

Growth Through Innovation Conference

Exporting Opportunities: Tips and Risks

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Global Economy

- International Trade
- The World is Flat
- Lower Trade Barriers and Tariffs
- Trading Blocs
- Shipping Costs Lower



Global Economy (cont.)

- Global Competition
- Innovation
- Best Practices
- Sourcing
- Boating Market outside US
 - 67 Percent
 - \$5.34 Billion



“The export market is what’s
keeping a lot of the
manufacturers in good shape.”

Thom Dammrich, President
National Marine Manufacturers Association



**“Sales of U.S. made yachts
were brisk at the Genoa Boat
Show in October of 2007.”**

**Steve Gow
Mayfair Yacht Ltd.**



A weak dollar has “substantially helped sales.”

Erik Nelson

Carver Yachts



<u>Date</u>	<u>Euro</u>	<u>Yen</u>	<u>Canadian Dollar</u>
May '06	103K	15M	144K
May '08	85K	13.5M	130K
% Change	17%	10%	10%



**Pearson 422 Sailboat
\$130K**



“Think Global Act Local”

Frank Feathers

- European Design
- Japanese Size
- Middle Eastern Preferences
- Electrical Issues
 - 50 cycles vs 60 cycles



Sales

- Designate a Champion
- Establish a Budget
- Commit to Long Term
- Profile Existing Customer
- Research Target Market
- Trade Shows
- Define Representation
- Export Compliance



Sourcing

- Low Cost Supplier
- Define Specifications
- Check References
- Redundancy
- Supply Chain Auditors



Process People

- World Trade Center Rhode Island
- U.S. Department of Commerce
- Trade Associates
- Trade Shows
- Foreign Trade Organizations
- Professional Services
- Peers

