



U.S. Government Resources for International Expansion

A TOOLKIT FOR U.S. BUSINESSES & ECONOMIC DEVELOPMENT ORGANIZATIONS



INTERNATIONAL
TRADE
ADMINISTRATION

export.gov

Identify Markets



Top Markets Reports rank future export opportunities within a particular industry – available for nearly 20 industries www.trade.gov/topmarkets/

- ▶ **Trade Stats Express** – industry-level trade statistics: tse.export.gov
- ▶ **USA Trade Online** is a more detailed database searchable by product code: <https://usatrade.census.gov>
 - To use, will need to have classified your product and know its Harmonized System code: www.export.gov/logistics (see Harmonized System and Schedule B tab) & <https://uscensus.prod.3ceonline.com>
- ▶ A database of Census Bureau trade data at the metropolitan and county level is available from the International Trade Administration: www.trade.gov/mas/ian/metroreport

Assess Markets



Country Commercial Guides are free reports that provide an overview of doing business in a specific market, including key stats, how to do joint ventures, use ecommerce, price your product, conduct due diligence, find local professional services, understand regulations, travel for business, etc. www.export.gov/ccg

STOPfakes.gov

Learn how to protect your **Intellectual Property (IP)** in markets of interest. Just because you have registered in the U.S. does not mean you are protected globally. A good place to start is the IP Training Module on **STOPfakes.gov**

TALK TO AN EXPERT:



The U.S. Department of Commerce (International Trade Administration/ITA) has locations in more than 100 cities known as **U.S. Export Assistance Centers** or the **U.S. Commercial Service**. These experts are connected directly to staff at US Embassies in 75+ countries. www.export.gov/usoffices

- ▶ If you are in the food product or agricultural space, contact the **U.S. Department of Agriculture's Foreign Agricultural Service and the State-Regional Trade Group** in your region to take advantage of the **Market Access Program** (funding for market research and exploration) apps.fas.usda.gov/pcd/PartnersSearch.aspx
 - Regional contacts: West (wusata.org), Northeast & Midwest (foodexport.org), & South (susta.org)

Make Connections

- ▶ **Through your local U.S. Export Assistance Center/U.S. Commercial Service** you can:
 - Conduct background checks on potential buyers and distributors
 - Connect with pre-screened potential partners
 - Promote your product or service to prospective buyers at trade events worldwide
 - Meet with international industry and government decision makers in your target market(s)
 - Get help navigating any cultural differences
- ▶ **Exhibit at a U.S. trade show:** ITA recruits and vets foreign buyer delegations for certain shows. www.export.gov/ibp
- ▶ **Showcase at an overseas trade show** in U.S. pavilions: export.gov → events

(More on the other side)



Navigate Mechanics

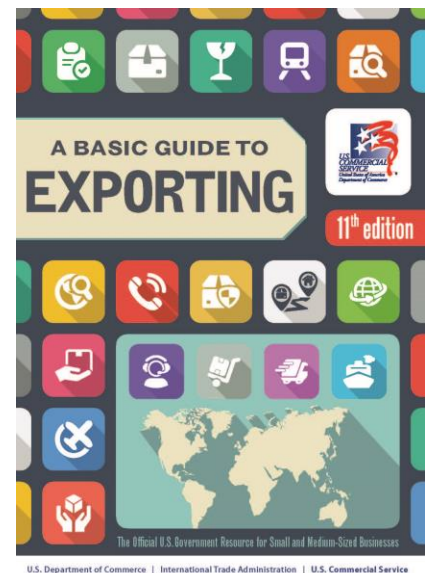


Making international sales online? Visit www.export.gov/ecommerce for info on export mechanics

- ▶ **Through your local U.S. Export Assistance Center/U.S. Commercial Service** you can:
 - Understand export documentation requirements and import regulations of foreign markets
 - Navigate U.S. government export controls, compliance, and trade financing options
 - Overcome trade obstacles to successfully enter international markets
- ▶ **Screen potential buyers and partners** to make sure you can do business with them and that they are not on one of the U.S. government denied parties or export control lists: <http://apps.export.gov/csl-search>
- ▶ **Logistics resources and guidance:** <http://www.export.gov/logistics>
 - When exporting any goods value at over \$2500, information must be submitted to the Automated Export System. Get help on filing AES, classifying merchandise, regulations and trade data | 1-800-549-0595

Reduce Risk

- ▶ **Export-Import Bank (Ex-Im Bank)** – Use federally-backed export financing credit insurance to take on the risk associated with selling to overseas buyers. Products include Global Credit Express, Working Capital Guarantee Program, Export Credit Insurance, and Foreign Buyer Guarantees. www.exim.gov
- ▶ Established small businesses can take advantage of a wide range of financing options from the **Small Business Administration**, including the Export Express Program, Export Working Capital Program, and International Trade Loan. www.sba.gov
- ▶ **Looking at undertaking a project or investment in a developing market?**
 - The **Overseas Private Investment Corporation** provides medium- to long-term financing through direct loans and loan guaranties to eligible investment projects in developing countries, when conventional institutions are reluctant or unable to lend. OPIC also provides political risk insurance and support for the creation of privately-owned and managed investment funds. www.opic.gov/doing-business-us



export.gov/basicguide