Government Contracting: A Basic Guide and Tutorial

Mary Lynn Landgraf
Senior International Trade Specialist
OTEXA

October 7, 2015
IFAI Expo
Anaheim, CA
Research Assistant and Intern: Catrina Corley
Critical Components of this Presentation

1) OTEXA Services
2) Selling to the U.S. Government
3) Manufacturing Innovation Institute
4) Small Business Administration
5) Exporting Guidelines
• Develops programs and strategies to improve the domestic and international competitiveness of the U.S. fiber, textile, apparel, footwear, and travel goods industries.

• The Deputy Assistant Secretary (DAS) is the Chairman of Committee for the Implementation of Textile Agreements (CITA).

• CITA was established by the President in Executive Order 11651 on March 3, 1972.

• OTEXA provides the staff support for the Committee, monitors all agreements, provides economic analysis, and statistical data upon which the Committee relies in taking action.

http://otexa.trade.gov
U.S. Department of Commerce
Office of Textiles and Apparel (OTEXA)

• Compiles industry data
• Conducts research and analysis
• Assists in trade negotiations
• Promotes U.S. textile and apparel companies at trade events
• Develops supply chain and sourcing strategies
• Executes U.S. textile and apparel trade policy
• Works to improve exports of U.S. textile and apparel companies in overseas markets
• Evaluates the current state of the domestic fiber, textile and apparel industries, and the impact of import competition

http://otexa.trade.gov
OTEXA has over 40 years of experience in facilitating exports for small and medium-sized companies:

- Export counseling and assistance
- Market research
- U.S. Pavilions at established overseas trade shows
- Trade missions
- Catalog/sample presentations at overseas trade shows

http://otexa.trade.gov
With increasing demands by consumers, brands and retailers for “Made-in-USA” products, OTEXA has developed an online registry that will showcase domestic manufacturers, suppliers of apparel, textiles, and footwear.

To register as a supplier or manufacturer, or to locate domestic producers and suppliers, contact:

**Kim-Bang Nguyen**
kim-bang.nguyen@trade.gov
202-482-4805
With increasing demands by consumers, brands and retailers for "Made-in-USA" products, OTEXA has developed an online registry that will showcase domestic manufacturers, suppliers of apparel, textiles, and footwear.
Welcome to the Office of Textiles and Apparel (OTEXA) Made in the U.S.A. Sourcing Database! The purpose of this database is to list U.S.A manufacturers, suppliers, and contractors. This self-registered and searchable database is available to the public through OTEXA’s website and can be a useful tool for those seeking to locate/source Made-in-U.S.A. textiles, apparel and footwear products.

http://otexta.trade.gov/MadeInUSA.htm
Made in the U.S.A. Database

Search with or without keyword by product, type of business, or state.

MADE IN THE U.S.A. SEARCH DATABASE

http://otexa.trade.gov/MadeInUSA.htm

U.S. Department of Commerce | International Trade Administration
DoD Procurement of Clothing & Textiles (The Berry Amendment)

• Purpose – to maintain an active industrial base in times of war

• Generally applied on a fiber-forward basis

• In FY 2014, the Defense Logistic Agency’s sales of clothing, textiles & equipment to military personnel worldwide surpassed $1.9 billion

• Over 8,000 different items procured, ranging from uniforms, footwear and undergarments to ecclesiastical items, individual equipment, flags, tents

• OTEXA provides match-making services to U.S. companies wishing to sell to the military, both here and overseas

The Department of Defense (DoD) required by law, 10 U.S.C. 2533A in Section 832 of Public Law 107-107, to procure domestically-manufactured clothing and textiles.

http://www.otexa.ita.doc.gov/berry.htm

https://upload.wikimedia.org/wikipedia/commons/a/a8/U.S._Army_service_dress_uniform.jpg
The Department of Defense (DoD) required by law, 10 U.S.C. 2533A in Section 832 of Public Law 107-107, to procure domestically-manufactured clothing and textiles.

Maria D’Andrea
Supervisory International Trade Specialist
Office of Textiles and Apparel
Industry and Analysis
International Trade Administration
U.S. Department of Commerce

Maria.Dandrea@trade.gov
Telephone: 202-482-1550

http://www.otexa.ita.doc.gov/berry.htm
The Buy American Act of 1933

Federal agencies are required to buy domestic goods/construction materials.

- Domestic is defined as being manufactured in the United States and the cost of domestic components must exceed 50% of the cost of all components.

- Establishes price preferences for domestic. Federal agencies can waive the domestic requirement for reasons of price, non-availability of domestic, and public interest (“public interest” is undefined).

