

Metro Memphis Export Assistance Plan

An Initiative of the Memphis & Shelby County Regional Economic Development Plan

June 2015

The Metro Memphis economy will benefit when existing manufacturers and shippers reach additional markets and build exporting into a significant source of revenue. Metro Memphis will establish an appropriately staffed and supported export industry association. The region's professional export assistance team will be expanded. Training, marketing, business counseling and strategic trade missions will be coordinated at an elite level. This will increase the number of companies exporting, the capacity of companies already exporting and the amount of exports originating from Metro Memphis.



Metro Memphis Export Assistance Plan

An Initiative of the Memphis & Shelby County Regional Economic Development Plan

Executive Summary

Exporting is a growth opportunity for Metro Memphis if properly supported.

The solution being proposed is creation and staffing of the Metro Memphis Export Alliance based with the Greater Memphis Chamber's International Business Council and in partnership with the West Tennessee District Export Council.

Strategy three of the Memphis & Shelby County Regional Economic Development Plan calls for focusing on exports and international trade. Given the region's exceptional infrastructure for international trade, a new focus on growing exports represents a growth opportunity for the region and for firms of all sizes.

This must begin by helping existing manufacturers and shippers reach additional markets to build exporting into a significant source of revenue. To do this, Metro Memphis will need an appropriately staffed and supported export industry association. The region's professional export assistance team will have to be expanded. Training, marketing, business counseling and strategic trade missions must all be coordinated at an elite level.

The Metro Memphis Export Assistance Plan recommends creation of The Metro Memphis Export Alliance (MMEA) to supplement and coordinate export assistance efforts.

MMEA will seek to increase exports from Memphis area manufacturers and distributors by helping companies begin (and to continue) exporting their goods/services in additional markets.

MEMPHIS & SHELBY COUNTY REGIONAL ECONOMIC DEVELOPMENT PLAN



Becoming a global leader in development, production and distribution of high value goods and a model of broad based inclusive growth.

Under the leadership of FedEx Executive Vice President Christine P. Richards, Shelby County Mayor Mark H. Luttrell, Jr. and Memphis Mayor A C Wharton, Jr., a new course has been charted to ensure Metro Memphis will be:

The preeminent center for multi-modal movement of goods.

A hub for innovation, production, and exporting.

Home to broad-based opportunity with improved skills and access to jobs.

A model of collaboration, with capacity for strategic growth planning and implementation.

This has been made possible by support from EDGE - Economic Development Growth Engine for Memphis & Shelby County - in partnership with the Brookings Institution Metropolitan Policy Program, Memphis Fast Forward and more than 150 regional leaders.

For more information on the process and other initiatives:

www.MetroMemphisPlan.com

Metro Memphis Export Assistance Plan



MMEA will:

- Incorporate exports into broader economic development promotions, strategies and programs.
- Connect potential exporters to training and support services.
- Improve access to information needed by exporting companies.

MMEA will be a group of public and private sector export assistance partners equipped and staffed to drive export growth including but not limited to:

- EDGE – Economic Development Growth Engine for Memphis & Shelby County
- Tennessee Small Business Development Center
- Tennessee Department of Economic & Community Development
- U.S. Department of Commerce/U.S. Export Assistance Center
- Mid-South Minority Business Council Continuum/Minority Business Development Agency
- Financial Services Companies
- Legal Services Providers
- Logistics and Shipping Companies
- Marketing Firms
- Regulatory Agencies
- Consulting Services Providers
- Export Management Companies
- Translation Services
- Universities and other Academic Institution

The MMEA will be organized under and governed by the Greater Memphis Chamber's International Business Council, in partnership with the West Tennessee District Export Council.

Through *Memorandums of Understanding* and *Programming Agreements* with existing service providers, roles will be defined and service will become more predictable.

- The U.S. Export Assistance Center (USEAC) will provide leadership and a full slate of export assistance through the International Trade Administration network ranging from trade counseling to matchmaking to commercial diplomacy. USEAC will also produce quarterly export training programs in partnership with the West Tennessee District Export Council.
- The State of Tennessee Trade Office will provide regulatory assistance and network connections in Mexico, Great Britain, Germany and China.
- The State of Tennessee Department of Economic & Community Development will provide prospecting services for discovering potential exporters.
- The University of Tennessee Center for Industrial Services will produce an annual export plan development series.
- The Tennessee Small Business Development Center will produce an annual export training program.
- The Greater Memphis Chamber of Commerce will provide prospecting services for discovery of potential exporters.
- The Greater Memphis Chamber's International Business Council will organize informative quarterly luncheons, plan periodic trade missions and lead delegations at regional conferences.
- The Mid-South Minority Business Council and MBDA will produce an annual export training program.

Metro Memphis Export Assistance Plan



MMEA will be led by a newly hired Program Manager and assisted by an Export Assistance Coordinator. MMEA staff will be co-located with the U.S. Export Assistance Center and the International Business Council staffs at the offices of the Greater Memphis Chamber of Commerce.

MMEA staff will perform the following core functions:

1. Organize the broad but focused coalition of public, private and civic export assistance providers.
2. Coordinate and leverage resources and efforts of these entities for maximum strategic impact.
3. Develop and manage a single point of entry web portal that -
 - a. Assesses a company's exporting potential.
 - b. Directs potential exporters to financing, training and other services offered by partners.
4. Coordinate an event calendar that provides year round programming for export assistance, training, networking and education.
 - a. Help secure partners, speakers and sponsors.
 - b. Promote the events well in advance internally to existing participants and externally to prospects.
5. Integrate promotion of export assistance into existing business retention and expansion efforts by -
 - a. Participating with The Greater Memphis Chamber of Commerce's Small Business Council, Existing Business Team, One-Stop-Shop Program and other meetings.
 - b. Providing all industry facing staff with materials including an annual training and event calendar, local export assistance directory and the International Trade Administration's Basic Guide to Exporting & Trade Financing Guide.
6. Search for and contact companies with exporting potential in target industry sectors based on regional economic development planning efforts.
7. Direct potential exporters to the U.S. Export Assistance Center, State of Tennessee and other case management staff.

