

Using AI to Grow Your Export Business - Safely and Simply



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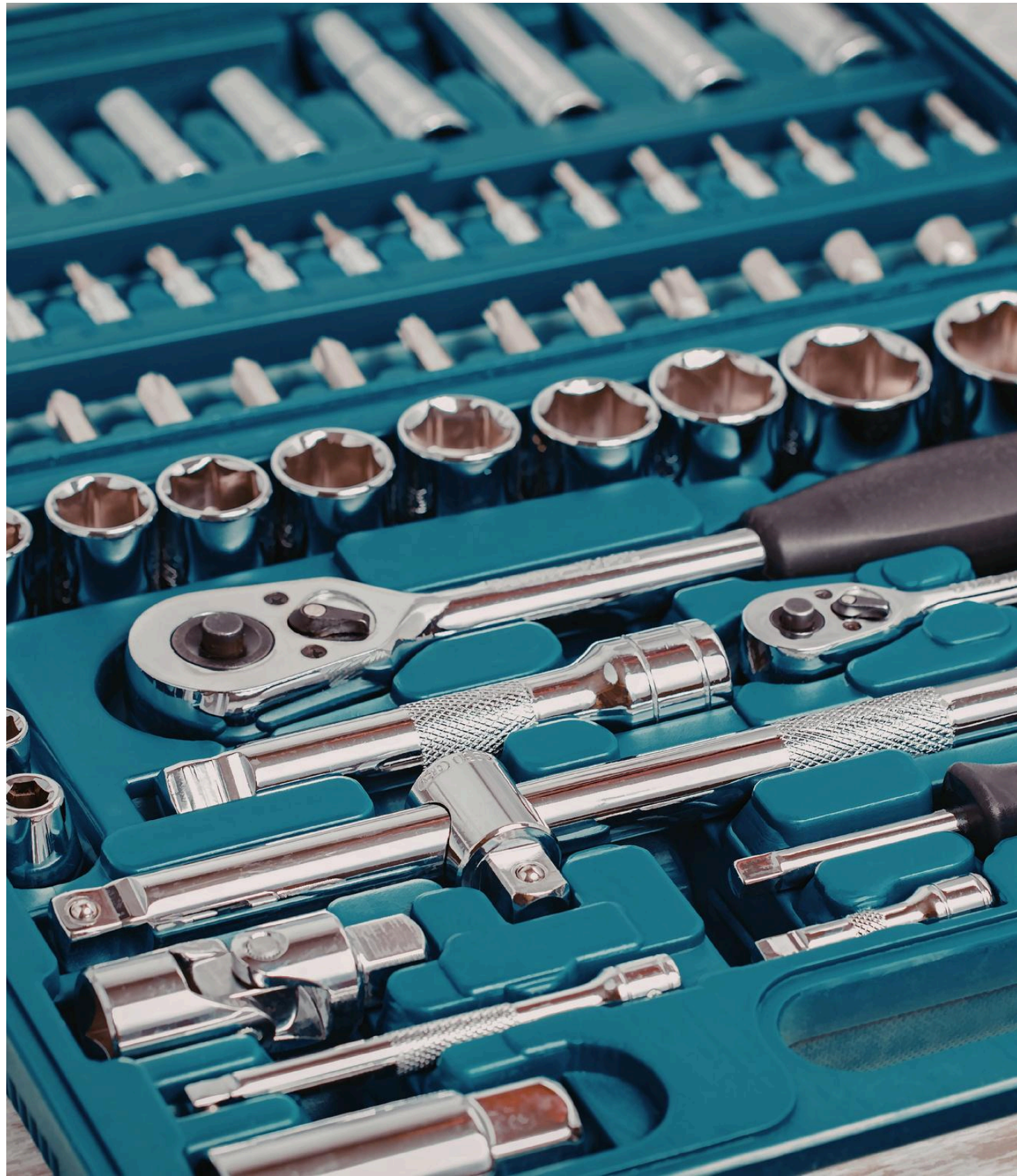
Let's start with global market research!

- Identifying new markets
- Finding suppliers and buyers
- Conducting market analysis
- Outlining a global competitive strategy



Here is my *why* of international trade!

- Scholarly research = Why?
- Practical research = What? How?
- Scholarly + Practical = Why?
What? How?



Understand the types of AI tools, skills, and regulations relevant to your export goals.

AI tools

- Generic AI - general intelligence
- Agentic AI* - autonomous decision-making
- Quantum AI - quantum computing

*GRIT uses for primary data organization, analyses, and syntheses

Skills

- Research input
- Validation of output

Regulations

- Tech related (e.g. agtech)



Do not forget about a cybersecurity strategy to manage risks!

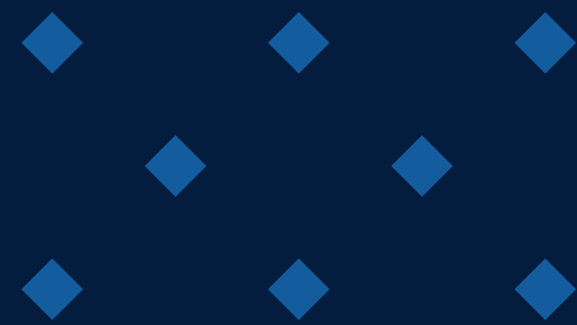
- Self-review
- Vision and goals
- Company policies, practices, and procedures
- Cybersecurity insurance



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