

# THE WORLD IS WAITING FOR YOU!

**KENTUCKY PRODUCTS, INCLUDING YOURS, ARE IN GLOBAL DEMAND.  
TAKE THE FIRST STEP INTO A WORLD OF OPPORTUNITY TODAY!**

## WHO?

**YOU!** About 90% of Kentucky exporters are small to mid-sized firms (two-thirds have less than 20 employees). In today's world, you don't need the resources of a Fortune 500 company to compete on a global scale.



## WHAT?

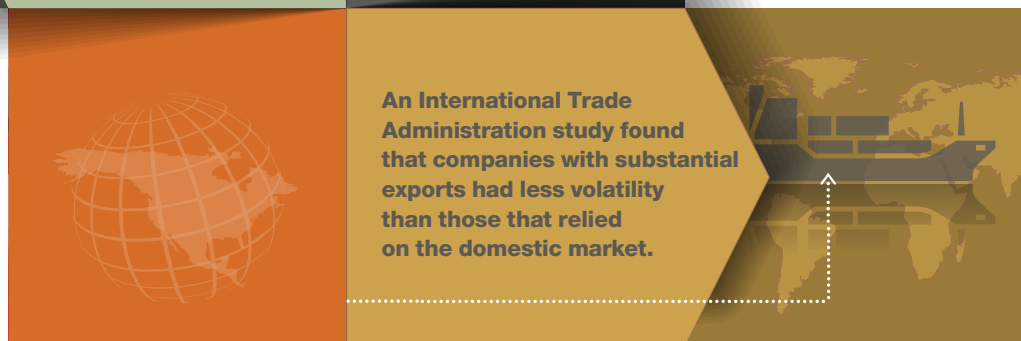
Many products (and some services) are exportable. Kentucky companies already export security locks, mattresses, powder coatings, dental equipment, ceiling fans, disco balls, packaged ice cream and candy. (And more than a few cars, trucks, dishwashers, baseball bats and bottles of bourbon).

## WHERE?

Many companies start exporting to Canada or Mexico. The North American Free Trade Agreement makes it easier — and the logistical or language barriers are minor. But if India, China, or Egypt are a better fit for you — don't be intimidated. Help is available!

Companies in the Louisville and Lexington region have an advantage in that UPS Worldport, a leading international logistics provider, is located here.

The world is a single flight away!



## WHY?

Because exporting companies have a broad, diverse customer base, they often grow faster and are more stable than their domestic-focused competitors.

Exporting companies can attract (and afford) a talented workforce.

With more than 95% of the world's consumers living outside the U.S. and more than 80% of the growth in consumption happening outside Europe or North America, exporting can be a key component of growth for your company.

## WHEN?

**IT'S NEVER BEEN EASIER THAN NOW!**

# BUILD IT LOCALLY

**THE “BUILD IT LOCALLY; SELL IT GLOBALLY”** initiative is a key component of BEAM, the Bluegrass Economic Advancement Movement. This effort is the Louisville and Lexington region’s joint and deliberate approach to increase the number of markets to which companies export. The rationale is clear: exporting makes companies strong by connecting them to more diverse markets.

## **THAT MEANS A BETTER ECONOMIC CLIMATE FOR:**

- **BUSINESS OWNERS WHO WANT TO GROW**
- **WORKERS WHO WANT PLENTIFUL OPPORTUNITY**
- **PUBLIC SERVANTS WHO PLAN SCHOOLS, ROADS AND COMMUNITY SERVICES**

## **WHAT CAN EXPORTS MEAN FOR A BUSINESS?**

Mayors Greg Fischer and Jim Gray are businessmen who learned the value of an international customer base first-hand. Mayor Fischer started his business career with a company that made ice and beverage dispensers and had 4 employees. By nurturing both domestic AND international contacts, it grew to a company with more than 300 employees. About 60 owed their jobs to international sales.

Mayor Gray and his family took a small construction company and built it into a global design-build firm, consistently ranked among the top 10 U.S. contractors in manufacturing plant construction. The company, Gray (formerly Gray Construction), is headquartered in Lexington and has designed and built facilities from coast to coast for customers headquartered around the globe.

