



## Big Picture Report: August 2021

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### Preparing for Next Year Now is the time to make your 2022 plans

August is always a transition time. It's the end of the summer and a time for balancing your some long-awaited time off and getting ready for a busy fall, whether it is the new school year or picking back up on work projects.

That's especially true for several SUSTA companies who participated in our Export Readiness Training. It won't be just the kids getting back to studying and homework. Indeed, we were pleased to launch this program to provide practical know-how and step-by-step guidance about what you need to prepare for international marketing. Everything is covered from how to identify your product's Harmonized Tariff Schedule (HTS) code, to conducting market research. Those companies are wrapping up their "homework" from the training and will have actionable export marketing plans, reviewed by our expert instructor, at the ready.

Of course, there is much more to be done in 2021; we still have more than 4 months left in in the year with many activities still on the books. We hope to have some in-person events this fall. As always, login to your MySUSTA account to keep up to date.

We are also ready for 2022. SUSTA programs for next year are now open, and many of you already updated your MySUSTA account. If you have not done so yet, make sure to do it soon as our 2022 Global Events start opening for registration Monday, August 16, 2021. The 2022 year starts off strong with some of our traditionally top-performing shows and exhibitions in January and February including the IPM Essen Show, Fruit Logistica and Gulfood. Over the past two years, SUSTA companies have booked a combined \$65 million in sales at these shows.

Through the rest of this year and into next, SUSTA will continue to provide our Export Helpline. That service was rolled out this spring and already has been a great resource for many companies – both experienced and new to exporting - looking for help for lingering questions about how to prep for an upcoming event, pricing your product for export, shipping and logistics and what to expect in terms of necessary export documents.

The Export Helpline can be accessed through your [MySUSTA account](#). There's an on-line form with a drop-down box of key topics. It's a thorough list of issues where questions most commonly arise.

This is a reminder of SUSTA's educational resources and marketing support programs to help you finish 2021 strong and be ready for 2022. In the meantime, enjoy your August!