



# International Business Development Services Overview

-- Virginia Manufacturing Association, June 22, 2020 --



## Core Team

- 50+ years of experience in international trade
- Expertise spans trade finance, export and import compliance, market identification, supply-chain, marketing and management
- Aaron Miller, Chris Van Orden, Dulce Zahniser

## Student Research Team

- Diverse, interdisciplinary student research teams with burgeoning specialized expertise, access to the array of resources found at a T1 Research University
- Past members come from 11 schools, 15 countries, have gone on to work at VC firms, EX-IM, World Bank, UN, small biz, and top 25 grad/law programs

## Partners





## Trainings

- ❑ Cohort and subject-specific trainings
- ❑ 2020 plan includes trade finance and working capital solutions, USMCA, export-import compliance, Certified Global Business Professional, and others to be developed based on demand



## Counseling

- ❑ Free, custom market research and analysis reports
- ❑ No cost consultations on any trade or global business-related topic
- ❑ Wholly confidential and personalized
- ❑ Geared to experienced and new exporters



## Resources

- ❑ Standard research and export guides
- ❑ Business planning checklists on relevant business topics
- ❑ Referrals to other specialized agencies and coalitions



# Client Success Stories



- ❖ Successful entry to the U.K. market with \$50,000 in sales at projected 15% growth



Matrix International

- ❖ Accelerated timeline on entry into international commercial markets by 12 months



**GATEKEEPER**  
Intelligent Security

- ❖ Market identification led to \$500,000 in security contracts

# WELCOME Paula Sorrell

Associate Vice President for Innovation and Economic Impact at George Mason

- Most recently ran the Economic Growth Institute at the University of Michigan
- Designed services to help turn around struggling manufacturers of up to 500 employees with a 97% save rate, and helped companies launch new products to increase their competitiveness.
- Board Member at the American Lightweight Metals Manufacturing Institute, one of the national manufacturing institutes





Aaron Miller

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U.S. Small Business  
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