Export Trade for Small and Medium Manufacturers

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Moderator: Emily Tjaden Sylvester, AMP SoCal

AMP SoCal Webinar Series: Episode 5
August 17, 2017 10:00 a.m. – 10:30 a.m.
About AMP SoCal

• The Advanced Manufacturing Partnership for Southern California (AMP SoCal) is a collaboration of more than 135 different organizations.

• Its goal is to strengthen the industrial ecosystem for aerospace and defense manufacturers.

• AMP SoCal is led by the University of Southern California (USC) Sol Price School of Public Policy - USC Center for Economic Development.

• AMP SoCal supports the aerospace and defense manufacturing industry within the 10-county Southern California region.
Logistics

• All audio will stream through your computer speakers.

• Please submit your questions anytime throughout the presentation in the chat box, located on the bottom of your screen.

• Webinar recording and slides are posted within one week of the event.

ampsocal.usc.edu/webinars
Today’s Speaker

Leah Goold-Haws,
Director, Global Trade & Logistics,
Center for International Trade Development,
Long Beach City College
The Role of B2B in E-commerce
China is projected to be the largest online B2B market in the world by 2020, with approximately $2.1 trillion in sales.

Projected global B2B sales to have an online component within the next five years 27%
B2B and B2C E-commerce

Growth

- B2B: 19%
- B2C: 17%

Average Conversion Rate

- B2B: 7%
- B2C: 3%
$6.7 trillion Global B2B ecommerce sales

$3.2 trillion Global B2C ecommerce sales
B2B E-Commerce in the U.S.

Forrester estimate

- $1.1 trillion B2B commerce by 2020
- 12.1% B2B overall sales

$780 billion B2B commerce at the end of 2015
- 9.3% B2B overall sales

*Forrester estimate

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B2B shoppers say buying from a website is more convenient than buying from a sales representative. 74% of B2B shoppers prefer to buy online when they’ve already decided what to buy. 93%
B2B shoppers are more likely to have their product discovery process prompted by social media (59%) over company blogs (52%).
Why B2B E-Commerce?

- **52%** B2B executives say they have reduced their customer-support costs by migrating offline customers online.
- **56%** B2B executives say they have customers they can only serve profitably online.
- **60%** B2B companies say their B2B buyers spend more overall when they interact with sellers through multiple sales channels.
Top B2B Shopper Requests

1. Prominently displayed product price
2. Product reviews and expanded product information
3. Product recommendations based on past purchases
4. Targeting customers with dynamic promotions
E-Commerce Module Series

B2B E-commerce can take your business more places, connect you to more opportunities — with access to more customers than ever before.

Join **BEAM** and find out how. **B2B E-commerce for Advanced Manufacturing**

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Program Elements

Marketing
How to build a target market priority list for overseas customers

Payments
An overview of payment solutions in a rapidly changing solutions industry

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Program Elements

**Logistics**
Supply and distribution relationships necessary to serve a global market

**Legal**
Customer rights, data protection, legal factors unique to e-commerce sales
Additional Program Benefits

✓ Access to content, videos, and interviews from leaders in the B2B E-commerce space
✓ Participate in GRIN Leadership Labs
✓ Attend country-specific workshops with service providers
✓ Consulting, research and support services
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NEXT WEBINAR:
Exploring Additive Manufacturing for Your Company

Speaker: Chris Wentworth, Additive Manufacturing Practice Lead, CMTC

AMP SoCal Webinar Series: Episode 6
September 21, 2017  10:00 a.m. – 10:30 a.m.

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