



KELLEY
SCHOOL OF BUSINESS
Institute for International Business



CIBER Focus Interview Series

Video Annotation

Exporting in Indiana

Link: <https://www.youtube.com/watch?v=1BRRXvgtFsA>

Length: 29:34

Production Date/Year: May 17, 2020

Keyword Topics: Export, Import, COVID-19, Pandemic, Cultural Competency, Global Economy

Guest Info: Andrew Reinke

Andrew Reinke has been exporting for over 25 years. Upon graduation from Wabash College, Andrew received a Governor's Fellowship from Governor Robert D. Orr followed by a position with the Indiana Department of Commerce as Field Representative. Shortly after finishing his MBA he worked as Export Manager for Trinetics Inc, and earned an 'Exporter of the Year Award' from the St. Joe County Chamber of Commerce. Following his tenure at Trinetics, Andrew founded Foreign Targets, Inc, an export development company that creates and manages proactive export programs for small and medium sized organizations.

Andrew was appointed by the US Secretary of Commerce to the Indiana District Export Council and is a member of various trade organizations including the Indianapolis Foreign Trade Zone Board, the Indy Chamber's Go Global Council and Exodus Refugee. He served as president of the Michiana World Trade Council and later the World Trade Club of Indiana.

Today, Andy discusses the outlook of exporting in Indiana, and why now is a great time for companies to lay the groundwork for future exporting.

Video Summary/Synopsis:

1:40 - Reinke discusses what exporting looks like in Indiana compared to other regions in the country.

5:30 - Reinke explains why companies should be exporting now, even during the COVID-19 pandemic.

7:47 - Reinke explains the benefits of exporting and who ought to be doing it.

11:00 - Reinke reminisces on his own success stories in exporting from Indiana, one with the United Arab Emirates and another with California wineries.

17:34 - Reinke explains the importance of cultural competency in business and economics.

19:45 - Reinke explains the best places for new businesses to start when beginning to export goods.

26:30 - Reinke explains the power of exporting throughout the world.

Standards:

7th Grade Social Studies

- **7.4.1**
 - Explain how voluntary trade benefits countries and results in higher standards of living in Africa, Asia, and the Southwest Pacific.

Economics

- **E.1.4**
 - Explain that voluntary exchange occurs when households, businesses, and governments expect to gain.
- **E.3.2**
 - Demonstrate how firms determine optimum levels of output by comparing marginal cost and marginal revenue.
- **E.8.2**
 - Explain the benefits of trade among households and countries.
- **E.8.6**
 - Explain how changes in exchange rates affects the value of imports and exports.

Global Economics

- **GE-1.1**
 - Define, identify and explain the productive resources
- **GE-1.2**
 - Define scarcity and explain how opportunity costs and tradeoffs exist
- **GE-1.3**
 - Explain incentives and how they affect choice
- **GE-3.7**
 - Describe and evaluate how businesses are formed, operated, and funded
- **GE-4.1**
 - Demonstrate how all countries are interdependent
- **GE-4.2**
 - Explain how specialization promotes international trade and how international trade increases total world output

Indiana Studies

- **IS.4.1**
 - Describe the economic developments in Indiana that helped transform the U.S. into a major industrial power.
- **IS.4.4**
 - Analyze the economic and social impact of technologies on the state.

Essential Questions:

- How does Indiana compare to other states or countries in regard to exports?
- What should companies do with their exports during COVID-19?
- Why should countries trade exports with one another?
- Is it important for our economists to learn about other cultures and countries? Why?
- Is a more economically interdependent world positive or negative?

Depth of Knowledge:

- Students will identify Indiana's main exports.
- Students will be able to explain the importance of cultural competency.
- Students will debate the positive and negative aspects of economic interdependence with other nations in the world.

Additional Links & Related Information:

[Indiana's leading Export Industries](#) - Article

[How the U.S. - China Trade War Affects Indiana](#) - Video

[The Largest Export of Every U.S. State in 2017](#) - Visual