- Under the Trade Agreement Act of 1979, if a procurement is covered under a trade agreement, then the Buy American Act of 1933 is waived.

Betsy Ross 1777 by Jean Leon Gerome Ferris — Public Domain
https://commons.wikimedia.org/wiki/File:Betsy_Ross_1777_cph.3g09905.jpg
The Buy American Act of 1933

- In those situations, Federal agencies can only buy either the domestic products or products from trade agreement countries. Trade agreements include all of our FTA’s (except the U.S.-Jordon FTA) or the WTO Agreement on Government Procurement (GPA).
- GPA is a plurilateral agreement that includes 46 countries including the United States. Mostly developed nations such as Canada, the EU member states, Japan, Korea, Singapore, Switzerland.

- Important note: what is “covered” and what is excluded from our trade agreements. For purposes of textiles, there are exclusions that can be found in all our trade agreements.

Annex 1 (central government entities) GPA states for the DoD the Agreement doesn’t cover:
- **FSC 83 Textiles, Leather, Furs, Apparel, Shoes, Tents, and Flags** (all elements other than pins, needles, sewing kits, flagstaffs, flagpoles and flagstaff trucks)
- **FSC 84 Clothing, Individual Equipment, and Insignia** (all elements other than sub-class 8460 – luggage)
The Buy American Act of 1933 Contact

**Brian Woodward**
Senior International Trade Specialist
Trade Agreements, Negotiation and Compliance
Office of Textiles and Apparel
Industry and Analysis
International Trade Administration
U.S. Department of Commerce

Brian.Woodward@trade.gov
Telephone: 202-482-0375

[The Buy American Act of 1933 Contact](http://www.otexa.ita.doc.gov/berry.htm)
MADE: In America

MADE: In America, headquartered on Capitol Hill in Washington, DC, was established to be a unique voice and advocate for American manufacturers. Since its inception, MADE: In America has created coalitions across the United States to revitalize American small business.

Starting in 2008, MADE: In America has created innovative initiatives in support of the American home furnishings industry. Most recently, MADE: In America, in cooperation with the National Trust for Historic Preservation, launched the highly successful All American House. Over two years in the making, the All American house has provided a new template for interpreting historic house properties and showcasing America’s best products.
The Department of Commerce, Office of Textiles and Apparel, will be cooperating with MADE: In America on the 2016 All American House, which will incorporate the yet to be announced Art of Living initiative. This initiative will include not only U.S. home textile producers, but textile apparel manufacturers will be eligible as well.

The parlor at the All American House designed by students from UNCG

http://www.madeinamerica-usa.org
For more information about the All American House and the Art of Living program, interested companies are encouraged to contact MADE: In America Chairman

James De Lorbe

202-543-1573

james.delorbe@madeinamerica-usa.com

http://www.madeinamerica-usa.org
In order to do business with the Federal Government to include the Department of State, there are required procedures you must follow.

The first and most critical step is online registration with the Federal Government’s System for Award Management (SAM).

Once registered, your company will be able to sell to all Federal Agencies that have an interest in your products. Registration enables purchase orders to be sent to your company as well as payments to be made via electronic funds transfer (EFT) for goods received.

1) Visit the System for Award Management website at http://www.sam.gov
2) Acquire your DUNS number at http://fedgov.dnb.com/webform or call at 1-866-705-5711.
3) Obtain the North American Industrial Classification System (NAICS) industry codes for your business http://www.census.gov/eos/www/naics/index.html
Selling to the Federal Government

If you are interested in selling your products to the U.S. Department of State for federal buildings, embassies, ambassador’s residences, etc., around the world, please submit your contact details, and summary of your company’s products to Mary-Lynn.Landgraf@trade.gov.

The summary will be forwarded to the special office for review. Upon acceptance, you will be contacted, and listed in the U.S. State Department’s procurement system.

http://www.sam.gov
Contracting Expertise

Teresa Bouchonnet
Business Development Specialist at North Carolina Military Business Center
Knoxville, Tennessee Area | Management Consulting

Focus Areas and Experience:
- Textiles
- Defense Logistics Agency Troop Support Clothing & Textiles
- Defense Logistics Agency Construction and Equipment
- US Army TACOM (NATICK)
- Registered with SAM
  - Has won contracts

Business Development Specialist
North Carolina Military Business Center
August 2006 – Present (9 years 2 months)
Help businesses with government contracts, and work with the textile businesses to understand this market.

President
T & B Bouchonnet Consulting
May 1997 – Present (18 years 5 months)
Help businesses bid on government contracts & act as a contract administrator on a number of contracts to include GSA Contracts.

