture.com**
 - **303-239-4123**
- **World Trade Center Denver**
 - **303-592-5757 www.wtcdn.com**
- **International Chamber of Commerce**
 - **212-206-1150 www.iccbooksusa.com**
- **Classes/Workshops/Seminars**

How to Mitigate Risks

– Payment

- Choose the best one(s)
 - Cash
 - Letter of Credit
 - Collection
 - Open Account





– Insurance

- ExIm Bank
- Private Insurers

Tips for Working With A Bank

- 📄 **Before working with a bank, have you exhausted all internal financing resources?**
- 📄 **Find skilled lenders**
- 📄 **Bank who is committed**
- 📄 **Rapport**
 - **Loan Officer**
 - **Other pertinent staff**
- 📄 **Discuss financing needs early**
 - **W.C. loans for peak borrowing**

Financial Planning and Assistance

-  **Business Plan**
-  **Cash Flow Projections**
-  **SCORE**
-  **Minority Resource Center**

SUMMARY

- **Lots of help is available**
- **Use the Resources**
- **Take seminars**
- **Read Books**