



International Trade Department

## INTERNATIONAL BUSINESS DEVELOPMENT & TRADE COUNSELLING

Export Counselling & Training

Brought To You By:

SHAHÉD KHAN

*“For the only way in which a durable peace can be created is by world-wide restoration of economic activity and international trade.”*

**~ James Forrestal**

## INTRODUCTION

I realize that there are plenty of courses and training material available to the aspiring exporters today.

Nevertheless, being a seasoned businessman with extensive Global Business Development experience ranging over 25 years and 5 continents, I strongly feel and believe that the exports can be substantially enhanced through an additional 'push' entailing an extension or a more in-depth counselling and training program that would address inhibitions and influence positive decision-making in regards to making exports a reality for them.

In my opinion, the current programs do not offer the much-needed 'psychological' treatment and approach that is quite necessary in a vast number of cases.

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## OBJECTIVE

To introduce an **Export Counselling and Training Program** for the Aspiring USA Exporters that will assist them beyond what is already being offered by the existing programs compiled by the main Government owned agencies and their resource partners.

The purpose is to build from the current platform and apply the best resources available through these organizations, making the best out of what is available today.

## MY CURRICULUM

The Curriculum that I have devised is a based upon the best existing resources combined with my experience and knowledge.

I have also identified some vital aspects that are not really covered as diligently anywhere as they deserve to be, such as the International Trade Finance.

My Curriculum is described in more detail on page 6

## THE VALUE I BRING TO THE EQUATION

### PERSONAL EXPERIENCE

My own personal endeavors that involved actual exports.

My exposure and practical experience with markets and cultures in more than 20 Countries spreading over 5 continents.

Trading and dealing in products and industries in excess of 30. Catering different items ranging from pharmaceuticals, carpets, textiles, home furnishings, leather goods – raw and finished, garments, handicraft and many, many more.

The psychology behind the exports in regards to Cross-cultural Barriers and how I learned to overcome them.

Actual Travel and how to be safe and remain healthy.

Personal tips like the appearance, mannerisms, where to stay, how to react to new and foreign traits and traditions that may seem strange.

Psychology behind the behavior towards the hosts and potential business partners. They seem to dictate terms whereas it should be the other way around.

Being from South Asia, and having lived and worked in the U.S.A. for many years, I know first-hand how to pin point these factors and how to overcome this weakness.

### PROFESSIONAL KNOWLEDGE

Operation as an International Business Development professional for almost 25 years.

As an Industrial Engineer and a seasoned businessman, I have the knack for evaluating manufacturing processes, thorough understanding International Trade Finance including working capital requirements, financing and factoring from different resources available and suggest the ones that are best suited for the client.

Utilized and managed multiple Trade Finance Instruments applicable in different scenarios.

Trade Missions – I have arranged and can identify the right ones for various types of clients.

Trade Shows – I have the experience of selecting the best and the most appropriate ones available today and arrange their participation, or show how it's done.

*I have learned with my experience that these are all vital aspects of the International trade and seem to be missed out quite often.*

## THE OFFERINGS AND COMPARISON MATRIX

In order to optimize our goal, we must first identify the key Government agencies in the International Trade Arena and draw a comparison and list their offerings and services.

The **THREE MAIN** entities that I have identified as the key players are:

1. **The Small Business Administration and its supporting arms and resource partners**
2. **The U.S. Department of Commerce**
3. **The U.S. Commercial Service – Export.gov**

This comparison is by no means an attempt to undermine the quality of the services and efforts made by these respectable organizations. In fact, I believe that there is always room for additional features and attributes that could serve the community further and enhance the value of what is already being

The Following Pages Are A Compilation Of What Is Being Offered Towards International Trade And Reflects The Basic Information Regarding Them.