MMEA will measure its success by:

- *Expanding capacity of existing exporters and potential exporters.*
 - 50 companies participated in introductory/Bootcamp/Export 101 programs in baseline year 2012.
 - 50 companies participated in advanced/Export 201 level programming in baseline 2012.
 - 5 companies participated in Expotech level programming baseline 2012.
 - The baseline for participation in social/networking events will be set in the first year of operation.
- *Increasing the number of companies accessing export assistance.*
 - 100 companies received counseling in baseline year 2012.
 - 50 companies were assessed in baseline 2012.
 - 14 companies accessed Gold Key services in baseline 2012.
 - The baseline for assistance given to first time exporters will be set in the first year of operation.
- *Improving annual export value and export intensity ranking as calculated by the Brookings Institution's Export Nation.*
 - Baseline 2012 export value rank is 51st at \$6.7 billion.
 - Baseline 2012 export intensity rank is 66th at 10.5% of all output.

Metro Memphis Export Assistance Plan



Organizing the MMEA under the IBC with partnership agreements with the DEC and other service providers will help avoid duplication of efforts and possibly set a new national model for comprehensive export assistance service coordination.

MMEA will operate with an annual budget of \$220,000 to \$395,000 with a five year budget request of \$1,975,000:

MMEA Program Manager	\$85,000	to	\$110,000
Export Assistance Coordinator	\$40,000	to	\$60,000
Web Portal Design & Management	\$15,000	to	\$45,000
PIERS, Other Data Tools &/or Planning Research	\$15,000	to	\$45,000
Collateral Materials & Printing	\$5,000	to	\$15,000
Training, Event Sponsorship & Promotions	\$30,000	to	\$60,000
<u>Operations Estimate (TBD)</u>	<u>\$30,000</u>	<u>to</u>	<u>\$60,000</u>
Total	\$220,000	to	\$395,000

If Five-Year Growth Reaches	1%	3%	5%	10%
Added Export Value	\$67,000,000	\$201,000,000	\$335,000,000	\$670,000,000
Return on Investment	3,292%	10,077%	16,862%	33,824%
Job Creation	375	1,124	1,873	3,745

Sample Calendar of events to be coordinated by or promoted by MMEA partners:

JanuaryIBC Luncheon FebruaryExport 201: Topic TBA March.....Memphis in May Trade Mission April.....Export 101 Happy Hour Social Event MayExport Bootcamp IBC Luncheon Memphis in May Delegate Event Trade Winds Conference JuneExport 201: Topic TBA Southeastern U.S. Event (Canada)	JulyMinority Business Export Bootcamp Happy Hour Social Event AugustExport 201: Topic TBA SeptemberIBC Luncheon Southeastern U.S. Event (Japan) OctoberExpotech Export Bootcamp NovemberExpotech IBC Luncheon DecemberExpotech Happy Hour Social Event
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The Metro Memphis Export Assistance Plan also recommends bolstering export assistance on two additional fronts:

- Regional leadership must advocate for increased capacity at the Memphis U.S. Export Assistance Center funded by the Department of Commerce. This includes replacing the outgoing USEAC Director in a timely fashion and adding an additional International Trade Specialist to bring the full complement to three export assistance experts with global connections through the International Trade Administration.
- A university led program should be developed to provide businesses with high-level export training and professional certification for employees, interns with international interests embedded with potential exporting companies and export marketing plan development services developed by faculty and student teams in partnership with potential exporting businesses.



Market Overview

Exporting output and exporting employment are growing faster in Metro Memphis than in many other metropolitan areas across the United States. Metro Memphis has extensive exporting infrastructure assets in road, river, rail and runway. These and other advantages as a global trade hub provide a platform upon which the region can build.

Exporting still lags as a percentage of the total local economy, however. The region has seen very slow export growth to high-growth economies such as BRICS nations. The Memphis area has very limited public sector export assistance resources and marketing capability. This leads to the conclusion that exporting is a growth opportunity for the region if properly supported.

METRO MEMPHIS EXPORTS IN BILLIONS, 2005	METRO MEMPHIS EXPORTS IN BILLIONS, 2013
\$6.3	\$11.3
EXPORTS SHARE OF OUTPUT, 2005	EXPORTS SHARE OF OUTPUT, 2013
10.6%	16.6%

Source: International Trade Administration

International trade, with emphasis on both goods and services exporting, is uniquely important for promoting economic growth. In *Brookings' Export Nation* report, exports are defined as U.S. manufactured goods or parts, U.S. metro-based services purchased overseas or local expenditures by a foreign traveler, royalties paid by foreign companies for product licensing or franchising, and secondary inputs from companies in the supply-chain.

In *Brookings' Ten Steps to Delivering a Successful Metro Export Plan* there are three primary ways to define an "export" at the metropolitan or regional level: (1) the sale of goods or services produced in a metro area to a business or resident of a foreign country; (2) shipments that travel from a broader geographic area through a port to a foreign destination; and (3) shipments that travel from a broader geographic area through a customs district on their way to a foreign destination.

What makes something a U.S. (or metro) export is not where the transaction takes place, but whether or not the buyer is based outside the United States.