Contracting Officer
USAF RETIRED
May 1980 – September 1996 (16 years 5 months)
Contracting Officer; retired as Major in the USAFR.; Deputy of Base Contracting at Robins AFB; Mult jobs in the U.S. and Germany in contracting
Teresa’s web training classes will be free for Small Businesses through the SBA and **T&B Bouchonnet Consulting**, a subcontractor for **Stover & Associates, Inc.**

Teresa Bouchonnet  
T & B Bouchonnet Consulting  
E-mail: bouchonnet@frontier.com  
Phone: 828-349-3878

Teresa also helps textile businesses in North Caroline through the N.C. Military Business Center.

Teresa Bouchonnet  
E-mail: bouchonnett@ncmbc.us  
Phone: 828-349-3878  
http://www.ncmbc.us/contact-us/contact-bouchonnett.php
Defense Logistics Agency (DLA) and DIBBS

DLA Internet Bid Board System (DIBBS)

• Provides access to DLA’s solicitations.

• Can search, view, and submit secure quotes on Requests For Quotations (RFQs) for DLA items of supply.

• Can search and view Requests for Proposals (RFPs), Invitations For Bid (IFBs), and other procurement information related to DLA.

https://www.dibbs.bsm.dla.mil/
DLA Internet Bid Board System (DIBBS)

- Search the Awards through the DLA Awards Database.
- Can find all the Mil Specs
  - Go to “Technical Data”
  - Find “ASSIST Quick Search”
  - Search for item via document ID, document number, keyword, etc.

http://quicksearch.dla.mil
Defense Logistics Agency (DLA) and DIBBS
Continued

Example of ASSIST Quick Search for “Socks”

http://quicksearch.dla.mil
GSA provides centralized procurement for the federal government, offering billions of dollars worth of products, services, and facilities that federal agencies need to serve the public.

GSA serves the public and makes government easier by offering free access to and information about government programs with these websites:
- USA.gov, official portal to federal government information;
- gobiernoUSA.gov, Spanish counterpart of USA.gov;
- publications.USA.gov, Federal Citizen Information Center;
- Consumer protection on USA.gov, consumer action website;
- Consumer protection in Spanish on goviernoUSA.gov;
- kids.gov, official kids portal for the U.S. Government.

http://www.gsa.gov
GSA provides centralized procurement for the federal government, offering billions of dollars worth of products, services, and facilities that federal agencies need to serve the public.

http://www.gsa.gov
General Services Administration (GSA)

Doing Business with GSA

GSA developed a Quick Guide with easy steps on how to use the service.

You can download the Quick Guide using the link below:

http://www.gsa.gov/portal/mediaId/169031/fileName/2013_DB_AQuickGuideEnglishFINAL.action
GSA, whose singular mission is to deliver the best value in acquisitions to government and the American people, is leading the initiative.

The Common Acquisition Platform (CAP) office develops, manages, and delivers shared services offerings to the government-wide acquisition community.

To enable these capabilities, CAP is designing and implementing these shared services:
• Analytics as a Service (AaaS™)
• TurboFAR™
• eBuy Open
A comprehensive, user-friendly hub for contracting officers (COs), that allows them to electronically search past and present versions of the Federal Acquisition Regulation (FAR) and GSA Acquisition Manual (GSAM), and stay-up-to-date on the latest developments in federal acquisition.

In addition, the new website organizes other acquisition resources (i.e. Supplemental Regulations, Acquisition Systems, Training) into clear, comprehensive categories – providing easy access to the resources that COs use most often.

https://www.acquisition.gov/
Procurement Technical Assistance Centers (PTACs) provide local, in-person counseling and training services for you, the small business owner. They are designed to provide technical assistance to businesses that want to sell products and services to federal, state, and/or local governments. PTAC services are available either free of charge, or at a nominal cost. PTACs are part of the Procurement Technical Assistance Program, which is administered by the Defense Logistics Agency.

What can a PTAC do for you?
• Determine if your business is ready for government contracting.
• Help you register in the proper places.
• See if you are eligible in any small business certifications.
• Research past contract opportunities.

Procurement Technical Assistance Center (PTAC)

Find your local PTAC:

- To find your local PTAC visit http://www.dla.mil/smallbusiness/pages/ptac.aspx

- Click on your state or by using the dropdown list below

- For some states, you will also need to select a county

National Contract Management Association (NCMA)

If you are serious about government consulting, become a member of NCMA.

What is NCMA?

