



Session Two – Export Capable or Ready?

Do you have the following?	Yes/No
A product, service, or intellectual property with clear export potential	
A well-planned growth strategy	
Management commitment to develop the export component of the business	
Commitment to becoming an exporter. This means a willingness to engage with overseas buyers and contacts Including a visit to the market if appropriate	
Ability to assign financial resources to enter export - including a budget to visit the market	
An understanding that the company will need to participate in coaching before participating in an overseas visit/ mission	
At minimum, domestic marketing materials (i.e., website, brochures), with an understanding that marketing materials for the international market may need to be developed	

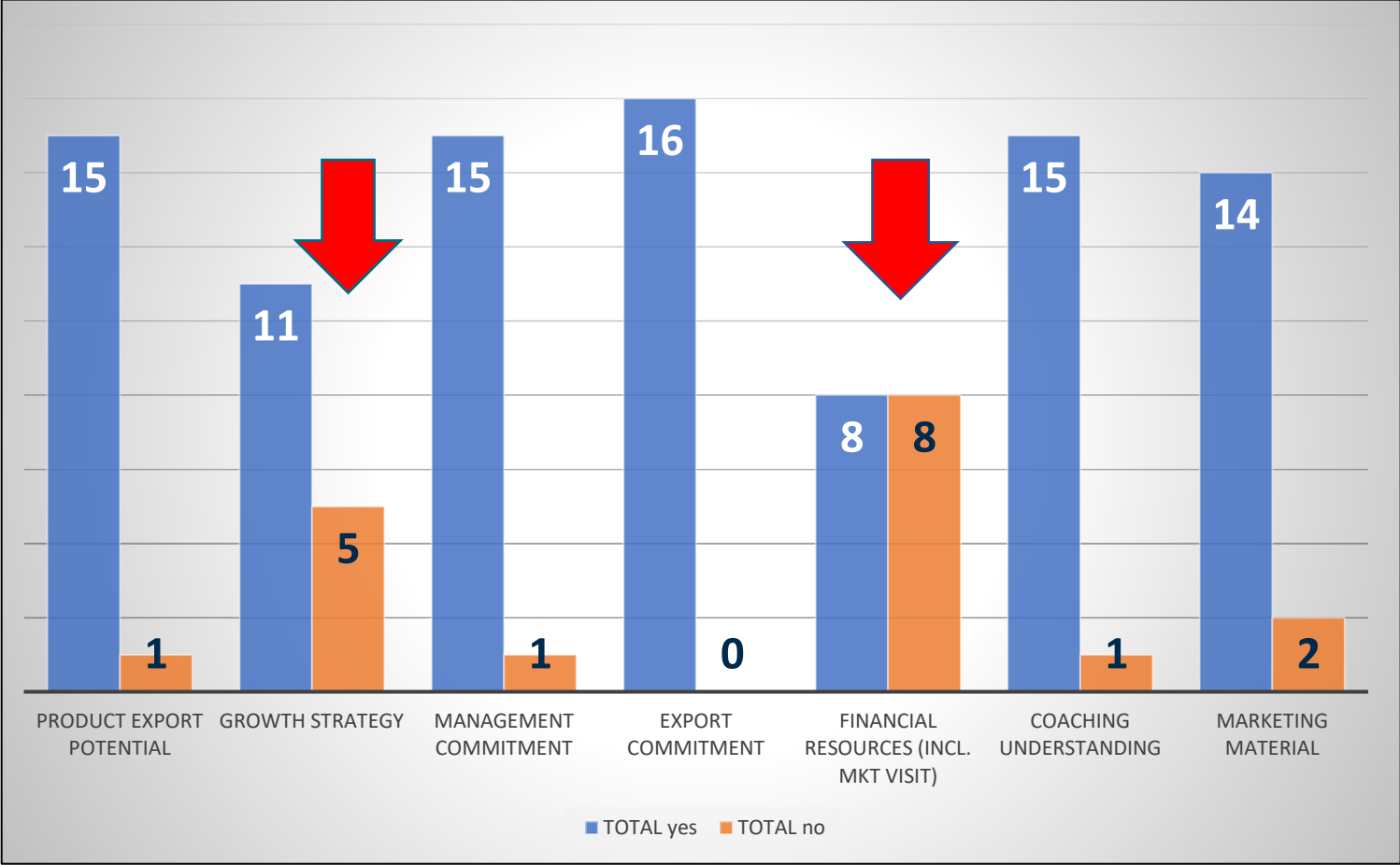
Can you respond to an overseas opportunity with the following?	Yes/No
Relevant export knowledge	
Strong export commitment	
Resources (capital, labour, export market logistics, a buyer/market)	
Supply capability	

Survey Results...



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Export Capable – Finance & Planning required



Export *Ready* – Finance & Supply capability required





End of Session Two

Thank you



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