



International Market Research Seminar Held in Fargo



Afternoon Panel: (L – R) Heather Ranck, US Commercial Service/Panel Moderator; Olga Hall, RDO Equipment; Michael Wagner, Seafoam; Doug Mark, formerly of Botlink.

On September 27th, 27 participants gathered in Barry Hall on NDSU’s campus for an international market research seminar led by the US Commercial Service / Fargo staff. The seminar provided brief overviews of over fifty free, public websites that provide market intelligence, information on trade flows, advanced news sources, competitor information, background checks, due diligence, among others. Participants were then given time to explore and practice with the websites most applicable to their products. Commercial Service staff were available to help with any questions that arose. One participant said, “The seminar was a great

opportunity to learn of all the online resources available for our in-house team to use and complement the great work the Commercial Service is already providing to our company. It was an added bonus to meet a couple like-minded people from my industry that were in attendance.”

In addition, more information was made available about Rural America Intelligence Serve for Exporters (RAISE). [RAISE](#) reports are market research reports available for small companies that may not be able to afford research through private firms or may not have the necessary skills in-house.

The afternoon concluded with a panel discussion moderated by Heather Ranck. Olga Hall of RDO Equipment Company, Michael Wagner of Sea Foam International, and Doug Mark, who completed a RAISE report while with Botlink, participated. As experienced exporters, they provided insight somethings they have learned over the course of their careers. Other attendees were also able to ask their own questions of those on the panel. All three panelists emphasized the importance of research and focus when choosing new markets, and how utilizing the services provided by the US Commercial Service can make the process more efficient, while increasing the likelihood of success.