SMBs: The Backbone of Global Trade

"The most stable global policy stance of the past 70 years has been the steady march toward ever-freer trade." – Fortune

Global Trade is Good Business

95% of the world’s consumers are outside U.S. borders.

70% of the world’s purchasing power is outside the U.S.

8.5% U.S. companies that export are 8.5% less likely to go out of business than non-exporters.

700% High demand imports like artisan crafts, antique oils, clothing, and footwear are lucrative markets with high margins selling for double what you paid for them.

$260 billion A 15% tax on imports from China is expected to reduce global GDP by .5%.

A 10% tariff on imports to the U.S. would cost American businesses

Reduced Global Trade is Bad for Business

Reduced trade due to Brexit is expected to reduce U.K. GDP by 6.3% to 9.5%

Individual incomes by 1.5% to 2.6%

"The last thing the global economy needs today is restrictive trade measures."
– Director-General Roberto "DG" Azavedo, WTO

But SMBs already knew that...

94.4% SMBs share of total U.S. imports and exports

44% Of SMBs export to 50+ countries

35% Of export revenue comes from small business

Top SMB Global Export Partners

<table>
<thead>
<tr>
<th>Number of SMBs</th>
<th>Value in Billions (Annually)</th>
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</thead>
<tbody>
<tr>
<td>Canada</td>
<td>$145</td>
</tr>
<tr>
<td>Mexico</td>
<td>$116</td>
</tr>
<tr>
<td>UK</td>
<td>$110</td>
</tr>
<tr>
<td>China</td>
<td>$80</td>
</tr>
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98% of exporters are SMBs

16% Value of SMB exports since 2005

35% faster SMB growth in exports to large business

66% Computer, electronics, and appliance manufacturers that export

40% SMB exporters who say that exports are 70% or more of their annual revenues

SMBs are 5X more likely to be exporters than large companies

Small business exporters grow faster and offer better pay than non-exporting counterparts.

More productive than domestic only firms and produce 20% more jobs

Small global businesses are...