The National Contract Management Association (NCMA), founded in 1959, is the world’s leading professional resource for those in the field of contract management. The organization, which has over 20,000 members, is dedicated to the professional growth and educational advancement of procurement and acquisition personnel worldwide. NCMA strives to serve and inform the profession it represents and to offer opportunities for the open exchange of ideas in neutral forums.

http://www.ncmahq.org/
National Contract Management Association (NCMA)

ABOUT NCMA

56+ Years Strong
20,000+ Members
100+ Chapters
300+ Hours of Education Offered Annually
35+ Partners & Sponsors
10+ Awards & Honors
3,000+ People Attend Events Per Year

http://www.ncmahq.org/
The Federal Funding Accountability and Transparency Act of 2006 (FFATA) was signed into law on September 26, 2006. The legislation required that federal contract, grant, loan, and other financial assistance awards of more than $25,000 be displayed on a searchable, publicly accessible website, USAspending.gov, to give the American public access to information on how their tax dollars are being spent. As a matter of discretion, USAspending.gov also displays certain federal contracts of more than $3,000.

Federal agencies are required to report the name of the entity receiving the award, the amount of the award, the recipient’s location, the place of performance location, as well as other information.

https://www.usaspending.gov
Small Business Innovation Research (SBIR)

The program’s goals are four-fold:

- Stimulate technological innovation
- Meet Federal research and development needs
- Foster and encourage participation in innovation and entrepreneurship by socially and economically disadvantaged persons
- Increase private-sector commercialization of innovations derived from Federal research and development funding

https://www.sbir.gov
Small Business Technology Transfer (STTR)

The programs’ goals are to:

- Stimulate technological innovation
- Foster and encourage participation in innovation and entrepreneurship by socially and economically disadvantaged persons
- Increase private-sector commercialization of innovations derived from Federal research and development funding

The Small Business Technology Transfer (STTR) is another program that expands funding opportunities to include the joint venture opportunities for small businesses and nonprofit research institutions in the federal innovation research and development (R&D) arena.

STTR's most important role is to bridge the gap between performance of basic science and commercialization of resulting innovations.

https://www.sbir.gov/about/about-sttr
THE INTERNET OF THINGS

WHAT WE KNOW

Source: Stained Glass Labs

U.S. Department of Commerce | International Trade Administration
The Internet of Things: Game Changers

Source: Stained Glass Labs

BY 2020

There will be 24 Billion Connected Devices

Totaling an estimated revenue of $1.2 Trillion

Optics

Interactive

Google Glass
Tele-Pathy
Meta
Recon
Optinvent

Watches

Health

Jawbone
Basis
Shine
FitBit
Nike+

Clothing

Health

Nike
Under Armour
NuMetrex
Ollo Mobile
Plantiga

Multimedia

Avegant
Oculus Rift
castAR

Digital

Pebble
Omate
Samsung Gear

Fashion

Clothing+
Radiate Athletics
CuteCircuit

SUPPORTING SERVICES

Gestures

Kinect/MSFT
Leap Motion
GestureWorks

AR

Infinity AR
Metaio
Wikitude

Voices

Nuance
SpeakWithMe
Siri

Source: Stained Glass Labs
The National Network for Manufacturing Innovation (NNMI) consists of multiple linked Institutes for Manufacturing Innovation with common goals but unique technological concentrations.

Institutes catalyze the development of new technologies, educational competencies, production processes, and products via shared contributions from the public, private sectors, and academia.

http://www.manufacturing.gov
Manufacturing Innovation Institutes

- Individual institutes serve as a regional hub in their area
- Bridges gap between applied research and product development
- Encourages investment and production in their region and in the United States.
- Designed to foster innovation

http://www.manufacturing.gov
Capsule Summary: America Makes focuses on helping the United States grow capabilities and strength in 3D printing, also known as additive manufacturing. America Makes facilitates collaboration among leaders from business, academia, nonprofit organizations and government agencies, focusing on areas that include design, materials, technology and workforce and help our nation’s three-dimensional (3D) printing industry become more globally competitive.
Digital Manufacturing and Design Innovation Institute (DMDII)

Date Launched: Feb. 25, 2014

Focus Area: Integrated Digital Design and Manufacturing

http://dmdii.uilabs.org

Capsule Summary: The DMDII is the nation’s flagship research institute for applying cutting-edge digital technologies to reduce the time and cost of manufacturing, strengthen the capabilities of the U.S. supply chain and reduce acquisition costs for the U.S. Department of Defense (DoD). The DMDII develops and demonstrates digital manufacturing technologies, and deploys and commercializes these technologies across key manufacturing industries. The goal is to create product and manufacturing process definitions simultaneously. Design innovation is the ability to apply these technologies, tools and products to re-imagine the manufacturing process from end to end.