# THE COMPARISON MATRIX

| TOPIC                                   | ORGANIZATION<br>TRAINING AND COURSES OFFERED BY THEM   |   |  |   |
|---|--|---|--|---|
|   | Small Business Administration<br>SCORE & Resource Partners   | U.S. Department of Commerce   | U.S. Commercial Service<br>– Export.gov  | Aplomb Corporate Training   |
| EXPORT CONTROL POLICIES AND REGULATIONS | SCORE  | Export Administration Regulations Training<br><ul style="list-style-type: none"> <li>➢ Once a year in major cities</li> <li>➢ Seminar</li> <li>➢ Webinar</li> </ul> | Reading Material offered under various categories  | The U.S. Department of Commerce has adequate information regarding this and each industry would have different laws applied and is hard to generalize.  |
| EXPORT READINESS                        | EXPORT ASSISTANCE CENTERS<br>These Centers Can be found at all major metro areas in The United States.<br><br>However, they do not walk the potential exporter through the process of actually getting them ready for export | X   | Offers Free Export Readiness Self-Assessment Test<br><br><a href="http://export.gov/begin/assessment.asp">http://export.gov/begin/assessment.asp</a> | The 'Export Readiness Self-Assessment Test' Definitely needs to be elaborated upon. It is very open and vague.<br><br>Will practically explain in person different aspects of 'EXPORT READINESS' and more depth into virtually every question asked on the questionnaire. |
| PLANNING & STRATEGY                     | SCORE  | X   | Has a BLOG and Reading material for potential exporters ( <a href="#">How the Commercial Service Helps Exporters</a> )                               | With my background as an Industrial Engineer, I Specialize in feasibility studies and viability and optimization of projects  |
| TRADE FINANCE                           | Webinar – Finance & Money  | X   | References and links provided to sources   | As a seasoned Businessman,<br><br>I can explain Working capital requirements, financing & factoring avenues and other sources<br><br>How to evaluate Best options for the clients.  |
| MARKETING & PACKAGING                   | Webinar - Marketing  | X   | Market Research Webcasts   | Local (Overseas) marketing and packaging companies are more effective than the ones in the USA.<br><br>Will explain WHY.<br>Will show other less costly ways of handling and fulfilling this vital requirement.   |

# THE COMPARISON MATRIX

| TOPIC               | ORGANIZATION<br>TRAINING AND COURSES OFFERED BY THEM       |                             |  |   |
|---------------------|--|-----------------------------|--|---|
|                     | Small Business Administration<br>SCORE & Resource Partners | U.S. Department of Commerce | U.S. Commercial Service<br>– Export.gov  | Aplomb Corporate Training   |
| EMERGING<br>MARKETS | Nothing Specific   | X                           | Provides Service for fee for compiling and providing information on potential global markets | First-Hand information based upon my own research and extensive traveling over almost two years. Regions and Countries included Saudi Arabia, Qatar, UAE, Pakistan, Malaysia and Indonesia.<br><br>Will be able to identify potential markets for specific products and services. |
| MARKET<br>RESEARCH  | Nothing Specific   | X                           | Market Research Webcasts   | Better to do it than to invest into formal reports that turn out to be futile in most cases. Will explain why.  |
| MATCH-<br>MAKING    | Nothing Specific   | X                           | Provides Service for fee for identifying potential agents, distributors and so forth         | Sales & Distribution<br>Joint Venture Possibilities<br>Agents<br><br>Will Discuss how these are evaluated and whom to trust.  |
| FACTS &<br>FIGURES  | Nothing Specific   | X                           | Nothing specific   | Industry Trends in various regions.<br>The Budgets allocated for the 'HOT INDUSTRY SECTORS'<br><br>This will give the US businessmen an idea for planning their exports.  |
| BARRIERS            | Nothing Specific   | X                           | Nothing specific   | Cultural and Other Barriers will be discussed.  |
| TIPS & MYTHS        | Nothing Specific   | X                           | Nothing specific   | Nothing like traveling yourself and meeting the parties personally.<br><br>Advertising is expensive, time consuming, and ultimately meaningless without the above - you are thousands of miles away and no one cares if your physical presence is not felt.                       |

