

### **Top 10 barriers to international markets by SMEs**

1. Shortage of working capital to finance exports.
2. Identifying foreign business opportunities.
3. Limited information to locate/analyze markets.
4. Inability to contact potential overseas customers.
5. Obtaining reliable foreign representation.
6. Lack of managerial time to deal with internationalization.
7. Inadequate quantity of and/or untrained personnel for internationalization.
8. Difficulty in managing competitor's prices.
9. Lack of home government assistance/incentives.
10. Excessive transportation/insurance costs.