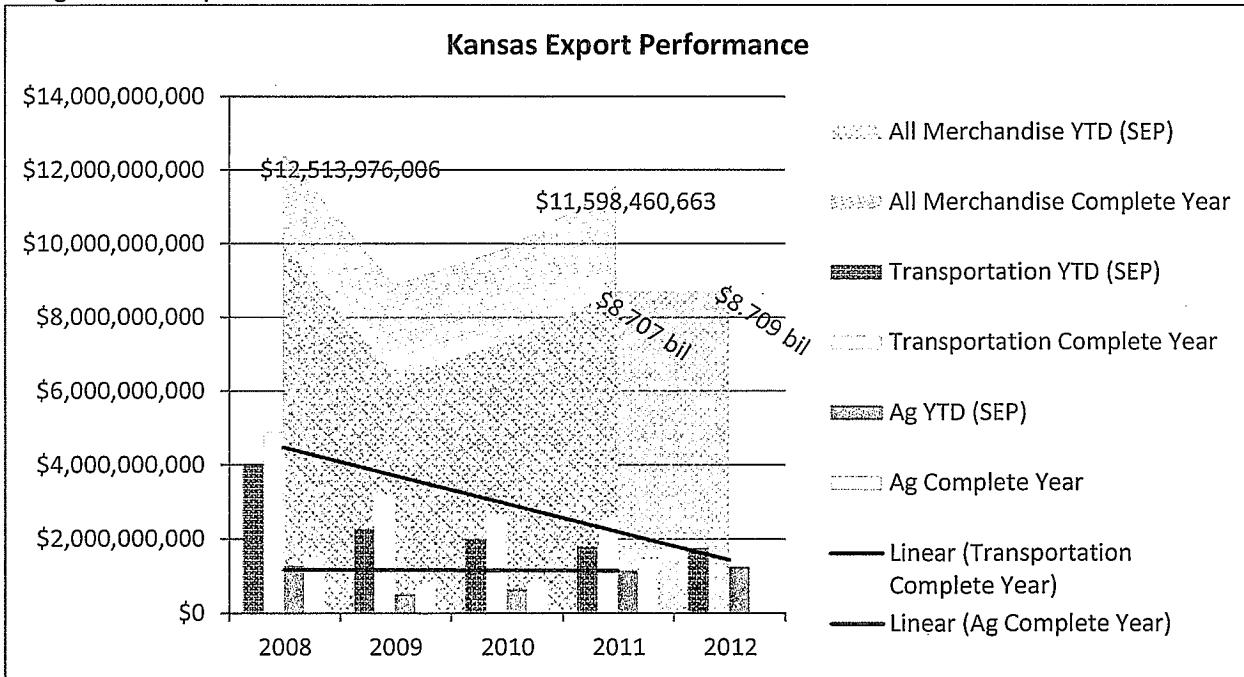


### Exports Contribute to a Healthy Economy

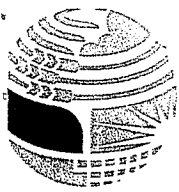
- Each export brings in new dollars to Kansas.
- Exporting companies pay higher wages.
- Exports support over a third of manufacturing jobs.
- Smaller companies generate about 25% of the state's exports.
- **Every \$1 billion in exports supports 6,000 American jobs.**
- **2011 Kansas Exports supported 69,588 jobs**

### Kansas Export Profile

- Many industries contribute to Kansas total exports, but manufactured goods drive them.
- Manufactured goods (including durable & non-durable goods) makeup 86.45% of total (average 2007-11).
- Non-manufactured goods (agriculture products, oil, gas, minerals and ores) make up 15.40% of total (average 2007-11).
- Wichita MSA firms historically generate about 50% of state's exports.
- Wichita is the MOST EXPORT DEPENDENT METRO IN THE NATION – exports represent more than 20% of its gross metro product.



- Kansas exports rose to \$11.57 billion in 2011, an increase of 16.33% from 2010.
- Exports are flat from 2011-2012.
- Transportation equipment (airplanes and parts) decreased 45.2% from 2008-2009 and continues to decrease per annum. 2012 Performance in first three quarters of this year indicates another decrease from 2011.
- Ag exports are flat from 2011-2012.