More than 70 percent of the world's purchasing power is located outside the United States. Accounting for almost 14% of GDP, exports are a growing part of the U.S. economy. According to a study published by the Institute for International Economics, U.S. companies that export not only grow faster but are also less likely to go out of business than non-exporting companies.

The Small Business Administration believes that growth of domestic firms by selling products internationally is important to the U.S. economy. However, today less than one percent of America's 30 million companies export. Of those that do, 58% export to only one country.

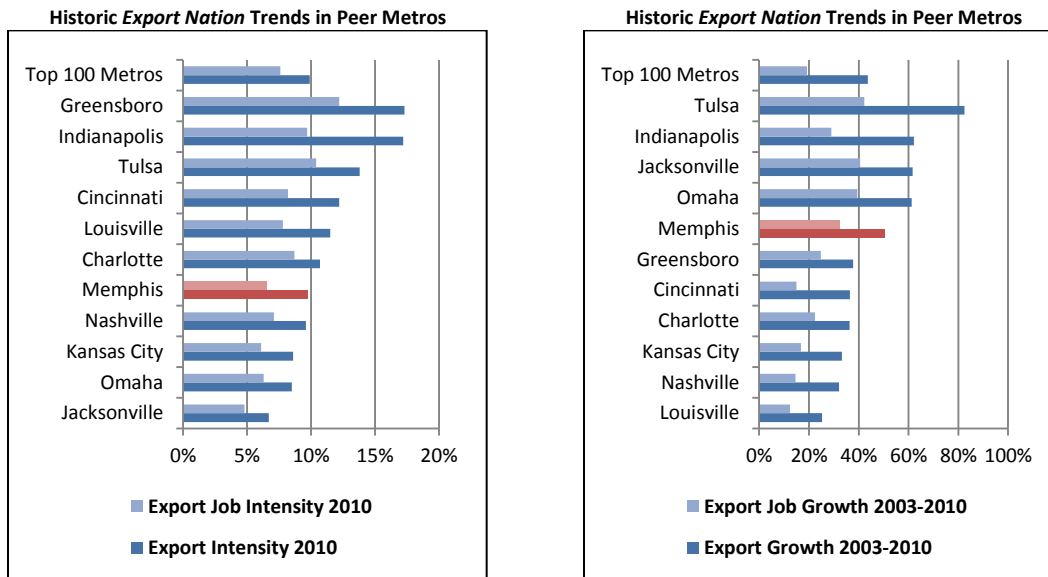
Metro Memphis Export Assistance Plan



Exporting from Metro Memphis has been measured two ways. The first is an analysis by the International Trade Administration (ITA) that uses U.S. Census Bureau data that tracks the point of departure from the United States. The second method, found in the Brookings Institution’s *Export Nation*, combines Census data with data from Bureau of Economic Analysis and Moody’s Analytics to estimate county level production output.

While the methodology of each analysis differs and the results are incomparable, both show exporting as extremely important to Metro Memphis today and suggest an opportunity for growth in the future.

According to *Export Nation 2013* published by the Brookings Institution, Metro Memphis ranks only 51st out of 100 for total export value and 66th for export intensity. As one of the world’s premiere transportation, distribution and logistics centers and with over 800 manufacturers, Metro Memphis should expect higher performance.

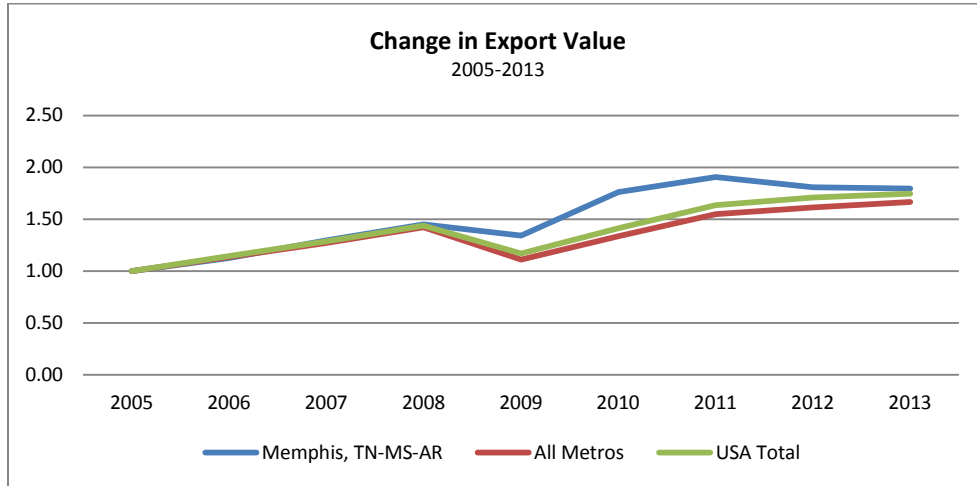


Export Nation ranked Metro Memphis 28th among the 100 largest U.S. metropolitan areas for growth-rate of export related jobs at 32.4% between 2003 and 2010. Total export output growth over the same period was 50.4% compared to 43.7% for the 100 largest metros. This growth, however, slowed to 6% annually between 2009 and 2012.

The \$11.3 billion in exports generated from the Memphis MSA, according to ITA, ranks Metro Memphis the 28th largest export market in the United States. This supports more than 37,000 jobs and comes from almost 1,500 exporting companies.

Export growth is critical to job creation, capital investment and general economic development. While Metro Memphis exporting is an opportunity that is not being fully realized, it is a recognizable regional strength.

