**Exporting Notes**

## Why \_\_\_\_\_\_\_\_\_\_?

To export is to \_\_\_\_\_ your products, \_\_\_\_\_\_\_\_\_\_ or knowledge \_\_\_\_\_\_\_\_\_\_\_\_. Exporting can help your business \_\_\_\_\_ and prosper, but it can also improve your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by exposing you and your staff to new \_\_\_\_\_\_ and demands from overseas \_\_\_\_\_\_\_\_\_\_\_\_\_.

### \_\_\_\_\_\_\_\_\_\_\_\_\_ of exporting

* Increased \_\_\_\_\_\_ from extending your \_\_\_\_\_\_\_\_\_\_ base to overseas countries, where you can find new \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_ markets.
* Higher \_\_\_\_\_\_\_\_\_ margins from producing on a scale that makes better use of \_\_\_\_\_\_\_\_\_\_\_\_ (economies of \_\_\_\_\_\_).
* \_\_\_\_\_\_\_\_\_\_ growth from not being confined to New Zealand \_\_\_\_\_\_\_\_\_.
* Lower \_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_\_\_\_\_ into different international markets rather than \_\_\_\_\_\_\_\_\_ on New Zealand’s economic climate. During a \_\_\_\_\_\_ economic downturn, your \_\_\_\_\_\_\_\_\_\_\_ customers may be unaffected.
* Exposure to new \_\_\_\_\_\_, technology and \_\_\_\_\_\_\_\_\_\_ from meeting new markets. This can help your business \_\_\_\_\_\_\_\_\_\_\_ innovative products and \_\_\_\_\_\_\_\_\_\_\_\_.
* Exposure to \_\_\_\_\_\_\_\_\_\_\_\_\_ best practice, ideas and \_\_\_\_\_\_\_\_\_\_ ways of doing business from \_\_\_\_\_\_\_\_ in the global marketplace. This improves your \_\_\_\_\_\_\_\_\_\_\_\_\_\_ at home and overseas.

### \_\_\_\_\_\_\_\_\_\_\_\_\_ associated with exporting

* Increased \_\_\_\_\_\_.
* \_\_\_\_\_\_\_\_\_\_\_\_ regulations and \_\_\_\_\_\_\_\_\_\_\_ issues.
* \_\_\_\_\_\_\_ risks that may arise from operating under \_\_\_\_\_\_ that differ from New Zealand law.
* \_\_\_\_\_\_\_\_\_\_\_ risk, if trading in a politically \_\_\_\_\_\_\_\_\_\_ country.

Expert \_\_\_\_\_\_\_\_ and planning, including an export \_\_\_\_\_\_ and risk \_\_\_\_\_\_\_\_\_\_\_ plan, can help \_\_\_\_\_\_\_\_\_\_ risk.

## Are you ready to \_\_\_\_\_\_\_\_?

\_\_\_\_\_\_\_\_\_\_\_\_ exporting requires the \_\_\_\_\_\_\_\_\_\_ and commitment to \_\_\_\_\_\_\_\_\_ your products and services internationally at a \_\_\_\_\_\_\_\_\_\_\_ price.

The question is: are you ­­­­\_\_\_\_\_\_\_ to do that? A business \_\_\_\_ is essential that covers the following:

### Are you committed?

Developing a \_\_\_\_\_\_\_\_ can be costly in terms of \_\_\_\_\_, money and \_\_\_\_\_\_\_\_\_. It requires regular \_\_\_\_\_\_ to the market to develop \_\_\_\_\_\_\_\_\_\_\_. Your entire business needs to be \_\_\_\_\_\_\_\_\_\_\_\_\_ to this from the ground up.

### Do you know your product or service?

It is important to \_\_\_\_\_\_ your product or service and its \_\_\_\_\_\_\_\_\_\_ advantages. Can it be tailored to suit a \_\_\_\_\_ market?

### Do you have sufficient \_\_\_\_\_\_\_\_\_\_\_ capacity?

You need to be \_\_\_\_\_\_\_\_\_\_\_ that your product or service is sufficiently proven and developed. If you’re manufacturing in New Zealand, do you have the production \_\_\_\_\_\_\_\_\_\_ to meet market \_\_\_\_\_\_\_\_\_\_? If you are looking to manufacture \_\_\_\_\_\_\_\_\_ you need to factor in \_\_\_\_\_\_\_\_\_ costs such as greater \_\_\_\_\_\_\_\_\_\_\_ overheads, \_\_\_\_\_\_\_\_\_\_ manufacturing schedules, \_\_\_\_\_\_\_\_\_\_ management and cost \_\_\_\_\_\_\_\_.

