

Exporting Made Easier for Small Businesses; SBA Looks to Match Firms with Export Intermediaries

WASHINGTON, D.C. ---U.S. manufacturers, suppliers and distributors, take note, the U.S. Small Business Administration is making it easier for you to move your products overseas.

As part of the President's National Export Initiative, the SBA is hosting *Export Matchmaker Trade Fair & Conference* at the Westin Hotel in Jersey City, N.J., on September 20, 2010.

The SBA is looking for companies from the **Mid-Atlantic Region and beyond** to participate in this event that is designed to match small businesses and their products with export management and trading companies. These intermediaries will either buy or sell a company's products overseas or represent a company's products in foreign markets through a distribution agreement or some other form of a contract.

According to SBA Administrator Karen Mills, working with an EMC or ETC is often the fastest and most cost effective way for small businesses to either begin exporting or expand their export sales. Small business owners like the concept, because they initially do not have to commit to additional staff to get the process started.

Nearly 280,000 small businesses account for 97 percent of the all exporters in the U.S., exporting almost \$500 billion annually. The idea behind the *Export Matchmaker Trade Fair & Conference* is to introduce more small business owners to exporting.

"One of President Obama's goals stated in the National Export Initiative is to double U.S. exports in five years," said Mills. "Tapping the export potential of more small businesses through events like this will bring us that much closer to that goal."

The SBA is also encouraging trade intermediaries from across the country, as well as foreign buying missions and other trade facilitators such as foreign consulates and bi-national chambers of commerce, shippers, and other trade- or export-services organizations to participate in the event.

Registration and additional information for the September 20th **Export Matchmaker Trade Fair & Conference** may be obtained by visiting www.exportmatchmaker.org.

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