



OIT: Turning Small Business into Big
Business

Exporting in the Opportunity Zones



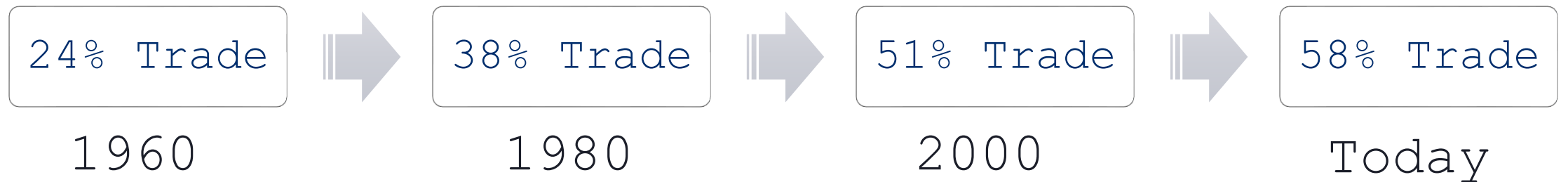
We live in a Trade Driven Economy

57.8% of the World's \$80 Trillion
Economy is Trade Related



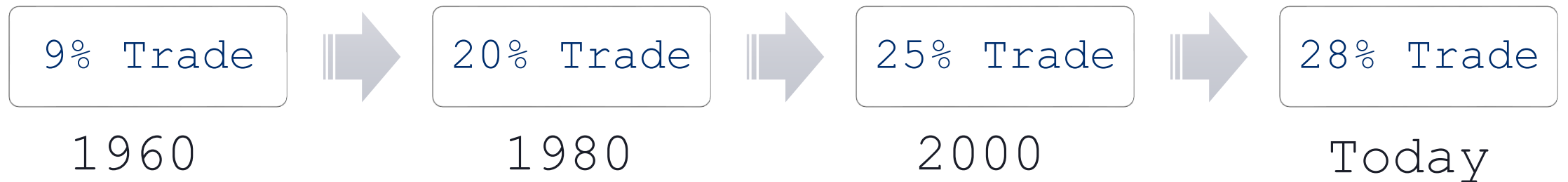
U.S. Small Business
Administration

This New Economy looks Different than the Old





And the U.S. Economy is no Different





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Undeniable Benefits for Small Businesses

8.5% less likely to go out of
business

18% higher employee wages

1.9 X more revenues



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Massive Growth Opportunities

95% of consumers

&

2/3's of all purchasing power are located
outside the United States



Untapped Potential

98% of American exporters are small
businesses

BUT

ONLY 1% of the 30 million small businesses
export

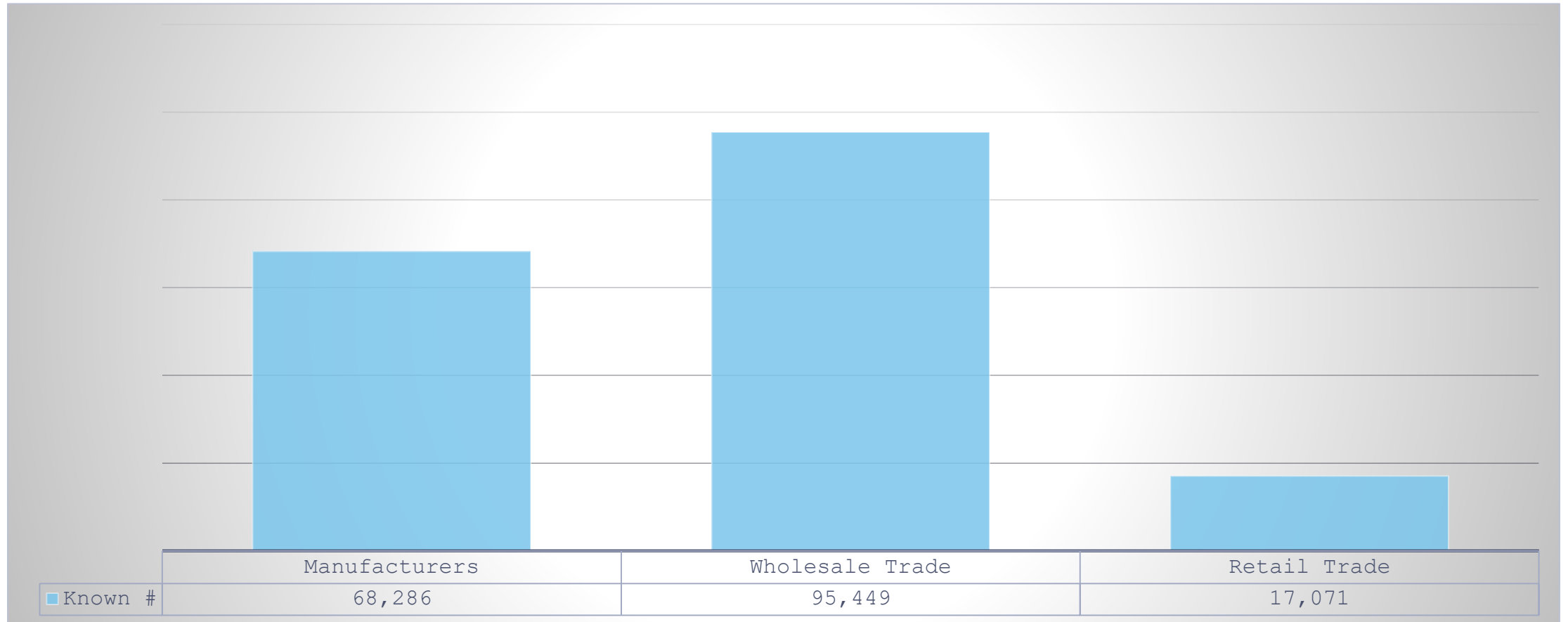


Who are these Small Businesses?

