

## WHY EXPORT?

- More than 95% of the world's consumers live outside of the United States.
- American-made recreational boats, goods and services are desired all over the world!
- Last year, the U.S. exported more than \$2.4 billion in recreational boats and engines worldwide.
- U.S. represents nearly 55% of global marine sales, giving U.S. manufacturers a competitive edge over foreign producers.
- If you don't pursue your share of this international market, your competitors will!

## WHETHER YOU ARE A SEASONED EXPORTER OR NEW TO EXPORTING, *YOU CAN TURN TO US FOR HELP!*

Today, it's easier than ever for companies like yours to sell goods and services across the globe. ***NMMA's Export Development Program is designed to help members grow their export business.***

NMMA partners with the U.S. Department of Commerce (USDOC) to help your business tap into the world market. Services include:

**National Group Pavilions at International Shows:** No-hassle, cost-effective turnkey booths allow members to explore new markets, seek distribution partners and build brand awareness at key boat shows worldwide.

**Educational Export Webinars:** A quick and easy way to learn first-hand about important international trade topics from industry experts. Free to members.

**Export Counseling:** Regardless of where you are located in the U.S., there is a local USDOC representative who can counsel you to discuss your export objectives. **Register at [www.export.gov/nmma](http://www.export.gov/nmma) to schedule an appointment.**

**Market Research:** NMMA's resource library and strategic partnerships with ICOMIA, USDOC and IBI offer our members free or low cost access to essential market data, critical for export success.

**Inbound Buying Delegations:** The Progressive® Insurance Miami International Boat Show® attracts qualified buyers from around the globe—nearly 25% of visitors are international. NMMA is working to channel those buyers into a formalized program to connect them with members.

**International Product Certification:** NMMA has staff who specialize in international certification for recreational boats and associated products and can assist you with any challenges you may encounter.

**Export Barrier & Unfair Trade Assistance:** Our professionals in D.C. work closely with the USDOC, U.S. Trade Representatives (USTR) and the State Department to help our members resolve unfair trade practices.

To learn more about NMMA's export program and services visit [nmma.org/international](http://nmma.org/international) or contact:

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**National Marine  
Manufacturers Association**