Metro Memphis Export Assistance Plan



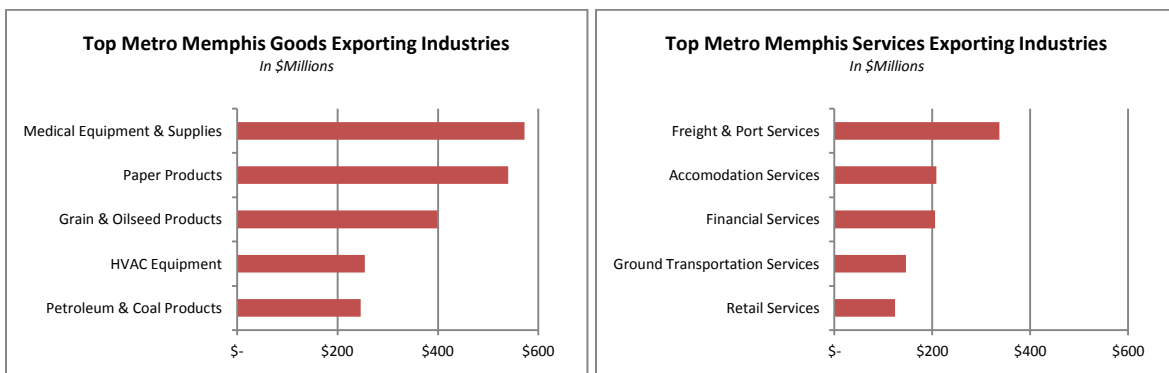
Source: International Trade Administration

Based on interviews conducted by the Memphis U.S. Export Assistance Center staff, small and medium sized manufacturers are not often taking full advantage of exporting opportunities. Beyond large companies with specific exporting knowledge, much of the regional export activity is driven by wholesalers or exporting services.

Furthermore, there are fewer public sector export assistance representatives here than in other metro areas and national exporting centers.

Products

Large and growing regional export industries include: Machinery, Chemicals, Medical Equipment & Sporting Goods, Paper, Business Services, Travel & Tourism, Royalties and Food. Products with particularly robust growth from 2009 to 2012 include Medical Equipment with 7.6 percent growth, Paper Products at 8 percent and HVAC Equipment at 11.5 percent.ⁱ



Source: Export Nation, The Brookings Institution

In 2012, services made up 31% of exports compared to the average of 29% for the United States. The strongest service industries in the Memphis export market are Freight and Port Services, Accommodation Services and Financial Services.ⁱⁱ

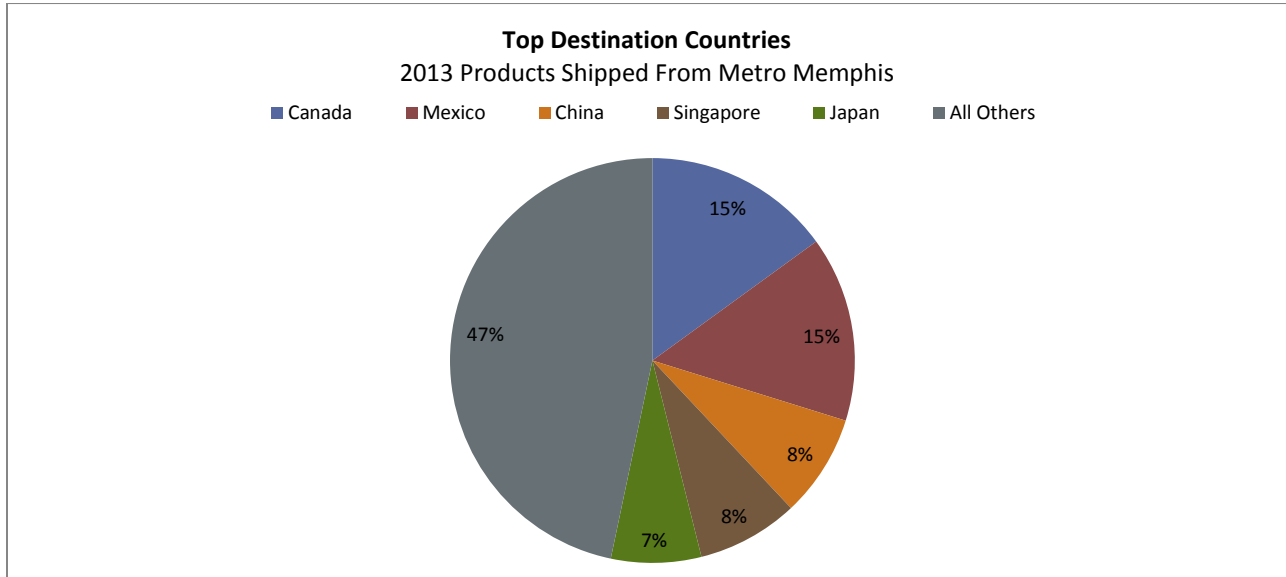
Metro Memphis Export Assistance Plan



Grain, fertilizer, petroleum products, dry bulk commodities including cement, sand, stone and steel products comprise the largest percentage of cargo handled at the Port of Memphis on the Mississippi River.ⁱⁱⁱ

Partners

According to *ITA*, Metro Memphis’s largest trading destinations for merchandise in 2013 were Canada, Mexico, China, Singapore and Japan. Over 50% of all exports from the area go to these five countries.