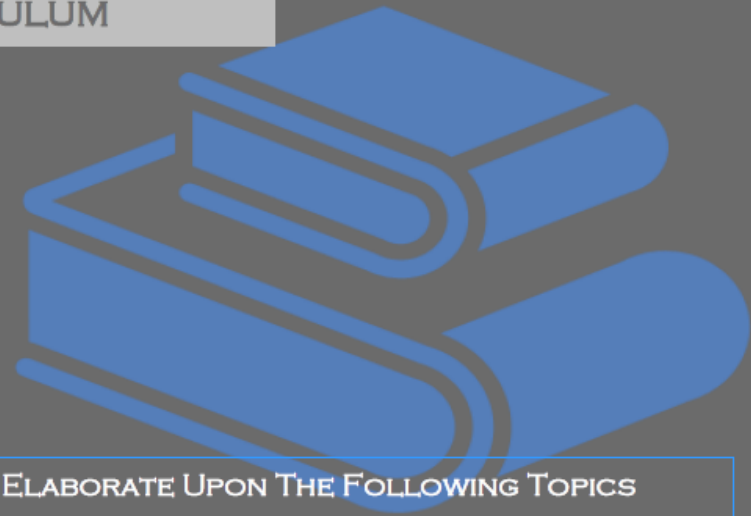
# THE COMPARISON MATRIX

| TOPIC             | ORGANIZATION<br>TRAINING AND COURSES OFFERED BY THEM  |  |  |   |
|-------------------|---|--|--|---|
|                   | Small Business Administration<br>SCORE & Resource Partners  | U.S. Department of Commerce  | U.S. Commercial Service<br>– Export.gov  | Aplomb Corporate Training   |
| TRADE<br>EVENTS   | Nothing Specific  | X  | Nothing specific   | <p>Have the experience and knowledge to access the suitable events for the major industries, AND can also effectively research and identify new ones.</p> <p>Both for attending and Participating.</p> <p>Will discuss in detail as part of the curriculum.</p> |
| TRADE<br>MISSIONS | Nothing Specific  | X  | Nothing specific   | <p>Possess the ability to arrange Trade Missions to a number Countries either in small groups or with existing events already planned.</p> <p>Will discuss in detail as part of the curriculum.</p>   |
| GENERAL           | <p><b>'EXPORT BUSINESS PLANNER'</b></p> <p><b>SCORE MENTORS &amp; ADVISORS</b><br/>These Are Ladies And Gentlemen Who Volunteer Their Services. These Are Highly Successful Business Executives From Senior Positions Who Have Gained Vast And Extensive Experience And Knowledge Over Many Years Of Their Successful Careers At Various Forms Of Business Entities.</p> <p><b>Examples of Other Resource Partners:</b><br/>  Export-Import Bank<br/>  Department of Commerce</p> <p><b>WEBINARS</b><br/>SBA offers Webinars on various Topics However, these are spread over months and one has to wait for a considerable time for the next and takes a long time to learn and benefit from all of them</p> | <p><b>MOST OF THE EMPHASIS IS ON REGULATIONS, POLICIES AND COMPLIANCE</b></p> <p><b>IMPORTING AND EXPORTING TRAINING VIDEOS</b></p> <p>Offered by Census.org</p> <p><b>NO CLASSES OR PHYSICAL/PRACTICAL TRAINING OFFERED AS SUCH</b></p> | <p>Offers Free Books such as 'A BASIC GUIDE TO EXPORTING'</p> <p>Export Webinars</p> <p>Market Research Webcasts</p> <p><b>NO CLASSES OR PHYSICAL/PRACTICAL TRAINING OFFERED AS SUCH</b></p> <p>These resources are all good, but nothing like the actual one-on-one training.</p> <p>All areas are quite generalized and <u>Certainly</u> need to be elaborated.</p> <p>I am not too impressed.</p> | <p>Will Strive to cover the areas that are vital and have a VOID in the overall offerings between all of the entities listed here.</p>  |

## MY CURRICULUM

### THE BASIS

1. 'EXPORT BUSINESS PLANNER' - By far the best tool/resource for the new exporter. I would use this as a great reference and enhance its utility by drawing the clients to it and strongly advocate and emphasize towards its practical use.
2. 'EXPORT READINESS SELF-ASSESSMENT TEST' Offered by US Commercial Service at [www.Export.gov](http://www.Export.gov)
3. Excerpts from the Webinars and Webcasts Offered by US Department of Commerce and US Commercial Services.
4. Reading material selected from these sources



### PRESENTATIONS

#### PRESENTATION ONE – GENERAL

- ❖ My Background
- ❖ Cultural Barriers
- ❖ Logistics & issues

#### PRESENTATION TWO – INTERNATIONAL TRADE FINANCE

- ❖ Types of Transactions and Instruments Available
- ❖ Steps & Process Flows
- ❖ Types of Financial Institutions Involved
- ❖ Parties Involved and Their Roles
- ❖ Requirements

### ELABORATE UPON THE FOLLOWING TOPICS

1. International Sales And Marketing
2. Emerging Markets Information & Industry Data
3. Strategy And Planning
4. Market Research - How To Research Potential Foreign Markets
5. Due Diligence On Potential Distributors, Agents And Even Joint Venture Partners Where Possible
6. Marketing & Advertising
7. Trade And Promotional Events
8. Trade Missions To Various Regions
9. Market Entry And Expansion
10. International Economics

*Will Strive to cover the areas that are vital and have a VOID in the overall offerings between all of the entities listed here.*



## ABOUT SHAHÉD KHAN

### Introduction

Mr. Khan is an Industrial Technologist and a Businessman who has the ability to understand manufacturing and dilemmas linked with it. Coupled with his Global Business Acumen, a formidable combination is forged that is essential for succeeding in the International arena.

The trainer, received his early schooling at **Concord College For International Students**, in The United Kingdom. There he made lifelong friends from all over the World who are now at key positions in their own regions and industries. Mr. Khan is proud to have cultivated these invaluable relationships that are like family.

Over the last year and a half, Mr. Khan has been travelling and studying in-depth the Global emerging markets.

"I will candidly share as to where you stand in terms of export readiness, and can give you a very good idea about your future global endeavors within 2 to 3 hours. I have the knack for Match-making and finding hidden and ready markets for you that I believe are the most lucrative and carry realistic long-term promise."

- Shahéd Khan



Cell: 1-936-900-0786

E-mail: [SSK14@Yahoo.com](mailto:SSK14@Yahoo.com)

[www.SSKhan.com](http://www.SSKhan.com)