

1-27-2014

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Recommended Citation

Mantz, Erika, "NH Small Business Development Center at UNH Launches Exporting e-Course" (2014). *UNH Today*. 4398.
<https://scholars.unh.edu/news/4398>

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Media Relations

January 27, 2014

NH Small Business Development Center at UNH Launches Exporting e-Course



DURHAM, N.H. – The New Hampshire Small Business Development Center (NH SBDC), an outreach program of the University of New Hampshire, has launched “Finding Your Export Markets,” its third e-course offering guidance to New Hampshire companies on exporting their products and services.

“Finding Your Export Markets” helps entrepreneurs determine if they are ready to export, research, and analyze potential markets,

identifying countries where they might sell their products or services.

According to the N.H. Division of Economic Development, 2,200 companies in New Hampshire export goods or services, and the majority of these are small and mid-sized businesses. Most Granite State companies export to Canada, Mexico, China, Germany, and the Netherlands.

“Exporting their products and services enables many New Hampshire small businesses to grow and create jobs,” U.S. Senator Jeanne Shaheen said. “The N.H. Small Business Development Center’s Exporting e-Courses are important tools to help educate small businesses about how to take advantage of these opportunities and create jobs.”

NH SBDC offers three exporting e-courses that were funded through the federal Small Business Jobs Act of 2010. They are available at www.nhsbdc.org and are part of the extensive e-course selections available at no charge on the NH SBDC website.

“We are pleased that the 2010 Small Business Jobs Act funding enabled us to provide practical support for the state’s exporters and entrepreneurs new to exporting, through e-courses available 24/7. These courses supplement the services offered through New Hampshire’s International Trade Resource Network, which extends collaborative resources for businesses that export to global markets, including NH SBDC services,” said Mary Collins, state director of NH SBDC.

The NH SBDC website also hosts an exporting portal for businesses that provides information on federal and state agencies serving potential and current exporters, including the U.S. Small Business Administration and the New Hampshire International Trade Resource Center.

The [NH SBDC](http://www.nhsbdc.org) is an outreach program of the UNH Peter T. Paul College of Business and Economics, and a cooperative venture of the U.S. Small Business Administration, the N.H. Department of Resource Economics and Development, the University System of New Hampshire, and the private sector. A part of 64 SBDC programs nationwide, the NH SBDC was fully accredited in 2010 by the Association of Small Business Development Centers. The NH SBDC has advised businesses for over 30 years, helping 8,000 businesses create and retain more than 4,500 jobs over the last decade.

The [University of New Hampshire](#), founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,300 undergraduate and 2,200 graduate students.

PHOTO

<http://www.unh.edu/news/img/SBDCexportingecourse.jpg>

NH SBDC launches its exporting e-course with representatives from its advisory board, partners UNH Peter T. Paul College of Business and Economics, the N.H. Department of Resources & Economic Development, and the Office of Sen. Jeanne Shaheen. The course was created with funds from the Small Business Jobs Act of 2010.
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