



KANSAS International Trade Day

June 5th, 2018 • Lawrence DoubleTree

SESSION ONE

HOW TO PICK A MARKET

- **Introducer** **Harland Priddle**

- **Speaker** **John Addressi, Johnson County Community College, Kansas Small Business Development Center**

- **Speaker** **Paul Wenger, Wenger Manufacturing**

SESSION ONE INTRODUCER

HARLAND PRIDDLE
Opening Comments

Why Are You Here Today

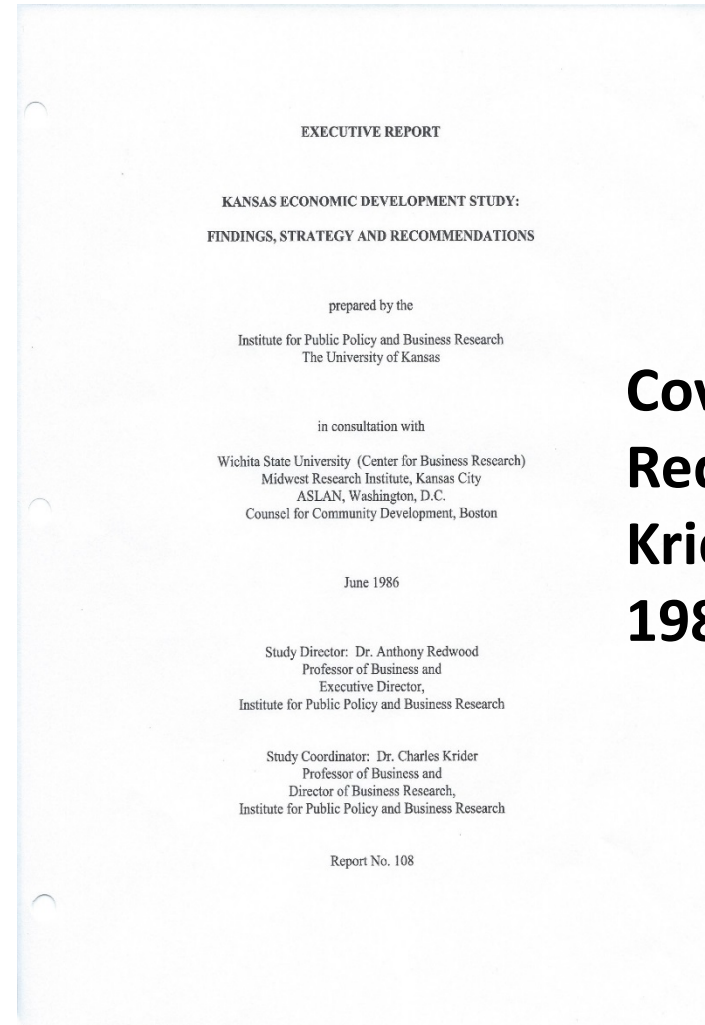
Learn from each other

Identify sources to provide information to assist you in expanding or establishing an international trade program

Celebrate the 30th Anniversary of the Exporter of the Year Program

Looking Back

- **The Year Was 1987**
 - Governor Mike Hayden was inaugurated as Governor
 - The 1986 Legislature approved an extensive economic development program (Redwood-Krider Study)
 - Kansas Department of Commerce was created
 - Harland Priddle was appointed as Secretary of Commerce



