

The SABIT Program's Contribution to U.S. Department of Commerce and U.S. Department of State Performance Measures

The Special American Business Internship Training Program (SABIT) is committed to the performance and accountability measures as espoused by the International Trade Administration (ITA) of the U.S. Department of Commerce. SABIT also advances the macro objectives established by the Freedom Support Act appropriation overseen by the U.S. Department of State. The program promotes market access and facilitates public-private partnerships that lead to economic development and expanded trade opportunities both domestically and abroad by training managers and scientists from Eurasia in U.S. business practices.

SABIT addresses the performance and accountability measures of the Freedom Support Act appropriation overseen by the U.S. Department of State in the following ways:

I. Promoting Sustainable Growth Underpinned by Market Reform in Eurasia

- Trainees grow their businesses, expand into new markets, and increase exports and trade. They also receive promotions and increasing positions of influence as a result of their training experience.
- SABIT supports Eurasian economic growth by promoting market-based reform and helping to build stronger, diversified economies at the local level.
- SABIT equips trainees with the management skills necessary to implement and effectively lead reform initiatives in their companies, thereby increasing transparency, corporate responsibility, and promoting sound economic policy.
- Alumni recommend and/or implement changes to company policies including moving to internationally accredited accounting standards, writing and implementing new business and strategic plans, and making human resources and structural changes.
- Alumni influence the development process and lead reform efforts that focus on improving financial structures, including banking, leasing, accounting, insurance, mortgaging, and credit mechanisms.
- Trainees participate in and influence the legislative process, by drafting or amending laws or participating in advisory committees.
- Alumni obtain leadership positions in business associations or chambers of commerce that advocate reform, ultimately supporting the growth of Eurasian SMEs.
- Participants share their experiences through seminars and publications focusing on Western management and market principles with members of their communities, business students, local businesses, and business association members.
- Alumni continue to strengthen and forge business relationships with U.S. companies and amongst themselves.

II. Encouraging Process Improvement and Market Oriented Production in Eurasia

- SABIT programs train SME business and scientific entrepreneurs in U.S. companies where they are exposed to Western management concepts that provide models for process improvement.
- Alumni improve general business operations, such as marketing, accounting, human resources management, sales, and customer service.
- Alumni file patents and commercialize technology.

III. Increasing understanding and appreciation of U.S. society and promoting, in the long term, a broader acceptance of U.S. policies and a continued openness to Western ideas and values in Eurasia

- Demand for participation in follow-on training on grant proposal writing, business plan writing, rule of law, and international accounting methods from SABIT alumni increases.
- Alumni make presentations on their training to a variety of audiences to increase understanding of American society.
- Trainees enter into sustained personal and business relationships with U.S. partners and companies.
- U.S. host companies express greater ease working with Eurasian companies that have participated in SABIT.

SABIT addresses the performance and accountability measures of the U.S. Department of Commerce in the following ways:

I. Increasing Trade Opportunities for U.S. Firms

- SABIT serves as an initial entry point for small and medium-sized businesses that are new-to-market exporters or first-time exporters looking to establish long-term relationships with potential customers, distributors, or partners in Eurasia.
- Since 1990, more than 1,000 U.S. organizations have hosted over 2,500 trainees. Small and medium-sized businesses (SMEs), industry associations, scientific research institutions, state governments, and non-profit organizations have all benefited from SABIT programs.
- SABIT targets industries which provide opportunities for American businesses, but that also focus on industry sectors that will lead to sustainable economic development in Eurasia.
- Marketing efforts have increasingly focused on new-to-market and new-to export SMEs This audience has been targeted through increased coalition building efforts

among Commerce organizations and other public and private multiplier organizations and entities.

- U.S. companies serving as hosts report that SABIT alumni have assisted with market access issues such as customs barriers, certification and accreditation problems, and tax and regulatory requirements throughout Eurasia.

II. Broadening and Deepening the U.S. Exporter Base

- Providing U.S. organizations with innovative training programs that reduce market access barriers and minimize the commercial risks of entering Eurasian markets, SABIT is ideally suited for small and medium-sized businesses that are new-to-market exporters or first-time exporters looking to establish long-term relationships with potential customers, distributors, or partners.
- SABIT leverages its funding by partnering with the U.S. private sector to train Eurasian managers and scientists. These public-private partnerships provide opportunities for business development, resulting in relationships such as distributorships and regional offices.
- Outside evaluations of SABIT's programs have shown that a high percentage of hosts enter into joint ventures, distribution agreements, and contractual arrangements with their trainees.

III. Advancing U.S. International Commercial and Strategic Interests

- Since 1990, SABIT has facilitated over \$250 million in U.S. exports to Eurasia.
- The personal relationships that U.S. organizations form with trainees serve to reduce market access barriers and trade compliance issues with minimal intervention.
- SABIT's Standards Program, run cooperatively with the National Institutes of Standards and Technology (NIST), targets Eurasian government standards and conformity assessment specialists, who serve as gatekeepers for the entry of U.S. products into Eurasian markets. The Standards Program exposes trainees to a variety of international trade and standards organizations including WTO, ILAC, ANSI, IEC, and ISO, leading to substantive dialogue and cooperation with these organizations.
- SABIT conducts programs in several priority industries that relate to U.S. strategic and commercial interests, including agribusiness, defense conversion, energy, environment, financial services, construction, medical equipment, product standards and quality control, telecommunications, and transportation.
- SABIT's success in helping new-to-market exporters and first-time exporters establish relationships in emerging economies has spawned the creation of three affiliated training initiatives focusing on Northern Ireland, the Middle East, and Latin

America.

IV. Increasing Competitiveness Through Global E-Commerce

- SABIT maintains a Russian-language website (www.sabitprogram.org) that serves as a recruitment tool for Eurasian participants and a forum for program alumni.
- Clients can turn to SABIT's domestic website (www.mac.doc.gov/sabit) for critical and timely guidance on how they can take advantage of emerging business opportunities in Eurasia. The website allows users to apply for funding online and to register to receive periodic e-mail updates which will alert them to upcoming programs and deadlines.

V. Improving Customer and Stakeholder Satisfaction

- SABIT continuously interacts with its clients to ensure client satisfaction and to generate client interaction and data to benchmark the effectiveness of its programs.
- SABIT implements an annual marketing and outreach plan and offers several informational resources both online and in print form to increase the level of awareness of its program offerings and other International Trade Administration resources.
- A number of internal International Trade Administration processes and services are now delivered electronically through SABIT's intranet, such as time sheets, attendance, and client interaction logs.
- SABIT's budgetary guidelines and methods have served as models for other offices within the International Trade Administration.
- SABIT's training programs have served as models for training in other regions of the world, including sub-Saharan Africa, Middle East, Western Hemisphere and Northern Ireland.