



International eCommerce Stay Local, Sell Global

Why sell your products and services globally?

- 70% of the world's purchasing power is outside of the U.S.
- Companies that sell products and services globally:
 - Grow more quickly
 - Are more resilient and 8.5% less likely to go out of business due to diversified revenue streams
 - Are 17% more profitable than non-exporting companies
- 22% of all eCommerce shipments are cross-border.
- Cross-border eCommerce has grown exponentially in recent years due to increased access to internet-enabled devices—from laptops to tablets to smartphones, making it easier for US companies to attract foreign buyers.

What do I need to sell online to overseas customers?

- The right **eCommerce platform** for your company that helps customers find your products.
- Solid **logistics** to get your product into the customers hands as easily as possible.
- A reliable cross-border **payment system** which makes it easy for your customers to pay online.
- Ability to calculate **duties and taxes** so there are no surprises for you or your customer.

Where can I get help?

The World Trade Center Northern California, in partnership with the NorCal SBDC, is offering a no-cost program to help small-to-mid-size businesses grow and diversify revenue through cross-border eCommerce. Participating businesses can receive:

- 1:1 mentoring and business counselling from industry experts
- Online co-working sessions where experts take a deeper dive into key areas of eCommerce including:
 - eCommerce Platform selection , International logistics, cross border payments, Duties and Taxes
 - Search Engine Optimization (SEO), analytics, lead funnels and social media marketing
- Support from trained student interns who can assist with program implementation

How can I get started?

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