However, destinations with high market growth potential are also importing U.S. products that could, but do not necessarily, originate from the Metro Memphis area today as seen in the table below.^{iv}

Destination Market	2011 U.S. Product Demand	Destination Market	2011 U.S. Product Demand
Brazil	Machines, Engines, Pumps: \$7.9 billion Electronic Equipment: \$4.6 billion Medical, Technical Equipment: \$2 billion Organic Chemicals: \$2 billion Fertilizers: \$1.2 billion	Russia	Machines, Engines, Pumps: \$2.2 billion Medical, Technical Equipment: \$548.2 million Electronic Equipment: \$546 million Inorganic Chemicals: \$179.6 million Other Chemical Goods: \$136.5 million
China	Machines, Engines, Pumps: \$15.6 billion Electronic Equipment: \$13.9 billion Oil Seed: \$12.8 billion Medical, Technical Equipment: \$8.3 billion Woodpulp: \$4.7 billion	Saudi Arabia	Machines, Engines, Pumps: \$3 billion Electronic Equipment: \$949.8 million Medical, Technical Equipment: \$589.5 million Other Chemical Goods: \$301.8 million
India	Machines, Engines, Pumps: \$2.9 billion Electronic Equipment: \$1.5 billion Fertilizers: \$1.2 billion Medical, Technical Equipment: \$1.2 billion Organic Chemicals: \$919.7 million	Thailand	Electronic Equipment: \$2.1 billion Machines, Engines, Pumps: \$1.3 billion Medical, Technical Equipment: \$569.1 million Organic Chemicals: \$330.6 billion
Mexico	Electronic Equipment: \$32.3 billion Machines, Engines, Pumps: \$31.2 billion Organic Chemicals: \$6.4 billion Medical, Technical Equipment: \$4.8 billion	Turkey	Machines, Engines, Pumps: \$952.5 million Electronic Equipment: \$479.5 million Medical, Technical Equipment: \$396.6 million Organic Chemicals: \$382.4 million



Infrastructure

The most obvious connection to foreign markets rests with Memphis International Airport. As the original hub for FedEx operations, Memphis International is the world’s second largest cargo airport. Products can be delivered to and from over 375 destinations daily. Although airfreight has faced a decline due to increasing fuel costs and other global economic factors, this facility continues to drive the Memphis-area economy.

Additionally, some airfreight lanes are still growing in terms of U.S. exports including:^v

Bahrain	Kazakhstan	Qatar	UAE
China	Oman	Russia	Uganda
Ethiopia	Paraguay	Saudi Arabia	Ukraine
Indonesia	Peru	Tanzania	Vietnam

Beyond airfreight, access to foreign markets from Metro Memphis is achieved by reaching international ports through road, river and rail infrastructure. Three major highways (I-55, I-40 and U.S.-78) serve the market and the future Interstate-69 from Canada to Mexico will run through Memphis. The Port of Memphis is the nation’s fourth-largest inland river-port with most traffic leading to and from the Port of New Orleans’ Gulf of Mexico exit point. And, with service from five Class 1 railroads and over \$500 million in recent rail infrastructure upgrades, rail-driven multi-modal service could be critical to future connections for exit points to Asia (on U.S., Mexico and Canada West Coast/U.S. Gulf Coast), to Europe (on U.S. and Canada East Coast/U.S. Gulf Coast) and to South America (U.S. Gulf Coast).

Global developments like the Panama Canal expansion will likely have little effect on the Memphis region unless international exit points are improved. Gulf ports near Memphis lack sufficient intermodal infrastructure to grow substantially.^{vi}

Inbound component shipping is supported by the U.S. Customs and Border Protection Memphis Service Port with a full range of cargo processing functions.

Organization and Marketing

Beyond regional manufacturing companies with specific exporting knowledge, much of the export activity is driven by wholesalers or exporting services. Private sector assistance programs are operated as services within specific shipping companies and financial institutions.

2012 International Trade Specialists in Peer Regions & 2012 Export Value						
ST. LOUIS, MO	8	\$15 B	NASHVILLE, TN	3	\$6 B	
BALTIMORE, MD	7	\$6 B	RALEIGH, NC	3	\$2 B	
CHARLOTTE, NC	5	\$6 B	BIRMINGHAM, AL	2	\$2 B	
PORTLAND, OR	5	\$20 B	GREENSBORO, NC	2	\$4 B	
INDIANAPOLIS, IN	4	\$10 B	KANSAS CITY, MO	2	\$8 B	
CINCINNATI, OH	3	\$20 B	LITTLE ROCK, AR	2	\$2 B	
JACKSON, MS	3	\$1 B	OKLAHOMA CITY, OK	2	\$2 B	
LOUISVILLE, KY	3	\$8 B	MEMPHIS, TN	1	\$11 B	

Metro Memphis Export Assistance Plan



Metro Memphis has fewer public export assistance representatives than competitor metros and national exporting centers. There is little definable external promotion tied to international trade capabilities.

While capacity is limited, Metro Memphis does recognize exporting as an opportunity. The Greater Memphis Chamber of Commerce's International Business Council, State of Tennessee Department of Economic & Community Development and the Memphis U.S. Export Assistance Center do conduct some promotional trade missions. The State of Tennessee Office of Economic and Community Development recently re-launched an International Division with new Export Development Offices in Mexico, the United Kingdom, Germany and China. Four development and assistance officers are working across the entire state.

The vehicle for supplementing and coordinating efforts of these individual partners to drive future export growth in the area will be the Metro Memphis Export Alliance.

Mission

The mission of the Metro Memphis Export Alliance is to generate long-term economic growth and job creation for the local community through export growth and foreign direct investment by coordinating, focusing and leveraging the efforts of the public and private sector entities that are active in international business development.

Goal

The goal of the Metro Memphis Export Alliance is to increase exports from Memphis area manufacturers and distributors by helping companies begin (and to continue) exporting their goods/services in additional markets through the advantage of the strong transportation infrastructure that Metro-Memphis has to offer.