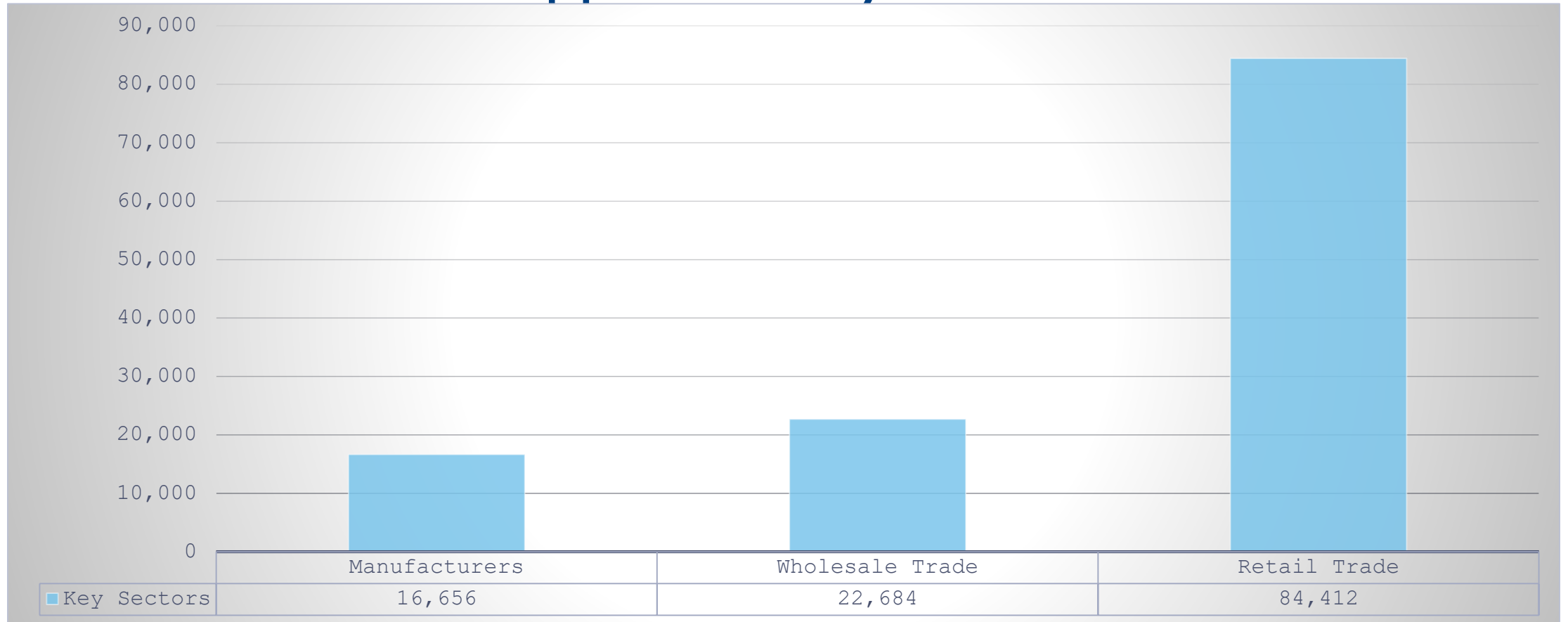
Current Small Businesses
throughout Georgia:

Manufacturers, Wholesalers, &
Retailers

Nationally: Small Business Exporters in Key Sectors



Georgia: Small Businesses in Key Export Sectors that can Flourish in the Atlanta Opportunity Zone





Total Number of Small Business Exporters in Georgia

12,334 (87.7% of all exporting firms)

accounting for

\$8.45 billion in total Export Value



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There's a Massive Disconnect

123,752

Number of Small
Businesses in
Three Key Export
Sectors



12,334

Number of Small
Business Exporters
in Every Sector



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What's Holding them Back?

37% don't know where to start

24% say the regulatory environment
is too complex

35% say it's more difficult to get
financing



OIT **Provides**
Solutions for
Businesses &
Lenders

Trade Policy Experts
Trade Promotion Grants
&
Trade Finance Products



Trade Policy

- Trade Negotiations
- International Advocacy
- Regulatory Reform
- SBA International Trade Ombudsman



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STEP Grant

Trade Missions * Gold Key Services *
Website Fees * Marketing * Trade
Shows * Training * Reverse Trade
Missions * Consultant Services



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Trade Finance

- Export Express for Export Development
- Export Working Capital to Fulfill Export Orders
- International Trade Loan for Expanding Exporter Capacity