**Cover Page of
Redwood-
Krider Study
1986**

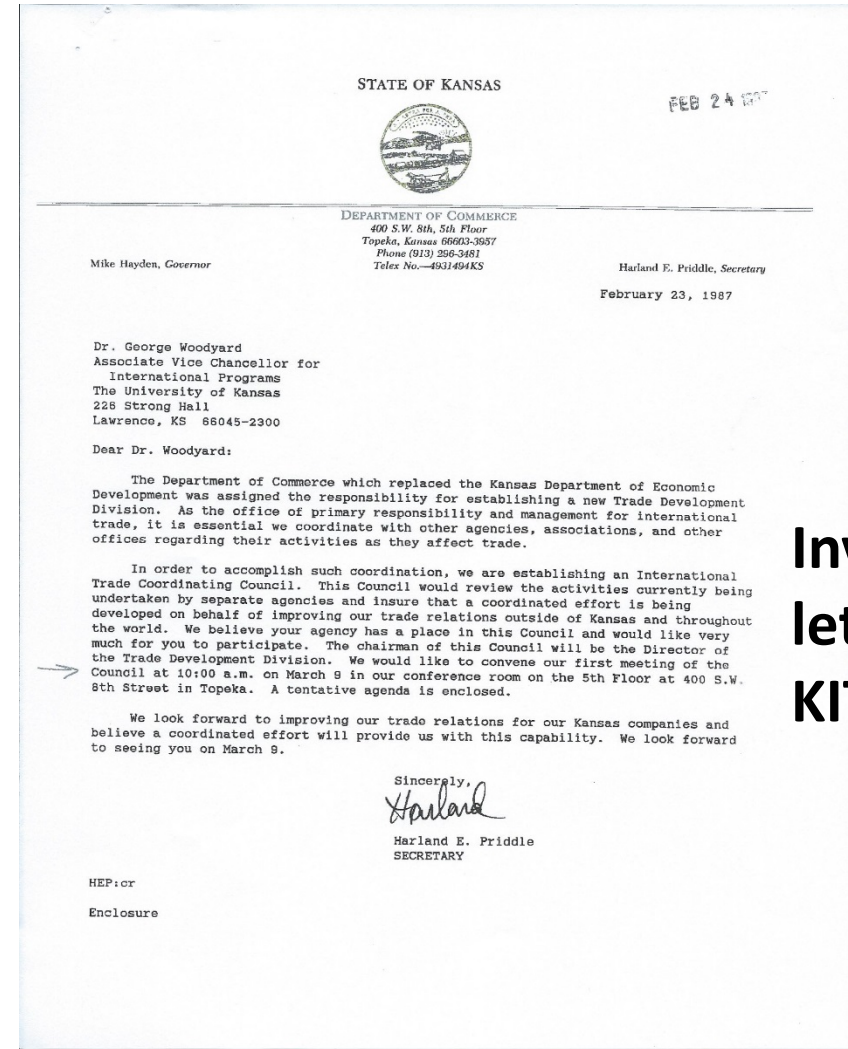
Implementation of the Redwood-Krider Plan

Implementation Actions:

- Agriculture, aviation, energy and small manufacturing were cornerstones of economy,
 - Today we consider Kansas to be the triple AAA economy; Agriculture, Aviation and Animal Health.
- International trade was identified on page 22 as being very important. In April 1986, House Bill 2951 established a Trade Development Division
- **“A new international trade division should be established within the Kansas Department of Commerce to”:**
 - (1) Assist in international marketing of Kansas products, and
 - Providing technical assistance to Kansas firms who want to initiate or expand efforts in exporting.

On February 23, 1987 Kansas International Trade Coordinating Council Was Established

- This council was a volunteer group entrusted by the Kansas Department of Commerce to provide coordination, direction and guidance on international trade issue.
- **Out of the early discussions, the KITCC and Exporter of the Year program was implemented and has continued for this 30th year anniversary event.**



**Invitation
letter for
KITCC**

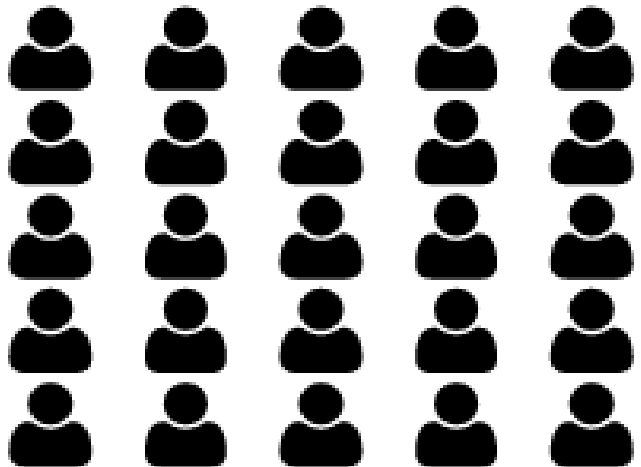
Why Exports ????????