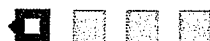
## KANSAS GLOBAL TRADE SERVICES

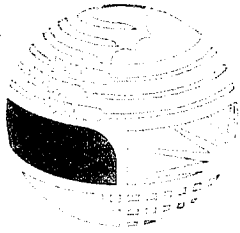
### Challenges for Kansas Exporters

- Lack of readily available information about exporting and market research
- Obtaining export financing
- Strong competition from foreign companies and governments
- Trade barriers and unfair trade practices
- Cost to entering a new market

### Solutions

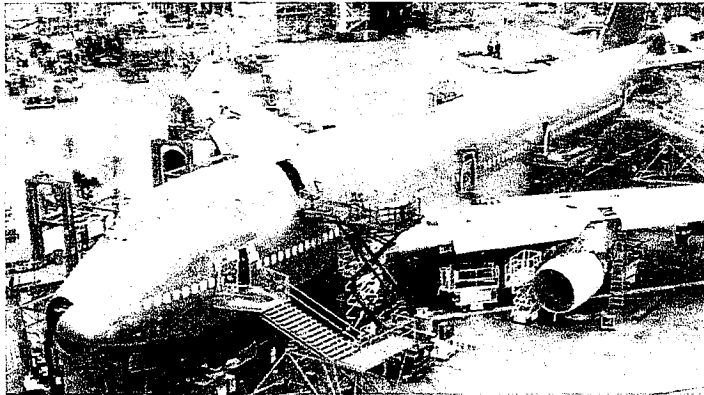
- Plan
- Promote
- Problem Solve
  - Research & consultation for global market expansion (*that's exports!*)
  - Introductions to government agencies (*that's relationships!*)
  - Training and education (*that's knowledge transfer!*)





# KANSAS GLOBAL TRADE SERVICES

## Increasing sales means going global. We can help.



Kansas Global is a full service trade advisory firm dedicated to building international growth and commerce.

At Kansas Global, we have a variety of services that can fit your company's individual needs, ranging from global information to strategic marketing.

We make sure you meet compliance guidelines.

We research new markets and give you confidence that your product will sell.

We find you lower-cost suppliers to keep you ahead of the game.

Trade Compliance	Access to New Markets	More Competitive Suppliers
<ul style="list-style-type: none"> <li>• Mitigate risk and potential fines with a comprehensive program</li> <li>• Ensure regulatory challenges are not a barrier to markets</li> <li>• Obtain education and training for a qualified workforce</li> </ul>	<ul style="list-style-type: none"> <li>• Use our networks to build relationships that lead to sales</li> <li>• Identify buyers in new locations</li> <li>• Conduct global analysis for sales opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Global scan for lower cost providers</li> <li>• Identify better products faster with our network of contacts</li> <li>• Evaluate markets where savings opens opportunities</li> </ul>

Let us become your trade advisor and help build your own trade department.



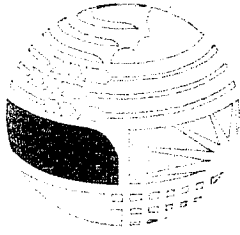
### Our Members



kansasglobal.org



tel +[316] 264-5982 • fax +[316] 264-5983  
800 east 1st, suite 200 • wichita USA



## KANSAS GLOBAL TRADE SERVICES

### Classic Membership Options & Benefits

#### All Kansas Global Members Receive:

- Discounted rates for Kansas Global Education & Training
- Seminar and Event sponsorship opportunities
- Bi-Monthly edition of Kansas Global Impact Analysis trade publication
- Opportunity to purchase a retainer at discounted rates towards Kansas Global Trade Consultation

#### Investor Member: \$3,000 Annual Fee

- \$1000 Credit towards Consultation
- \$1000 Admission Credit to be used at Kansas Global Education & Training
- Logo and hyperlink in the Kansas Global Member Directory located on the Kansas Global website
- Inclusion in rotating advertisement space on the homepage

#### Corporate Member: \$1,500 Annual Fee

- \$500 Credit towards Consultation
- \$500 Admission Credit to be used at Kansas Global Education & Training
- Logo and hyperlink in the Kansas Global Member Directory located on the Kansas Global website

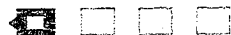
#### Small Business Member: \$750 Annual Fee

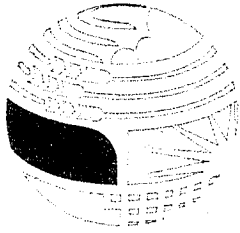
(Suggested for companies with less than 250 employees)

- \$250 Credit towards Consultation
- \$250 Admission Credit to be used at Kansas Global Education Center Courses or Seminars
- Hyperlink and listing in the Kansas Global Member Directory located on the Kansas Global website