http://www.manufacturing.gov
LIFT: Lightweight Innovations For Tomorrow

Date Launched: Feb. 25, 2014

Focus Area: Lightweight Technology

http://lift.technology/

Capsule Summary: LIFT is part of a national network of research institutions and industrial companies geared toward advancing America’s leadership in manufacturing technology. The center will speed development of new lightweight metal manufacturing processes from laboratories to factories for products using lightweight metal, including aluminum, magnesium, titanium and advanced high-strength steel alloys. An equally important mission is to facilitate the training of the workers who will use these new processes in factories and maintenance facilitates around the country.

http://www.manufacturing.gov
**Capsule Summary:** The mission of PowerAmerica is to develop advanced manufacturing processes that will enable large-scale production of wide bandgap (WBG) semiconductors, which allow electronic components to be smaller, faster and more efficient than semiconductors made from silicon. WBG semiconductor technology has the potential to reshape the American energy economy by increasing efficiency in everything that uses a semiconductor, from industrial motors and household appliances to military satellites.
The Institute of Advanced Composites Manufacturing Innovation (IACMI)

Date Launched: Jan. 19, 2015

Focus Area: Advanced Fiber-Reinforced Polymer Composites

http://www.iacmi.org/

Capsule Summary: Advanced composites are currently used for expensive applications like satellites and luxury cars. Researchers at IACMI will work to develop lower-cost, higher-speed, and more efficient manufacturing and recycling processes for them. Bringing these materials down the cost curve can enable their use for a broader range of products including lightweight vehicles with record-breaking fuel economy; lighter and longer wind turbine blades; high pressure tanks for natural gas-fueled cars; and lighter, more efficient industrial equipment.

http://www.manufacturing.gov
Manufacturing Innovation Institute for Integrated Photonics

Date Launched: July 27, 2015
Focus Area: Integrated Photonics

http://www.aimphotonics.com/

Capsule Summary: Just as integrated electronic circuits allowed for advanced processing in computers and cellphones, integrated photonic components can pack even more processing power into a single chip, creating new possibilities for computing and telecommunications. An emerging technology for carrying light-waves, integrated photonics has the potential to revolutionize entire industries from increasing the carrying capacity of broadband communications ten-fold, to creating needle-free tests for common conditions like diabetes, and to improving imaging capabilities in defense operations.

http://www.manufacturing.gov
Capsule Summary: Flexible hybrid electronics manufacturing describes the innovative production of electronics and sensors packaging through new techniques in electronic device handling and high precision printing on flexible, stretchable substrates. The potential array of products range from wearable devices to improved medical health monitoring technologies, and will certainly increase the variety and capability of sensors that already interconnect the world. The technologies promise dual use applications in both the consumer economy and the development of military solutions for the warfighter.
Manufacturing Innovation Institute for Smart Manufacturing

- $70 million in funding
- Aims to support research and development advancements that can reduce the cost of deployment by 50%
  - advanced sensors, controls, platforms, modeling
- Goal to increase energy efficiency by at least 15 percent
- Improve energy productivity by at least 50 percent
- Enabling businesses to manufacture more while using less energy and spending less
Manufacturing Innovation Institute for Smart Manufacturing Continued

DE-FOA-0001263
Manufacturing Innovation Institute for Smart Manufacturing: Advanced Sensors, Controls, Platforms, and Modeling for Manufacturing
Department of Energy
Golden Field Office

General Information

Document Type: Grants Notice
Funding Opportunity Number: DE-FOA-0001263
Funding Opportunity Title: Manufacturing Innovation Institute for Smart Manufacturing: Advanced Sensors, Controls, Platforms, and Modeling for Manufacturing

Opportunity Category: Discretionary
Funding Instrument Type: Cooperative Agreement
Category of Funding Activity: Energy
Category Explanation:
Expected Number of Awards: 1
CFDA Number(s): 81.087 – Renewable Energy Research and Development
Cost Sharing or Matching Requirement: Yes

Posted Date: Sep 15, 2015
Creation Date: Sep 23, 2015
Original Closing Date for Applications: Jan 29, 2016 A mandatory Concept Paper is due 11/04/2015 at 5:00pm ET.
Current Closing Date for Applications: Jan 29, 2016 A mandatory Concept Paper is due 11/04/2015 at 5:00pm ET.
Archive Date: Apr 30, 2016
Estimated Total Program Funding: $70,000,000
Award Ceiling: $70,000,000
Award Floor: $35,000,000

