

International Trade

The promotion of Cobb County to international markets is essential to staying competitive. EDGE is here to help give our Cobb companies easy access to global markets.

Services: Our Consultants Can Help

- Determine the exportability of your products or services
- Identify appropriate markets and buyers
- Develop market entry strategies
- Establish shipping and distribution networks
- Determine appropriate payment methods and identify export financing and insurance needs
- Visit the International Trade Center at:
www.georgia.sbdc.org

Georgia's G.R.O.W program

Georgia Reaching Out Worldwide provides new export services and reduced fees for existing exporters and is designed to increase Georgia's small business exports. Qualified companies are able to participate in other trade promotion activities and receive added benefits such as discounted booth space at international trade shows, free Gold Keys and International Partner Search services, listing in the Georgia export directory, and many other export promotion programs and services.

For more information visit: www.Georgia.org



*For more information, contact Amanda Blanton
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Mission: Grow Cobb County area businesses and opportunities in international markets. It is our intention to promote Cobb County in global markets while enabling connections with our partners. These experts can assist local businesses in the expansion of their international relationships, making Cobb a sustainable business network with strengthened market participation.

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COBB'S COMPETITIVE
EDGE

FAQ's:

How do I export goods from the US?

First consult with US Customs on licensing and inspecting regulations. Check your compliance with foreign government safety and performance standards. There are currently three countries to which exporting is illegal: North Korea, Iran and Cuba. Retain the services of a competent freight forwarder to manage all shipments and associated documentation. Many freight forwarders are listed in the phonebook.

How can I import goods to the US?

Goods can be imported into the US by land, sea or air, depending on the type of product and its value. To import commercial goods into the US, you must clear US Customs and pay any import duties. For shipments larger than a small sample box, employ the services of a customs house broker to receive the shipment and handle paperwork. You will be subject to special regulations if you are importing items like alcohol, firearms, explosives, cosmetics, pesticides, drugs, motor vehicles, as well as agricultural products. Products coming into the US must meet American safety and performance standards.

Do I need an import/export license?

No, unless you are trading in regulated items like alcohol, firearms, explosives, or drugs. Special permits may be needed if you are shipping to restricted countries.

How do I locate overseas customers, distributors, sales reps and business partners?

Online research, consulting with in-country trade specialists and attending international trade shows and missions are some ways. Meeting potential business partners in person and a trip to the market you are attempting to infiltrate is the most effective.

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In Georgia, companies that sell overseas create twice as many jobs as those only selling in U.S. markets. They grow an average of 18% faster, and their workforce is typically 10-15% more productive. International sales volume also helps lower overall production costs and leads to increased profitability. Exporting is not just about increasing profits; it is also about diversifying markets, and gaining a competitive edge through global exposure to new technology, innovations and competition.

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