



KANSAS

COMMERCE



Chang Lu

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COMMERCE

**International Division -
International Project Manager**





Why Export?

- **96%** of the Global Market is Outside the U.S.
- Statistics:
 - Kansas Exports, 2023: **\$14.1 Billion**
 - Kansas Exporters, 2022: **about 3,500**
- **Key Reasons to Export:**
 - Reaching New Customers
 - Technology Exchange
 - “Low Seasons” in the Domestic Market Could be “High Seasons” in a Foreign Market



Export Promotion: Programs

- Kansas Exporters Roundtable
- K-GLOBE Grant
- State Trade Expansion Program (STEP)
- Certificate of Free Sale
- International Credit Report
- Kansas Mexico Office
- Export Kansas Program – Coming Soon!



KITSAP/KITMAP 7

K-GLOBE

- Combining our export grants into one will streamline the application and approval process
- Each approved company can utilize up to \$10,000 in reimbursements on eligible expenses, including:
 - Trade shows expenses
 - Overseas travel
 - Internationally-focused marketing material
 - Translation
 - Overseas consultant fees



STEP (State Trade Expansion Program)

- The State Trade Expansion Program (STEP), funded in part by the U.S. Small Business Administration, helps Kansas non-exporters get started and existing exporters expand into additional foreign markets.

Certificate of Free Sale



- The Certificate of Free Sale certifies that the specified exported goods are normally and freely sold in the exporting country's open market and are approved for export.
- The Kansas Department of Commerce issues this certificate upon request for all non-consumable goods.



International Credit Report

- About to close a deal with a new international customer?
- Want to add a new agent/distributor to your marketing efforts?
- Commerce is partnered with Kreller Group to provide Kansas exporters with quality credit reporting at reduced rates.
- All Kansas-based companies are eligible to receive reduced-rate international credit reports.



Export Kansas - Coming Soon!

- Designed to help new or early-to-export companies enter a new global market
- Identifies the top markets for a company's product or service
- Provides market research on five countries
- Introduces the company to distributors or sales channel partner in one country for potential market entry



A New Sub-Division: Global Resources

- Build out the ecosystem for international business in the State of Kansas
- Develop programs to increase supply chain resiliency and work force development
- Monitor global economic and political trends
- Partnership and network development



Programs and Services

- Webinars:
 - Digital Marketing for Exporters
 - Free Trade Agreements
- Trainings:
 - Certified Global Business Professional Bootcamp
- Supply Chain Needs Assessments Surveys
- Newsletter and Blog Posts
- Kansas Global Holiday Market
- Kansas Global Cuisines and Culture Week



Kansas Global Holiday Market - Dec. 14th, 2024

- Inspired by European holiday markets, this three-day holiday market in Wichita will highlight festive foods, drinks, gifts and activities representing countries and culture from around the world!



Kansas Global Cuisines and Cultures Week - March 16-22, 2025

- A statewide celebration of global foods and cultures that form part of the international ecosystem in Kansas and foster cultural exchanges between Kansas and other regions of the globe.

Let's Talk



www.kansascommerce.gov

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