

GUIDE

Navigating an Economic Downturn

A FREE RESOURCE FROM VIRGINIA SBDC - IBD



**EXPORTING
BUSINESSES**



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VirginiaSBDC.org



IBD
International Business
Development Program

SPECIAL CONSIDERATIONS FOR EXPORTING BUSINESSES



Stay Proactive in Global Operations

- **Communicate early and often** with international buyers, suppliers, and logistics partners to confirm orders, timelines, and payment terms.
- **Diversify shipping routes and logistics providers** in case of customs or port slowdowns.
- **Review Incoterms and contracts** to ensure you understand who bears risk and costs at each stage.
- **Stay abreast of tariff updates** to understand implications for landed cost.

Manage Cash and Currency Risk

- Have a strategy to **mitigate the impact of currency fluctuations**.
- **Secure export credit insurance** through the U.S. Export-Import Bank (EXIM) or private providers to protect against nonpayment.
- **Forecast cash flow** with delays in overseas payments in mind.

Strengthen Market Strategy

- Focus on **your most reliable global customers** during uncertain times.
- Evaluate **new or emerging markets** that may be less affected by tariffs and trade disruptions.

Prepare for Delays and Documentation Changes

- **Keep export documentation organized and compliant** — invoices, certificates of origin, and customs filings.
- Plan for **potential licensing or customs processing delays** during government closures.

Get Help Early

Your Virginia SBDC - International Business Development program can help you protect export revenue, explore new markets, and navigate global financing options. Visit virginiasbdc.org/international to connect with an international trade advisor.

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