This goal should drive:

- Creation and retention of export related jobs.
- Diversification of exporting industries.
- An increase in the number of foreign markets accessed.
- Creation of a strong local export culture and global reputation for the Metro Memphis region.

Objectives

In coordination with the Memphis U.S. Export Assistance Center, State of Tennessee, the Greater Memphis Chamber and others, the Metro Memphis Export Alliance will:

- Incorporate exports into broader economic development promotions, strategies and programs.
- Connect potential exporters to training and support services.
- Improve access to information needed by exporting companies.



Core Functions

1. Organize a broad but focused coalition of public, private and civic export assistance providers.
2. Coordinate and leverage resources and efforts of these entities for maximum strategic impact as opposed to discrete, tactical approaches heretofore taken.
3. Develop and manage a single point of entry web portal that -
 - a. Assesses a company's exporting potential.
 - b. Directs potential exporters to financing, training and other services.
4. Coordinate an event calendar that provides year round programming for export assistance, training, networking and education.
 - a. Help secure partners, speakers and sponsors.
 - b. Promote the events well in advance internally to existing participants and externally to prospects.
5. Integrate promotion of export assistance into existing business retention and expansion efforts by -
 - a. Participating with The Greater Memphis Chamber of Commerce's Small Business Council, Existing Business Team, One-Stop-Shop Program and other meetings.
 - b. Providing all industry facing staff with materials including an annual training calendar, local export assistance directory and the International Trade Administration's Basic Guide to Exporting & Trade Financing Guide.
6. Search for and contact companies with exporting potential in target industry sectors based on regional economic development planning efforts.
7. Direct potential exporters to the U.S. Export Assistance Center, State of Tennessee and other case management staff.

These core functions will be performed as an additional local component above and beyond existing staffing and programming offered in the market by Federal, State and regional partners.

In order to assist and give companies the best start in exporting, the following services need to be coordinated and provided by the alliance's partners:

- Educational Events
- Export Finance
- Export Counseling
- Export Marketing Plans
- International Trade Leads
- International Office Networks
- Export Assistance Directory
- Target Sector Trade Event Grants
- Overseas Trade Missions and Shows

Target Companies

For maximum results with limited resources, the following will be targeted with an emphasis on the *Modest Exporter and New Exporter* segments.

- Existing Exporter - more than 50 shipments to multiple markets
- Modest Exporter - 10 to 50 annual shipments to limited markets
- New Exporter - Dipping toes in water with fewer than 10 shipments
- Non-Exporter