Revolutionary Fibers and Textile Manufacturing Innovation Institute

- More than $150 million in public and private investment funds
- Ensures that America leads in the manufacturing of new products from leading edge innovations in fiber science, commercializing fibers and textiles with extraordinary properties
- To support an end-to-end innovation ‘ecosystem’ in the U.S. for advanced fibers and textiles manufacturing
- This investment drives the application of smart textiles to not only revitalize the domestic textile supply chain, but also creates global export opportunities
Revolutionary Fibers and Textile Manufacturing Innovation Institute Continued

W15QKN-15-R-0074
Revolutionary Fibers and Textiles—Manufacturing Innovation Institute (RFT-MII)
Department of Defense
Dept of the Army -- Materiel Command

Launch Date: December 2015

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http://www.grants.gov/web/grants/view-opportunity.html?oppId=276514
The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist, and protect the interests of small business concerns, to preserve free competitive enterprise, to maintain and strengthen the overall economy of our nation.

Through an extensive network of field offices and partnerships with public and private organizations, SBA delivers its services to people throughout the United States, Puerto Rico, the U. S. Virgin Islands and Guam.

[https://www.sba.gov](https://www.sba.gov)
Small Business Administration Programs

America’s SBDC represents America’s nationwide network of Small Business Development Centers (SBDCs).

The mission of America’s nationwide network of SBDCs is to help new entrepreneurs realize the dream of business ownership, and to assist existing businesses to remain competitive in the complex marketplace of an ever-changing global economy.

Hosted by leading universities, colleges and state economic development agencies, and funded in part by the United States Congress through a partnership with the U.S. Small Business Administration, nearly 1,000 service centers are available to provide no-cost business consulting and low-cost training.

http://americassbdc.org
Small business owners and aspiring entrepreneurs can go to their local SBDCs for FREE face-to-face business consulting and at-cost training, on topics including:

- Writing business plans
- Accessing capital
- Marketing
- Regulatory compliance
- Technology development
- International trade
SBDCs provide services through professional business advisors such as:

- development of business plans
- manufacturing assistance
- financial packaging and lending assistance
- exporting and importing support
- disaster recovery assistance
- procurement and contracting aid
- market research services
- aid to 8(a) firms in all stages
- healthcare information.

SBDCs serve all populations, including:

- minorities
- women
- veterans
  - reservists
  - active duty
  - personnel with disabilities
  - and those returning from deployment
- people with disabilities
- youth and encore entrepreneurs
- individuals in low and moderate income urban and rural areas

https://www.sba.gov/tools/local-assistance/sbdc
SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. We have been doing this for over fifty years.

Because SCORE is supported by the U.S. Small Business Administration (SBA) with a network of 11,000+ volunteers, services are delivered at no charge or at very low cost.

https://www.score.org
4 Easy Steps

SEARCH
Search for a mentor or let your local chapter pair you with a mentor.

CONNECT
Submit a mentoring request to share your business question(s) with an expert.

WORK TOGETHER
Start working on your business goals with help from your mentor.

FOLLOW UP
Continue working with your mentor throughout the life of your business.

Get Online and Local Business Training

LIVE WEBINARS
Learn from the experts in live presentations on popular business topics.

ONLINE WORKSHOPS
Access self-directed training from your home or office. Available 24/7.

LOCAL WORKSHOPS
Attend workshops led by local experts. Meet other entrepreneurs.

COMMUNITY EVENTS
Participate in seminars, roundtables, and sponsored events in your community.

https://www.score.org
How the HUBZone Program Works

The SBA regulates and implements the HUBZone program. SBA does the following:

- Determines which businesses are eligible to receive HUBZone contracts
- Maintains a listing of qualified HUBZone small businesses that federal agencies can use to locate vendors
- Adjudicates protests of eligibility to receive HUBZone contracts
- Reports to the Congress on the program's impact on employment and investment in HUBZone areas.

http://www.sba.gov/hubzone
HUBZone Benefits

The federal government is required by statute to award 3% of all dollars for federal prime contracts to HUBZone-certified small business concerns.

SBA's HUBZone program is in line with the efforts of both the Administration and Congress to promote economic development and employment growth in distressed areas by providing access to more federal contracting opportunities.

HUBZones and HUBZone Contracts, FY12

**Benefits**

- 10% price evaluation preference in full and open contract competitions
- Eligibility for HUBZone set aside and sole source contracts
- Help create jobs where they are needed most!

HUBZones in the 48 contiguous US states shown in dark gray. Dots represent HUBZone firms who have won contracts*. Dot size increases with size of contract.

