

OVERVIEW

Exporting has become a lucrative activity for many U.S. companies, but all of them began by making the critical decisions necessary to expand their market outside the U.S. Prior to entering an export market, companies should first establish if they are export-ready. In order to do so, it is helpful to look at the characteristics common to successful exporters and the fundamental decisions they had to make when considering whether to proactively pursue export market opportunities and the impact it might have on their business.

Assessing your readiness

The following resources/links are designed to help in identifying and assessing a company's export readiness by its answers to questions about its present operations, attitudes, and products. As part of our export development initiative, WEDC is providing you with quick access to these export readiness tools to further assist you in determining whether your company is ready for exporting. This is designed for use by:

- companies that see exporting as a possible new or expanded activity but are uncertain about their export potential or prospects; and
- export counselors who need a fast, user-friendly way to “qualify” new clients for export assistance.

In addition to the self-assessment tools, we strongly encourage you to get in touch with WEDC to discuss your company's export priorities and get connected to the specialized expertise of Wisconsin's in-market trade representatives covering 95 countries around the world.

U.S. Foreign Commercial Service – Export Questionnaire

This is a service available from the U.S. Department of Commerce International Trade Administration. It is a short survey of nine questions and is generic in nature. You receive a percentage score out of 100 as well as feedback on specific responses.

Export Readiness Assessment System (ERAS)

ERAS is designed for companies that see exporting as a possible new or expanded activity, as well as for trade counselors who need a fast, user-friendly way to “qualify”

new clients for export assistance. ERAS' assessment of export readiness is based on answers to 23 questions about a company's present operations, attitudes, and products.

Michigan State University – Global EDGE - CORE™ (subscription service)

CORE™ is a self-assessment tool that will allow you to determine your company's readiness to expand its operations internationally and ascertain its ability to export a particular product. Upon completion of the questionnaire, you will be able to systematically and objectively identify your company's strengths and weaknesses concerning exporting.

For more information, please contact
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