

## **Global Customers Love “Made in USA” Products Playing Field Levelers and Secret (FREE) Resources**

If your product is proudly made in the USA, you might want to think about an export strategy. There are billions of customers outside of the US who want to buy what you have to sell. That is billions to the tune of [3.2 billion global middle-class customers by 2020](#). The largest number of customers will be in Asia.

The above data is good news for US companies because Chinese consumers love American goods and are willing to pay more to get them. A recent study by the Boston Consulting Group indicates that more than half of Chinese consumers prefer American products to Chinese products and over 60 percent of them are willing to pay more for the “Made in USA” label.

If you have a strong brand, you might really want to think about selling into Asia. Like most markets, people buy brands not products. Especially markets filled with all kinds of cheap and sometimes counterfeit items. Put another way, anyone can create and sell something but not everyone can build the trust that comes with an authentic brand from a country that makes sure products are safe effective. For example, Asian customers pay around 200 percent more for Colgate Total Oral Care premium toothpaste and thirty percent more for an iPhone. Granted, these are mega brands with deep pockets; however, the same rules apply to smaller US brands, it is only a matter of scale.

### **Global Ecommerce levels the playing field.**

There were days when it took companies as large as Colgate-Palmolive or Apple to break into overseas markets, and there are still many challenges faced by all companies with international sales ambitions. However, ecommerce platforms like Tmall and Alibaba have leveled the playing field like never before.

### **So how can smaller companies take advantage of these new platforms? Here are three ways:**

#### **- Tmall and Business to Customer**

Open a shop on [Tmall.com](#) (owned by Alibaba Group) - China’s most popular B2C shopping destination with over 500 million registered customers. You can choose to handle your own Tmall online storefront or have a third party do it for you. Third parties like Export Now ([exportnow.com](#)) and Boarder Free ([borderfree.com](#)) can help you manage everything from setting up a storefront to digital marketing campaigns to import compliance.

#### **- Alibaba and Business to Business**

Set up a storefront on Alibaba - the largest B2B platform in the world. It has 37 million users in 240 countries, 2.5 million storefronts and over half a million unique visits every day. Over 54% of all product searches are for non-Chinese [gold member] suppliers. What this means is that more than half of all potential customers are looking for western made products – with Made in the USA being part of this preferred sourcing list. In order to attract more US companies, Alibaba has recently introduced a free or low cost “Verified Membership” to US suppliers. This membership level gives access to premium programs, which include higher product rankings and greater visibility than standard members.

### **Secret Resources**

Well, it is not really a secret; however, it is a little known fact that every US company that wants to export has access to free, top of the line, export consulting services. Financed at the state and federal level, these resources offer a multitude of online proprietary market research databases, trade missions and one-on-one consulting.

- [Your local International Trade Center](#)
- [Export.gov](#)
- [Trade.gov](#)

If the people you connect with at these resources do not know the answer, they have access to a global network of vetted professionals who do.

For more information about any of the topics above, feel free to contact the International Trade Center at the College of DuPage via our website [www.cod.edu/itc](http://www.cod.edu/itc).