[http://www.sba.gov/hubzone](http://www.sba.gov/hubzone)
The Eligibility Requirements

- The business must be small by SBA standards according to the firm's North American Industry Code System (NAICS code).
- It must be owned and controlled at least 51% by U.S. citizens, or a Community Development Corporation, an agricultural cooperative, or an Indian tribe.
- It must maintain a principal office in a HUBZone. The firm's principal office is the one where the greatest number of employees work (unless the firm is in services or construction).
- At least 35%, rounded up, of all of its employees must reside in a HUBZone.

If you are eligible, visit Applying for the HUBZone Program, as well as Maintaining the HUBZone Certification.

http://www.sba.gov/hubzone
FedBizOpps.gov is the single government point-of-entry for Federal government procurement opportunities over $25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community.

https://www.fbo.gov/
• A strong and diverse textile industry producing a range of high-quality products.

• An important economic sector in terms of output and investment with a highly productive workforce:
  - Output of $71 billion in 2014;
  - $1.8 billion on capital expenditures in 2014
    - Up $300 million from 2013
  - 372,400 employees in 2014, 3% of the total manufacturing workforce

• Fourth largest single country exporter of textiles, with $14.3 billion in exports in 20141.

• Largest single country importer of apparel, with imports of $93.1 billion in 2014, 18% of total global imports2.

1Following China, India and Germany. Source: Time Series on International Trade, WTO.
2Source: Time Series on International Trade, WTO
U.S. manufactured products are in high demand around the world and a U.S. ‘brand’ means quality:

– “there is not a stronger brand we have than made in the USA...This is our competitive edge”

Fred P. Hochberg, Chairman and President of Export-Import Bank

According to the U.S. Export-Import Bank, “overall financing for the first time exceeded $35.7 billion and supported $50 billion in exports and approximately 255,000 export related American jobs at more than 3,400 U.S. companies. Small business financing rose over 70% from $3.3 billion in FY 2008 to $6.1 billion in FY 2012.”

Earl Richards, “Made in the U.S.A’ The Strongest Brand We Have & We Should Export it Globally,” Export Issue No. 20 (Riverside County, California): p. 9.
Over 95% of the world’s consumers live outside the U.S. – by 2030, the number of people considered middle class will triple to 1.2 billion with the global economy growing to $72 trillion. Exporting is a great way to reach the global market and these consumers to:

1) Grow your bottom line Level your business cycle
2) Use production capabilities fully
3) Strengthen your domestic market
4) Increase competitiveness across all markets

Source: A Basic Guide to Exporting 6
http://export.gov/basicguide/
By entering new markets, you will have the opportunity to learn how to compete more successfully, while making more money. In fact, 60% of small companies that engage in exporting derive 20% of their annual profits from export sales. While exporting can be challenging, it provides firms with new opportunities for growth.

“Nationally only 15% of U.S. manufacturers export. That means 85% of U.S. manufacturers could develop a global market strategy to increase market share.”

“Exporting Globally May Not Be Just a Good Growth Strategy But an Essential One,” Export Issue No. 20 (Riverside County, California): p. 4

Source: A Basic Guide to Exporting 6
http://export.gov/basicguide/
To strengthen America’s economy, support additional jobs here at home, and ensure long-term, sustainable growth, President Obama launched a government-wide strategy to promote exports. The National Export Initiative (NEI) is one essential component of that strategy.

The Obama Administration has made it a top priority to improve the conditions that directly affect the private sector’s ability to export, working to remove trade barriers abroad, help firms of all sizes and farmers overcome hurdles to entering new markets, and assist with financing. In addition, we have renewed and revitalized our efforts to promote American exports abroad.

http://www.trade.gov/nei/
U.S. Schedule B

- A Schedule B number is a 10-digit number used in the United States to classify physical goods for export to another country. The Schedule B is based on the international Harmonized System (HS) of 6-digit commodity classification codes. There is a Schedule B number for every physical product, from paperclips to airplanes.

- You can find your Schedule B number using the free online Schedule B Search accessible through [http://www.census.gov/scheduleb](http://www.census.gov/scheduleb). If you need export classification assistance, email ftd.scheduleb@census.gov or call 1-800-549-0595, Menu Option #2.

- The Schedule B is revised once annually.

- New Codes are usually effective January 1.

[www.census.gov/scheduleb](http://www.census.gov/scheduleb)
The international Harmonized System (HS) is administrated by the World Customs Organization and serves as the foundation for the import and export classification systems used in the United States. The United States (U.S.) import classification system, the **Harmonized Tariff Schedule (HTS)** is administered by the U.S. International Trade Administration Commission (USITC).