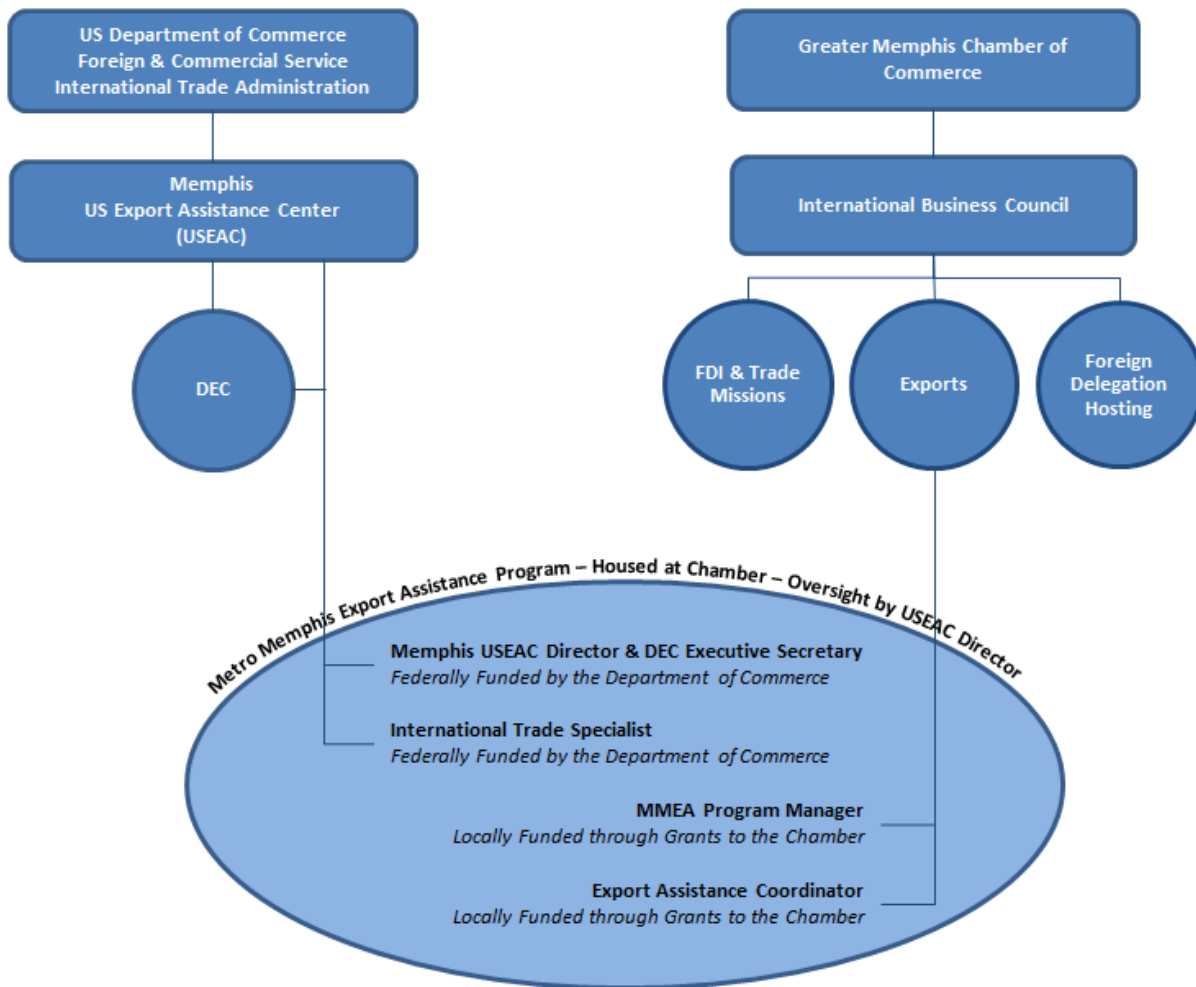


Governance, Partners and Members

The Metro Memphis Export Alliance will be organized as part of and governed by the Greater Memphis Chamber’s International Business Council and led by contributing partners including but not limited to the West Tennessee District Export Council and the US Export Assistance Center.

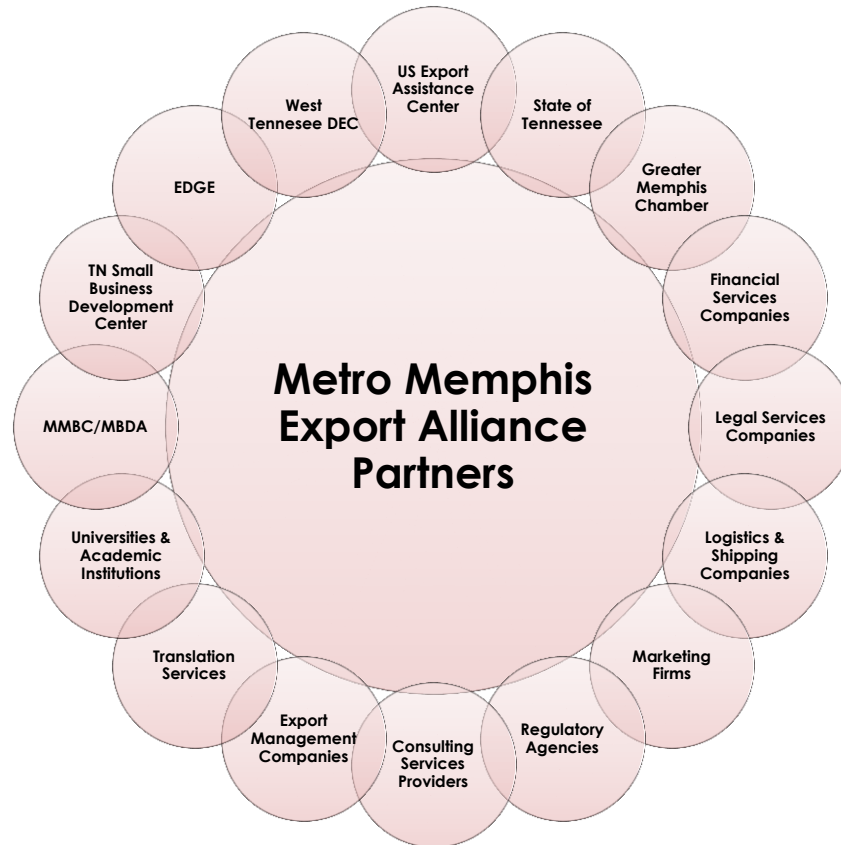
A high-level executive with an impressive combination of exporting assistance and market experience will be sought to manage the program. The Program Manager will be assisted by an Export Assistance Coordinator. MMEA staff will be co-located with the U.S. Export Assistance Center and the International Business Council staffs at the offices of the Greater Memphis Chamber of Commerce.

Program oversight will be provided by the US Export Assistance Center Director.



The MMEA will be made up of public and private sector exporting service providers committed to supporting staff efforts and guaranteeing direct assistance with prospective exporting companies.

Metro Memphis Export Assistance Plan



Target partner organizations include but are not limited to:

- West Tennessee District Export Council
- TN Small Business Development Center
- Tennessee ECD
- U.S. DOC/U.S. Export Assistance Center
- EDGE
- Greater Memphis Chamber
- MMBC/MBDA
- Financial Services Companies
- Legal Services Providers
- Logistics and Shipping Companies
- Marketing Firms
- Regulatory Agencies
- Consulting Services Providers
- Export Management Companies
- Translation Services
- Universities and other Academic Institution

Through *Memorandums of Understanding* and *Programming Agreements* with existing service providers, roles will be defined and service will become more predictable.

- The U.S. Export Assistance Center will provide leadership and a full slate of export assistance through the International Trade Administration network ranging from trade counseling to matchmaking to commercial diplomacy. USEAC will also produce quarterly export training programs in partnership with the West Tennessee District Export Council.
- The State of Tennessee Trade Team will provide regulatory assistance and network connections in Mexico, Great Britain, Germany and China.
- The State of Tennessee Department of Economic & Community Development will provide prospecting services for potential exporters.

Metro Memphis Export Assistance Plan



- The University of Tennessee Center for Industrial Services will produce an annual export plan development series.
- The Tennessee Small Business Development Center will produce an annual export training program.
- The Greater Memphis Chamber of Commerce will provide prospecting services for potential exporters.
- The Greater Memphis Chamber's International Business Council will organize informative quarterly luncheons, plan periodic trade missions and lead delegations at regional conferences.
- The Mid-South Minority Business Council and MBDA will produce an annual export training program.