- **Future economic growth will be very challenging.**
 - In the coming decade, over 95 percent of the world's consumers will live outside of the United States. Over this same period, 80 percent of global economic growth is projected to occur somewhere other than the U.S. Our global economic climate has been described as the most competitive in all of history". We cannot be left behind----
- **Exports create jobs and wealth.**
 - The exporting of a product results in creation of wealth through payment for the product and creates jobs to produce the product.

Think Outside the Slice

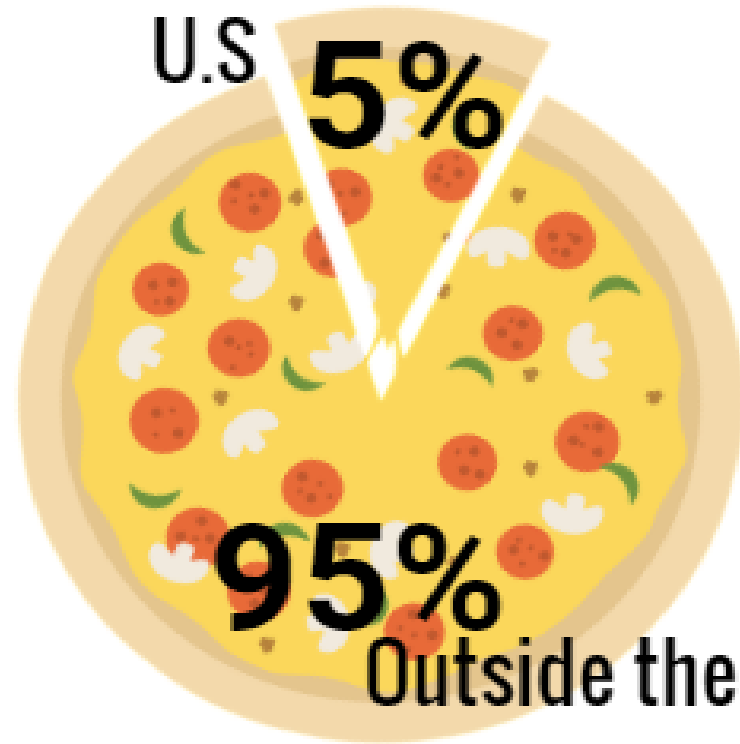
**Create More Jobs
5800**

Every 1 billion in exports
supports about 5,800 Jobs



Inside the
U.S

5%



95%

Outside the U.S

Exporting
creates endless
possibilities!

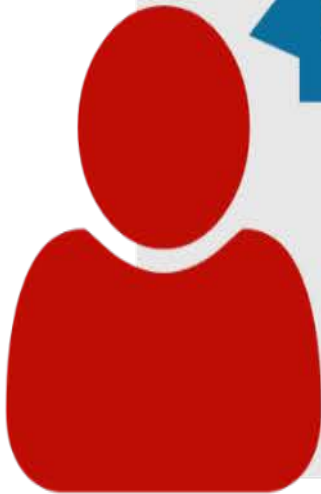
95% of consumers are outside the U.S.

EXPORTS CREATES WEALTH

This Is Awesome

Exporters grow faster and have higher profits.

Export markets help insulate a company against domestic downturns.



STRONGER COMPANY

Numbers Don't Lie

Americans working for firms that export earn 15% more than workers doing similar jobs at firms that do not export.

15%

MORE \$

HIGHER WAGES

**NOTHING HAPPENS UNTIL
SOMETHING IS SOLD**

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CLOSING COMMENTS QUESTIONS

- Introducer
 - Panel
- Audience