



Monte Ahuja
College of Business

GLOBAL BUSINESS CENTER



GLOBAL TARGET™

program

CONNECT

EXTENDING YOUR COMPANY'S INTERNATIONAL RESOURCES

The GlobalTarget™ program was created in 2005 by the **Monte Ahuja College of Business Global Business Center** at Cleveland State University, the SBDC Export Assistance Network, the U.S. Commercial Service and other regional and international organizations.

GlobalTarget membership provides a low-cost, interactive method to **extend a company's international resources** to achieve an objective of global expansion.

By participating in the GlobalTarget Program, manufacturing companies with sales from \$5 million to \$50 million that are expanding into foreign markets will **gain knowledge, tools, current perspectives on operating in global markets and best practices** in order to execute their global strategies more efficiently, effectively and quickly. Member companies identify two management-level individuals with responsibilities for the company's international activities to participate. Throughout the year, companies will have an opportunity to work with:

- ✓ Experienced mentors
- ✓ Subject matter experts from the public and private sectors
- ✓ Trade counselors

LEARN

PROGRAM DELIVERABLES

- ✓ **Build** your team's global business savvy through regular meetings featuring distinguished experts throughout the year-long program
- ✓ Create a **blueprint** for your organization's international expansion and **framework** for actionable, international strategy
- ✓ Develop a **comprehensive, professional international business review** customized to your organization
- ✓ Access to a **complimentary market selection study** conducted by the Global Business Center
- ✓ **Site visits** to local companies who have achieved a sustained competitive advantage through global innovation, entrepreneurship and exporting
- ✓ Gold Key or International Partner search services from U.S. Commerce Service (USEAC) facilitated by the Global Business Center, these services **pre-screen business contacts** and make travel to foreign countries easier
- ✓ Discounted admission to other USEAC and **Global Business Center events** and seminars

SCHEDULE

PROGRAM SCHEDULE

- ✓ **OCTOBER 25TH GlobalTarget Orientation/International Marketing**
Meet your support network that will help you grow your export business, get paired with an experienced mentor, learn best practices in selecting foreign markets and how to market your products abroad.
- ✓ **DECEMBER 13TH Export Compliance and Global Supply Chain**
Learn how to navigate the compulsory rules for your product to enter foreign markets. Assure that your products arrive to market on time for your customers and in a manner they expect.
- ✓ **FEBRUARY 28TH International Management and Development of Global Strategy**
Receive the results of your international market selection study and analyze them with your mentor. Begin building your international strategy. Learn risk, finance and organizational techniques best for exporting.
- ✓ **APRIL 24TH Trade Finance**
Get to know common payment transactions with foreign buyers and regulations associated with those transactions.
- ✓ **JUNE 19TH Presentation of International Strategy**
Present the global strategy that you have been working on with your team and mentor to a panel of experts for feedback.
- ✓ **GlobalTarget Graduation/Reception**
Celebrate your achievements and results with other organizations and mentors in the program.

VIEW *the* GLOBALTARGET™ PROGRAM SCHEDULE *and* TOPICS ONLINE *at*:

▶ www.csuohio.edu/business/global/2019-2020-globaltarget-program-schedule

RESULTS

“ WE NOW HAVE A MUCH BETTER UNDERSTANDING of the infrastructure needed to be a global company and a solid understanding on how to vet distributors.”

— OHIO WILLOW WOOD, FORMER GLOBALTARGET PARTICIPANT

“ WE'VE BEEN EXPORTING SINCE THE START OF THE COMPANY. The CSU GlobalTarget program is an excellent program that furthered our knowledge of issues related to exporting.”

— EARTHQUAKER DEVICES, SMALL BUSINESS ADMINISTRATION EXPORTER OF THE YEAR, 2019

Q & A

Q WHEN DOES GLOBALTARGET BEGIN?

A Each session of GlobalTarget begins in October and concludes in June.

Q ARE THERE QUALIFICATIONS THAT MEMBER COMPANIES HAVE TO MEET?

A Member companies must:

- 1) Have sales of at least \$2 million
- 2) Be headquartered in Ohio
- 3) Have aspirations of expansion into foreign markets

Q WHICH COMPANIES MENTOR?

A Mentor companies are recognized export leaders.

Mentor companies have included: Codonics, Inc, Hyland Software, Lincoln Electric, STEP-2, Vitamix, Pentair, Swagelok, CSA Group and others.

Q WHAT WILL I BE ASKED TO DO?

A Pre-session and or post-session exercise help apply the concepts learned in the program. As your organization's representatives move through the program, you will work with your mentor to craft your international business strategy.

Q HOW MUCH TIME DO I NEED TO COMMIT?

A C-suite employees should commit three days over a 9-month period totaling 24 hours. Please also note that there is an additional 12 hours of technical training for other staff members.



Q WHAT IS THE COST OF PARTICIPATION?

A There is a \$3,000 one-year membership fee for two delegates from each member company.

Q WHAT DOES THE MEMBERSHIP FEE INCLUDE?

A The \$3,000 membership fee includes the monthly education sessions, parking, meals and program administration costs. In addition, member companies receive one world-wide market prioritization research study (value \$750) and access to the U.S. Commercial Services International Partner Search or the Gold Key Matching Service up to \$950 per company. This service is made possible by the generous support of FedEx.

Q HOW DO COMPANIES APPLY?

A Download the application form: www.csuohio.edu/business/global/globaltarget-program

EMAIL: m.salkin@csuohio.edu

LEARN MORE *about* THE GLOBAL TARGET PROGRAM

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