Export Training, Programming and Networking

Introduction to Exporting

- Exporting Bootcamp
- Minority Bootcamp

Experienced Exporter Training

- Export 201

Entry Level Exporter Training

- Export 101
- Exportech

Social, Networking and Recognition Events

- International Business Council Luncheon
- Happy Hour Social Events

Sample Calendar

January	International Business Council Luncheon – Greater Memphis Chamber
February	Export 201: Topic TBA – U.S. Export Assistance Center/West TN District Export Council
March.....	Memphis in May Trade Mission*
April.....	Export 101 – U.S. Export Assistance Center/West TN District Export Council Happy Hour Social Event - MMEC
May	Export Bootcamp - Tennessee Small Business Development Center International Business Council Luncheon – Greater Memphis Chamber Memphis in May Delegate Event* Trade Winds Conference*
June	Export 201: Topic TBA – U.S. Export Assistance Center/West TN District Export Council Southeastern U.S. Event (Canada)*
July	Minority Business Export Bootcamp – Mid-South Minority Business Council/MBDA Happy Hour Social Event - MMEC
August.....	Export 201: Topic TBA – U.S. Export Assistance Center/West TN District Export Council
September	International Business Council Luncheon – Greater Memphis Chamber Southeastern U.S. Event (Japan)*
October	Exportech - University of Tennessee Center for Industrial Services Export Bootcamp - Tennessee Small Business Development Center
November	Exportech - University of Tennessee Center for Industrial Services International Business Council Luncheon – Greater Memphis Chamber
December	Exportech - University of Tennessee Center for Industrial Services Happy Hour Social Event - MMEC

**Costs not included in following budget and require travel.*



Annual Budget

The following budget excludes USEAC, existing Chamber Staff and any other regional partners, as they will remain in place through current funding streams. This plan is intended to provide additional resources, above and beyond current exports and international business programs.

MMEA Program Manager	\$85,000	to	\$110,000
Export Assistance Coordinator	\$40,000	to	\$60,000
Web Portal Design & Management	\$15,000	to	\$45,000
PIERS, Other Data Tools &/or Planning Research	\$15,000	to	\$45,000
Collateral Materials & Printing	\$5,000	to	\$15,000
Training, Event Sponsorship & Promotions	\$30,000	to	\$60,000
<u>Operations Estimate (TBD)</u>	<u>\$30,000</u>	<u>to</u>	<u>\$60,000</u>
Total	\$220,000	to	\$395,000

Accountability Measures

The target customers of the initiative are small and medium-sized manufacturers and service providers requiring export assistance. The beneficiaries of the Metro Memphis Export Alliance will be the local businesses that use the service to export and the Memphis & Shelby County region in terms of output growth. Businesses will gain a larger market share by expanding their products/services internationally and become more profitable.

The initiative will be measured on the success of the following metrics established in baseline year 2012 unless otherwise indicated.

- *Expand capacity of existing exporters and potential exporters.*
 - 50 companies participated in introductory/Bootcamp/Export 101 programming.
 - 50 companies participated in advanced/Export 201 level programming.
 - 5 companies participated in Expotech level programming.
 - The baseline for companies participating in social/networking events will be set in the first year of operation.
- *Increase the number of companies accessing export assistance.*
 - 100 companies received counseling.
 - 50 companies were assessed.
 - 14 companies accessed Gold Key services.
 - The baseline for assistance given to first time exporters will be set in the first year of operation.
- *Improve annual export value and intensity ranking as calculated by the Brookings Institution's Export Nation.*
 - Baseline 2012 export value rank is 51st at \$6.7 billion.
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Additional Recommendations

The Metro Memphis Export Assistance Plan also recommends bolstering export assistance on two additional fronts:

- Regional leadership must advocate for increased capacity at the Memphis US Export Assistance Center funded by the Department of Commerce. This includes replacing the outgoing USEAC Director in a timely fashion and adding an additional International Trade Specialist to bring the full complement to three export assistance experts with global connections through the International Trade Administration.
- A university led program should be developed to provide businesses with high-level export training and professional certification for employees, interns with international interests embedded with potential exporting companies and export marketing plan development services developed by faculty and student teams in partnership with potential exporting businesses.

Peer Models

The initiative development team reviewed successful models from other markets including but not limited to the following.

- The Greater Des Moines Regional Export Plan sets an organizational model, creating the Greater Des Moines Partnership International Council to 1. raise awareness and importance of exporting to increase job and wealth creation over time and 2. provide assistance to companies to enter or expand export markets.
- The first phase of LA's plan launched LARExC (the Los Angeles Regional Export Council), a public-private partnership between government, business, and educational institutions that is working to coordinate and streamline export services.
- Minneapolis-St. Paul's plan had a lead strategy of connecting companies to global opportunities through a unified export team.
- Greater Portland's plan created specific shared responsibilities between multiple economic development agencies for implementation of four export strategies.
- Center State New York created a plan to support top exporters, grow service exports and build capacity of small and medium sized exporters.
- A full service web portal exists in England that provides training, contacts and research in an easy to navigate format. "www.opentoexport.com is the place where United Kingdom business come together to help each other become better, smarter and more confident doing business abroad."
- The State of Pennsylvania offers an exporting assessment and assistance web portal as part of www.newpa.com.
- The Centers for Outreach & Engagement in the Monte Ahuja College of Business at Cleveland State offers an International Trade Assistance Center, certification training and interns.
- The Bryant University John H. Chafee Center for International Business provides year-round programming, certification training and international business consulting.
- The UCLA Anderson School of Management's Global Access Program serves 20 to 50 companies each year with in-depth exporting strategy.



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