### Do you have enough \_\_\_\_\_\_\_\_\_\_ knowledge?

\_\_\_\_\_\_\_\_\_\_\_\_ success can be unpredictable in domestic markets, let alone \_\_\_\_\_\_ ones containing \_\_\_\_\_\_\_\_\_\_ and language \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. It is vital you have a strong understanding of your overseas \_\_\_\_\_\_\_ markets and the influences that drive \_\_\_\_\_\_\_\_\_\_\_\_\_ habits in them. If you don’t know who your target customers are and what \_\_\_\_\_\_\_\_\_\_\_ their purchases, and who your biggest \_\_\_\_\_\_\_\_\_\_\_ will be, find out.

### Can you justify your market and \_\_\_\_\_\_\_\_\_\_ choices?

You need to have done the \_\_\_\_\_\_\_\_\_\_ and have solid figures in hand to validate both the \_\_\_\_\_\_\_\_\_ and the investment. If not, book more flights, get your feet on the ground and talk to more people with \_\_\_\_\_\_\_\_\_\_\_\_ of the market.

### Does your company have sufficient \_\_\_\_\_\_\_\_\_\_\_\_ capacity?

Exporting requires considerable management \_\_\_\_\_\_. To be successful you will need to at least consider \_\_\_\_\_\_\_\_\_\_ managers \_\_\_\_\_\_\_\_\_\_ with the export market.

### Do you have the \_\_\_\_\_\_\_\_\_ to export?

Does your company have the financial \_\_\_\_\_\_\_\_\_\_ to commit the money and the \_\_\_\_\_\_ it may take to \_\_\_\_\_\_\_\_\_\_ the market with no guarantee of a \_\_\_\_\_\_\_ on this investment? Breaking into an offshore market requires \_\_\_\_\_\_\_\_\_\_\_\_\_ funds for, among other things:

* \_\_\_\_\_\_\_\_\_\_\_
* Airfares
* Accommodation
* \_\_\_\_\_\_\_\_\_\_\_\_
* Trade fairs
* \_\_\_\_\_\_\_\_ promotions
* New brochures
* \_\_\_\_\_\_\_\_\_\_\_\_ of overseas sales agents.

You also need to watch out for hidden \_\_\_\_\_ relating to language and cultural issues, and the time you need to spend \_\_\_\_\_\_\_\_\_\_ relationships and \_\_\_\_\_\_\_\_\_\_\_\_ property \_\_\_\_\_\_\_\_\_\_\_.

### IP protection

Protecting against \_\_\_\_\_\_\_\_\_\_ competitors copying your idea is important no matter what you’re exporting, but when your export is a service, a process or a unique way of working – rather than a physical item – you have to be particularly vigilant.

* Take \_\_\_\_\_\_\_\_\_\_\_\_ intellectual property law into account when you choose your potential export markets.
* Either make a specific foreign \_\_\_\_\_\_\_\_\_ through the Intellectual Property \_\_\_\_\_\_\_\_\_ of New Zealand ( IPONZ) to \_\_\_\_\_\_\_\_\_\_\_ your patent in your \_\_\_\_\_\_\_\_\_\_\_ target market; or
* Make one patent \_\_\_\_\_\_\_\_\_\_\_, again through \_\_\_\_\_\_\_\_\_, to the \_\_\_\_\_\_\_\_ Intellectual Property Organisation (WIPO) Patent Co-operation Treaty that has powers in most \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ markets.

Although seeking patents in \_\_\_\_\_\_\_\_\_\_\_\_ markets can be a sizeable \_\_\_\_\_ and money investment, it’s worth doing so because the process will include searches for \_\_\_\_\_\_\_\_\_\_ patents your design may \_\_\_\_\_\_\_\_\_ upon.

Consider your business and \_\_\_\_\_\_\_\_\_\_ your target market to identify risks. Careful planning will help your business prepare to take on the \_\_\_\_\_\_\_\_\_\_\_\_ involved in exporting services.

### Business \_\_\_\_\_\_\_\_\_\_\_\_\_

You can sell services internationally in a variety of \_\_\_\_\_. First you need to decide if your business will provide the services \_\_\_\_\_\_\_\_\_\_ in your target market, or whether you will form a \_\_\_\_\_\_\_\_\_\_\_\_ company overseas.

An overseas subsidiary will be subject to overseas \_\_\_\_\_\_\_\_\_\_ laws, relating to the filing of annual \_\_\_\_\_\_\_\_\_ and financial statements, for example. This will also affect the \_\_\_\_\_ you need to pay in New Zealand and in your target market.

### Employment

Next you need to \_\_\_\_\_\_ people to provide the services. If you are operating a New Zealand registered company you will need to \_\_\_\_\_\_\_\_\_ with New Zealand employment law obligations. These include \_\_\_\_\_\_\_\_\_ holiday leave and ACC levies for the \_\_\_\_\_\_\_\_\_\_\_\_, and acting in good \_\_\_\_\_\_\_\_ towards the employee. You will also be responsible for deducting \_\_\_\_\_\_\_\_\_\_ tax from your employee’s earnings.

You should always seek specific tax \_\_\_\_\_\_\_ from a trusted advisor, such as a lawyer or \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with specialist exporting \_\_\_\_\_\_\_\_\_\_ of your target market, before considering your options.

