



WORLD TRADE CENTER®  
GREATER PHILADELPHIA

# INTERESTED IN SELLING INTO THE US?

## START WITH THE GREATER PHILADELPHIA REGION!



### **THE EXPORT REVENUE ASSISTANCE PROGRAM (ERAP™)**

is a new initiative that helps international companies achieve their business expansion goals by selling their products and services into the USA.

We provide consulting services to international companies who are interested in:

- investigating the viability of selling their products and services
- developing an appropriate sales channel
- establishing a physical presence, preferably in the Greater Philadelphia region, or elsewhere in the USA

# OUR STRATEGIC THREE-PHASE PROCESS

## PHASE I

## PHASE II

## PHASE III

Our strategic three-phase process is designed to be cost effective without making a long-term commitment. Each stand-alone phase delivers valuable market intelligence and can be concluded without moving on to the next phase.

**PHASE I** - provides an overview of the product and the industry  
It answers the basic question “Should I enter the market?”

**PHASE II** - is a market assessment including competitive analysis and identifying potential partners  
It answers the question “How should I enter the market?”

**PHASE III** - is the tactical implementation of the ERAP™ initiative actively managed by our exclusive partner USA Strategic Ventures LLC  
It answers the question “Who is going to do it?”

**CONTACT** Alfred N. Basilicato, Director of International Business Development  
215-586-4240 ext. 125 | [abasilicato@wtcphila.org](mailto:abasilicato@wtcphila.org) for an in-depth discussion of how ERAP™ will make your global business expansion successful.