#### Individual Member: \$400 Annual Fee

- \$100 Credit towards Consultation
- \$100 Admission Credit to be used at Kansas Global Education & Training
- Listing on the Kansas Global Member Directory located on the Kansas Global website





## KANSAS GLOBAL TRADE SERVICES

---

### Kansas Global Education & Training Schedule - Webinars

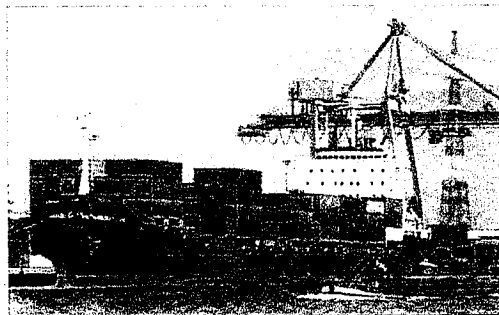
Kansas Global is a full service trade advisory firm dedicated to building international growth and commerce.

At Kansas Global, we have a variety of services that can fit your company's individual needs, including Education & Training classes. This year Kansas Global will be hosting eight webinars. For more information, or to register, please visit [www.kansasglobal.org](http://www.kansasglobal.org). For questions, please email Ella at [reusser@kansasglobal.org](mailto:reusser@kansasglobal.org).

#### Webinar Topics/Schedule

- |  |            |
|--|------------|
| 1. How to Benefit from a Free Trade Agreement (FTA)  | Feb.20     |
| 2. Completing the Certificate of Origin and How it Affects Your Business   | March 20   |
| 3. Identifying Foreign Suppliers for Cost Efficiencies in Manufacturing Processes  | April 17   |
| 4. What can Export Import (EXIM) Bank do for You?  | June 19    |
| 5. Entering into a Foreign Market to Develop Sales/Exports   | Aug. 21    |
| 6. What is a Jurisdictional Checklist?   | Sept. 18   |
| 7. Introduction to Export Administration Regulations (EAR)/<br>How Do You Get Your Export Control Classification Number (ECCN) | October 16 |
| 8. Introduction to HTSUS and Why it is Important to Your Business  | Nov. 27    |

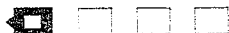
\* All webinars will take place from Noon-1:15pm



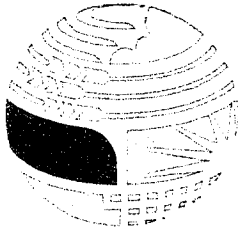
Let us become your trade advisor and help build your own trade department.

---

[kansasglobal.org](http://kansasglobal.org)



tel +[316] 264-5982 • fax +[316] 264-5983  
800 east 1<sup>st</sup>, suite 200 • wichita USA



KANSAS GLOBAL TRADE SERVICES

---

## Kansas Global Education & Training Schedule - Seminars

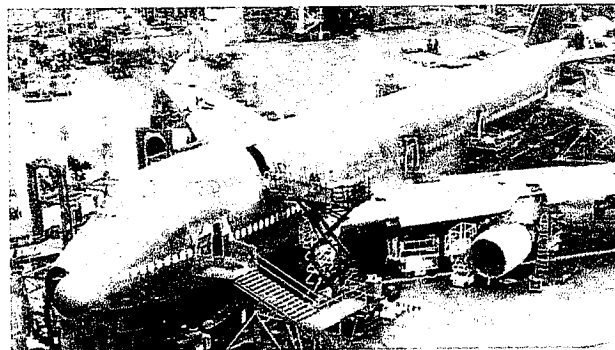
Kansas Global is a full service trade advisory firm dedicated to building international growth and commerce.

At Kansas Global, we have a variety of services that can fit your company's individual needs, including Education & Training classes. This year Kansas Global will be hosting three, in-person seminars. For more information on these events, or to register, please visit [www.kansasglobal.org](http://www.kansasglobal.org). For questions, please email Ella at [reusser@kansasglobal.org](mailto:reusser@kansasglobal.org).

### Seminar Schedule

Intellectual Property Rights  
Export Compliance/ITAR  
Export Documentation

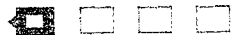
April 30  
May 15 & 16  
October 23



Let us become your trade advisor and help build your own trade department.

---

[kansasglobal.org](http://kansasglobal.org)



tel +[316] 264-5982 • fax +[316] 264-5983  
800 east 1st, suite 200 • wichita USA