[http://hts.usitc.gov](http://hts.usitc.gov)
The Harmonized Tariff System (HTS) assigns a number to each product that is traded internationally to insure that Customs officers and statisticians around the world are referring to the same thing when classifying a product. Almost all countries now use the harmonized tariff system.

The Harmonized Tariff Schedule is only harmonized internationally to 6 digits, while the U.S. HTS goes to 10 digits. HS numbers and Schedule B numbers will be the same up to the first 6 digits as the importing country's classification code.

http://hts.usitc.gov
Why you need to know your product’s Schedule B and HS numbers:

1) To determine applicable import tariff rates and whether a product qualifies for a preferential tariff under a Free Trade Agreement;

2) To file the Electronic Export Information in the Automated Export System (AES); and

3) To complete shipping documents, such as certificates of origin.

How to identify your product’s Schedule B number Video

http://www.export.gov/logistics/eg_main_018119.asp
Legal Aspects of Market Preparation

- Be familiar with US export laws and necessary documentation:
  - Foreign Corrupt Practices Act
  - Anti-Boycott Act
  - Export Controls
  - Free Trade Agreement Requirements
  - Export Restrictions
  - Harmonized Tariff Schedule
  - Office of Foreign Asset Controls - List of Specially Designated Nationals and Blocked Persons
    - [http://www.ustreas.gov/offices/enforcement/ofac/](http://www.ustreas.gov/offices/enforcement/ofac/)

[http://www.export.gov](http://www.export.gov)
If you’ve got a great idea, logo, business name, or even an invention, you need to protect it. The steps involved in filing for patents, trademarks or copyrights are covered in this section, along with additional resources that can help you safeguard your intellectual properties, such as having employees or vendors sign non-disclosure agreements.

Understand Intellectual Property and How to Protect your Business – This business guide from STOPfakes.gov is an essential starting point for understanding your intellectual property rights and finding the right protection for your business.

Applying for a Patent – Learn more about how to apply for a patent through the U.S. Patent and Trademark Office (USPTO).
Protecting Intellectual Property (IP)

Copyright your Work – Books, movies, digital works, and musical recordings are all examples of copyrighted works. Refer to this guide from U.S. Copyright Office for more information on what protection copyright affords and the process of copyrighting your work.

Registering a Trademark or Service Mark – Find out how to file for trademark or service mark protection for your business name, symbols and logos.

This web-based IP Awareness Assessment tool developed by the U.S. Patent and Trademark Office (USPTO) and the National Institute of Standards and Technology (NIST) is designed to help manufacturers, small businesses, entrepreneurs and independent inventors easily assess their knowledge of intellectual property (IP).

https://www.sba.gov/content/intellectual-property-law
Summary For Success In Exporting

- Small and medium-sized companies fear foreign markets due to language barriers, currency transfers, a lack of education in shipping procedures, and a fear of taking a chance

- How can this change?
  - Invite a freight forwarder to your company for an informational exchange
  - Invite an international banker to your company for discussions
  - Attend educational seminars
  - Hire a graduate student intern to help with research/strategy
  - Read, research – develop a country strategy

http://www.export.gov
A Basic Guide to Exporting addresses virtually every issue a company looking to export might face. Numerous sections, charts, lists and definitions throughout the book’s 19 chapters provide in-depth information and solid advice about the key activities and issues relevant to any prospective exporter, including:

• Getting things rolling
• Delivering your product
• Financial issues
• Overseas activities
• Legal issues

http://www.export.gov
Conclusion

• Take advantage of all the information and helpful data on the OTEXA website: www.otexa.trade.gov

• Exporting is critical to the bottom-line all companies.

• Export assistance is given throughout this presentation. Please note the U.S. Department of Commerce has offices in each state that can also provide assistance and support.

• Selling to the federal government can be financially advantageous and relatively simple. You can achieve both domestic and international exposure, branding, and an enhanced revenue stream.

• Your website is a window to the world for your business. You are selling a lifestyle concept. Make sure your website reflects your state-of-the-art design and best technology so that you broadcast your company’s message and image.
“The most difficult thing is the decision to act. The rest is merely tenacity. The fears are paper tigers. You can do anything you decide to do. You can act to change and control your life and the procedure. The process is its own reward.”
Ms. Mary Lynn Landgraf
Senior International Trade Specialist
Office of Textiles and Apparel
U.S. Department of Commerce
1401 Constitution Ave., NW, Room 3003
Washington, DC 20230
Tel: (202)-482-7909
Fax: (202)-482-2331
Email: mary-lynn.landgraf@trade.gov
http://otexa.trade.gov