THE WILLIAM R. BENNETT
ALABAMA INTERNATIONAL TRADE CENTER
THE UNIVERSITY OF ALABAMA

YEAR IN REVIEW, FY 2013

As part of The University of Alabama’s mission of service, the Alabama International Trade Center (AITC) provides export research, training, and counseling to increase international trade for small businesses and existing industry. Trade Center professional staff, University students, and industry consultants work one-on-one with small businesses to expand export opportunities for Alabama-made products and services.

We gratefully acknowledge and appreciate the state, federal, local, and private sector partners whose support and cooperation further enhanced our mission of service. These partnerships enabled us to leverage resources and impact the state’s economy by educating and training small businesses to increase export sales. Please review the following preliminary results from activities in Fiscal Year 2013.

ECONOMIC IMPACT

The impact of the Center’s work is tracked each year. In FY 2013, Trade Center activities created new export sales of $9.3 million from selected small businesses in Alabama. (Figures listed in $millions)

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export Sales</td>
<td>$12.5</td>
<td>$18.7</td>
<td>$12</td>
<td>$9.3</td>
</tr>
<tr>
<td>Export Financing</td>
<td>$3.84</td>
<td>$10.9</td>
<td>$3</td>
<td>$1.75</td>
</tr>
</tbody>
</table>

CUSTOMERS – STATEWIDE COVERAGE

The AITC operates on a statewide basis and worked on a one-on-one, confidential basis with 201 small firms in 51 Alabama counties. Forty-two firms were minority-owned entities. We provided export market research, training, and financing which helped many of these firms start exporting overseas.

WORKSHOPS – OPEN TO THE PUBLIC

Twenty-two export workshops were held around the state in partnership with the Alabama Department of Commerce, trade associations, local chambers of commerce, and private sector sponsors. Over 900 business representatives attended these sessions, learning how to do business in foreign countries. The AITC also conducted training programs for local public officials to increase awareness about the impact of international trade on the state and local economy.

IN-DEPTH COUNSELING PROGRAMS

TEAM Training Program

The Targeted Export Assistance and Management (TEAM) Training Program provides extensive in-house training for qualified small businesses that commit to export. Small businesses received in-depth export training for their staff and started exporting.

EXTRA Financing Program

The Export Trade (EXTRA) Financing Program helps small businesses access external financing for export transactions from a variety of federal, state, and private sector funding sources. In FY 2013, three loan packages were approved for $1.75 million from Alabama banks with loan guarantees from the SBA.

The AITC nominated Alignment Simple Solutions for the Small Business of the Year Award for Alabama from the U.S. Small Business Administration for its export sales growth. Six AITC clients received the Governor’s Export Award for Excellence in 2013.

STUDENTS AND INTERNATIONAL TRADE EDUCATION

Fourteen UA students worked at the AITC during FY 2013. Students gained real-life experience working on practical export research projects for Alabama’s small businesses. This enhanced their ability to secure jobs in international business. The Center also reached another 78 students with international trade education on Alabama’s export economy.
Statewide Export Education Program

The Center is named in honor of its visionary founder, Dr. William R. Bennett, Professor of International Business in the College of Commerce and Business Administration. Since its establishment in 1979, the AITC has leveraged university resources to help hundreds of small businesses start exporting. Statewide services include: 1) research to identify target export markets, costs, risks, and distribution partners; 2) training and education to help company staff learn export procedures, and 3) financing services to help firms access and secure financing for sales in foreign markets.

The Alabama International Trade Center is a member of the Export Alabama Alliance, a statewide network led by the International Trade Division of the Alabama Department of Commerce to promote trade. The AITC is a member of the Alabama SBDC Network, a partnership program with the U.S. Small Business Administration.

AITC Clients by County
FY 2012-2013
Total Clients - 201
Total Counties - 51

THE WILLIAM R. BENNETT
ALABAMA INTERNATIONAL TRADE CENTER • THE UNIVERSITY OF ALABAMA
Box 870396 • Tuscaloosa, AL 35487-0396 • Phone: 800-747-2482
aitc.ua.edu