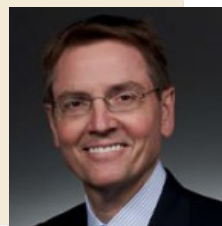
### **MAYOR FISCHER SAYS,**

“Exporting was a competitive advantage for my company and it can be an advantage for you too. Don’t limit yourself!”



### **MAYOR GRAY SAYS,**

“The opportunities for market expansion are endless. Demand for Kentucky products exists around the world.”





# SELL IT GLOBALLY

Kentucky is already a region of “makers” – from appliances and vehicles to music and agricultural products.

**OUR ANNUAL EXPORTS ALREADY TOTAL OVER \$22 BILLION** – not bad for a state with neither a coast nor an international border!



## SUCCESS STORY #1

**Kinetic theTechnologyAgency** produces world-class translation management software that allows clients to manage all of their translations – from promotional literature, to instruction manuals, to policy documents – in one consolidated process.

Founder Ray Schuhmann has long known that demand existed for Kinetic's unique and innovative product overseas, but effective marketing for this niche market would take additional resources. The State Trade and Export Program Grant, a federal grant distributed through the Kentucky Cabinet for Economic Development, allowed the Louisville-based company to attend TEKOM TC World, one of the world's largest trade shows in international information management in Germany. The grant assisted with both booth and travel costs.

The result? Kinetic attributes more than \$1 million in sales – and the resulting employment of dozens of local residents – to connections made or strengthened at TEKOM TC World.

## SUCCESS STORY #2

From its headquarters in Lexington, **Big Ass Fans** designs, engineers and manufactures the world's most efficient ceiling fans for residential, commercial and industrial settings. Ranging from 5 to 24 feet in diameter (hence the name), Big Ass Fans pair energy-efficient motors with advanced airfoil technology to circulate large volumes of air.

More than 100,000 Big Ass Fans are installed in over 80 countries worldwide, providing comfort and energy savings in applications such as homes, hotels, health clubs, schools, restaurants, factories, distribution centers, dairy barns and stadiums. The company opened its first international sales office in Australia in 2008 and added operations in Malaysia in 2011. The company plans to open a location in Hong Kong by the end of 2013 to serve as a base for East Asia with more international locations expected in 2014. Big Ass Fans runs a comprehensive trade show schedule overseas that has led to substantial growth in the commercial and residential markets.

# WE KNOW YOU HAVE QUESTIONS!



## AVENUES OF ASSISTANCE:

### U.S. COMMERCIAL SERVICE/U.S. EXPORT ASSISTANCE CENTER (U.S. DEPARTMENT OF COMMERCE)

- Market intelligence to target the right market(s) for products and services
- Trade counseling to help navigate the export process from beginning to end
- Business matchmaking services to find the right partners and prospects
- Trade advocacy to level the international playing field for international procurement

Contact: Louisville: 502-582-5066 Lexington: 859-225-7001 Website: [www.trade.gov](http://www.trade.gov)

### WORLD TRADE CENTER KENTUCKY

- Market research and consultation on importing and exporting
- Trade education series and cross cultural seminars
- Translation services
- Trade missions

Contact: Louisville: Sherry Mulkins, 502-574-1599 Lexington: Casey Donoho, 859-258-3136 Website: [www.wtcky.org](http://www.wtcky.org)

### KENTUCKY CABINET FOR ECONOMIC DEVELOPMENT

- Guidance, resources and contacts to help Kentucky businesses grow and prepare themselves to compete in the international marketplace
- Website, [www.ThinkKentucky.com](http://www.ThinkKentucky.com), features extensive economic data on Kentucky, as well as a database of thousands of Kentucky businesses
- The Cabinet heads the Governor's Kentucky Export Initiative (KEI), a consortium of the principle trade and business organization in the Commonwealth
- Website, [www.kyexports.com](http://www.kyexports.com), features information about trade resources for Kentucky businesses and lists upcoming trade opportunities, including missions and educational forums

Contact: 502-564-7140

### KENTUCKY SMALL BUSINESS DEVELOPMENT CENTER

- No-cost, comprehensive and hands-on business consulting services
- Services are available at 15 locations around Kentucky or online
- Help with business growth, improved profitability, expansion to new markets
- Location of financing and solving business problems

Contact: Gordon Garrett, 859-257-6957 Website: [www.ksbdc.org](http://www.ksbdc.org)

