



**WORLD TRADE CENTER®
KENTUCKY**



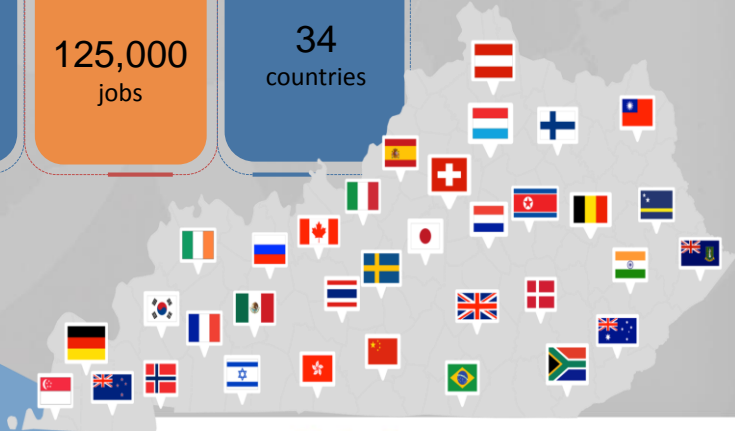
**Kentucky Exports –
Good for Business/Good for Kentucky**


Darren Srebnick – Chief Trade Officer
WORLD TRADE CENTER KENTUCKY

International Influence

Kentucky's manufacturing sector is the foundation of a much larger picture.

475 international facilities	125,000 jobs	34 countries
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How Kentucky Measures Up

	<p>#1 in the U.S. in new and expanding industrial activity per capita - 3 years in a row</p>		<p>Kentucky has become a top location choice for globally competitive enterprises</p>	
<p>2017 shattered the Commonwealth's all-time, full year corporate investment recorded</p>		<p>Top 10 in state rankings for overall economic development</p>		<p>Record exports for 6 consecutive years</p>

Why the Growth in Exports?

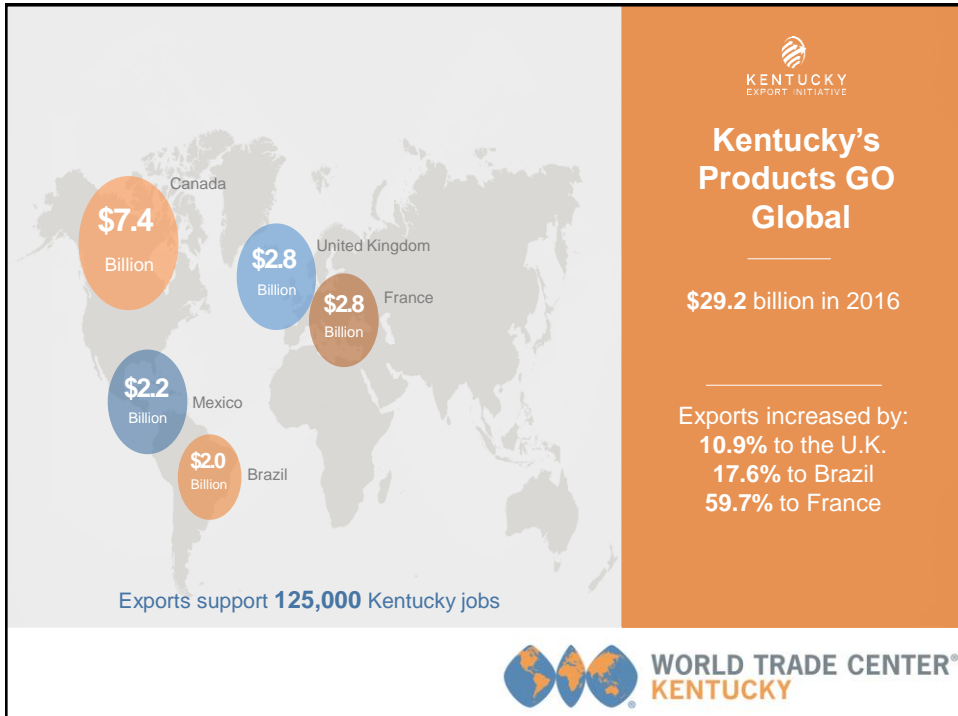
Kentucky is Centrally Located

Kentucky is located within a day's drive of 2/3 of the U.S. population

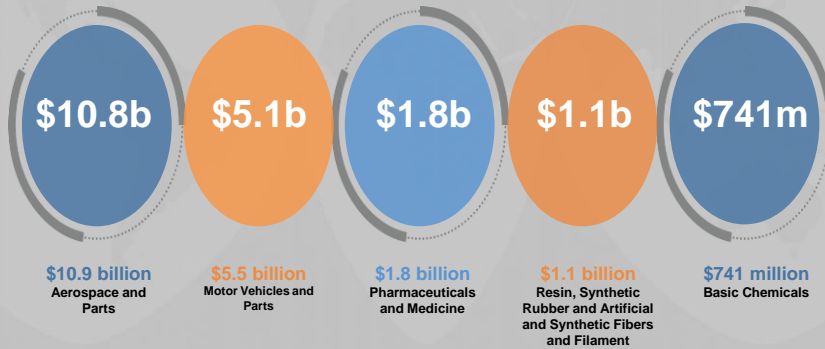
Some of the nation's largest cities are located within a two-hour flight of our borders

Kentucky is located at the center of a 34-state distribution area in the Eastern U.S.

 **Kentucky's Exporting Strengths...Distribution and Logistics!**



Top 5 Exports



Source: U.S. Bureau of Labor Statistics



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What is an “export-ready” company?

- Strong domestic operations
- Solid business fundamentals
- Management commitment
- Resource allocation
- Continuous learning mentality
- Solid export planning
- Risk tolerance



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How can I help companies export?

- Create an intake form for company visits
- Ask about international business objectives
- Refer companies to export support agencies



World Trade Center Kentucky's Role?

Mission

The World Trade Center Kentucky accelerates trade and economic development in Kentucky

Vision

The World Trade Center Kentucky will be nucleus and primary connector of international resources and opportunities to position Kentucky as a the recognized leader in global commerce.



Trade and Business Missions

- **Business matchmaking**
- **Foreign direct investment promotion**
- **Business and culture etiquette**
- **Governor lead missions**



Trade Advisory Services

- **Onsite *Export 101* and *Import 101* program**
- **Export/import readiness assessment**
- **Export accelerator program**
- **Global market research**
- **Service provider referrals**



Trade Education Services

- International trade certification
- Global executive forum
- Trade navigation series
- International MBA program
- International trade summit



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Kentucky
Cabinet for Economic Development
U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce
BEAM
LOUISVILLE
JEFFERSON COUNTY
Kentucky Chamber
KENTUCKY SMALL BUSINESS DEVELOPMENT CENTER
Planning • Consulting • Training
FAYETTE URBAN COUNTY GOVERNMENT
LEIGHBORNE KENTUCKY
1775
KENTUCKY ASSOCIATION OF MANUFACTURERS
NKITA
Northern Kentucky International Trade Association
KAED
KENTUCKY ASSOCIATION for ECONOMIC DEVELOPMENT
A commonwealth of opportunity



Questions?

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