

# Resources for Exporters

The following resources are intended for companies that are not yet ready to take advantage of the Virginia SBDC's International Trade Initiative. The information will help companies assess export readiness and start planning an export strategy and marketing plan.

## FEDERAL GOVERNMENT

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### U.S. Department of Commerce

Export.gov is the Federal Government's one-stop web portal for exporters:

[www.export.gov](http://www.export.gov)

U.S. Foreign Commercial Service Market Research Library:

[http://www.buyusainfo.net/adsearch.cfm?search\\_type=int&loadnav=no](http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no)

U.S. Export Assistance Center (USEAC) in Arlington and Richmond, VA: <http://export.gov/virginia/contactus/index.asp>

### U.S. Small Business Administration (SBA)

Export Business Planner (downloadable document):

<http://www.sba.gov/exportbusinessplanner>

Exporting and Importing Resource Guide:

<http://www.sba.gov/category/navigation-structure/starting-managing-business/managing-business/exporting-importing>

### U.S. Census Bureau

Profile of American Exporting and Importing Companies:

<http://www.census.gov/foreign-trade/Press-Release/edb/2009/index.html>

### U.S. Department of Agriculture Foreign Agricultural Service (FAS)

Global Agriculture Information Network (GAIN) market reports:

<http://gain.fas.usda.gov/Pages/Default.aspx>

## VIRGINIA STATE GOVERNMENT

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### Virginia Economic Development Partnership (VEDP)- Division of International Trade

Virginia's state authority that promotes goods and services exports from the Commonwealth:

Fast Facts- Countries: [http://www.exportvirginia.org/fast\\_facts-countries.html](http://www.exportvirginia.org/fast_facts-countries.html)

Fast Facts- Topics: [http://www.exportvirginia.org/fast\\_facts.html](http://www.exportvirginia.org/fast_facts.html)

### Virginia Department of Agriculture and Consumer Services (VDACS)

Virginia's state authority that promotes agricultural exports from the Commonwealth:

<http://www.vdacs.virginia.gov/international/export.shtml>

## B2B ONLINE TRADE PORTALS

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### **Foreign Trade.com**

International B2B Trade Portal with information on foreign trade and imports and exports, including an online portal for buyers and sellers to advertise. Some services are free and some require membership.

<http://www.foreign-trade.com/>

### **SBDCGlobal.com**

Initiative spearheaded by the SBDC Network in San Antonio, with the objective of creating trade opportunities (export and import) for businesses in the United States and throughout Latin America. The initiative started in Mexico and has expanded throughout Central and South America. American companies can use the SBDCGlobal.com online B2B portal to find buyers and sellers, as well as guidelines for American companies that want to import goods into the United States. <http://www.sbdglobal.com/import-guidelines.html>

### **USA ExportImport**

Web portal focused on export-import businesses and international trade. The website features a large-scale (320,000 + pages) US-based, B2B portal, directory, and trade board that features industry-specific information, solutions, resources, services, trade leads, forums, tools, tariffs, duties, and taxes.

<http://www.usaexportimport.com/>

### **Importers.com**

Online B2B platform dedicated to promoting global trade, especially between G20 economies. Users can post and browse company and trade-related information in over 1,200 sub-categories. Some services are free, while others are fee-based, usually paid on a monthly basis.

<http://www.importers.com/index.php>

## FINDING A FREIGHT FORWARDER

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One of the most important relationships an exporter has is with their freight forwarder, who is responsible for arranging the shipment of goods to foreign markets. Freight forwarders can also take care of some export documentation like filing the EEI (Electronic Export Information). Exporters of services and some technologies will generally not require a freight forwarder.

### **National Customs Brokers and Forwarders Association of America (NCBFAA)**

The NCBFAA is a good resource to use to find a competent Customs Broker: <http://www.ncbfaa.org/>

Also see the **International Federation of Customs Brokers Associations**: <http://www.ifcba.org/>

## INSTRUCTIONAL (HOW TO EXPORT)

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### **A Basic Guide to Exporting**

Authoritative manual that is the official federal government resource for small and medium-sized businesses. Now in its 10<sup>th</sup> Edition, this informational guide takes the exporter step-by-step: from finding and developing international markets and customers within those markets, to the actual shipment of the goods to foreign customers. Cost is \$18 and can be ordered on the following website:

<http://basicguidetoexporting.com/>

### **Informed Trade International**

Facilitates international trade with the United States by offering import/export compliance resources devoted to U.S. Customs procedures. <http://www.itintl.com/category/export>

## TRADE DATA

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The following databases will help companies identify target markets. Except for USA Trade Online, these resources are free. Contact your local SBDC if you need a tutorial on how to use these databases.

### **USA Trade Online**

Current and cumulative U.S. export and import data for over 18,000 export commodities and 24,000 import commodities. USA Trade Online provides trade statistics using the Harmonized System up to the 10-digit level, and the North American Industry Classification System (NAICS) up to the 6-digit level. USA Trade Online costs \$300 per year. There is a free trial service, plus monthly subscription rates.

<https://www.usatradeonline.gov/>

### **U.S. Census Bureau's Schedule B Search Engine**

Schedule B codes (also called HS codes) are 6-10 digit codes that Customs in every country use to identify goods being exported and imported. The first 6 digits are universal and used by Customs worldwide. Each country then adds an additional 2-4 digits that are generally specific to that country.

<https://uscensus.prod.3ceonline.com/>

### **U.S. Department of Commerce Bureau of Economic Analysis (BEA)**

U.S. International Services

Includes cross-border trade in services as well as services supplied to international markets through the channel of direct investment by affiliates of multinational companies.

[http://www.bea.gov/international/international\\_services.htm](http://www.bea.gov/international/international_services.htm)

### **United Nations Statistics Division**

UN Commodity Trade Statistics Database (COMTRADE)

Data on international merchandise trade, including exports and imports from almost 200 countries.

<http://comtrade.un.org/>

UN Service Trade Statistics Database

Database on statistics of international trade in services.

<http://unstats.un.org/unsd/servicetrade/default.aspx>

### **CIA World Fact Book**

Provides information on the history, people, government, economy, geography, communications, transportation, military, and transnational issues for 267 world entities.

<https://www.cia.gov/library/publications/the-world-factbook/index.html>

### **U.S. Department of Commerce**

Online Tariff Database (CustomsInfo)

Free database that contains information on tariffs for shipments that originate and ship from any country to any country. Paid subscribers benefit from additional sources of export information, such as:

- The ECCN finder, which allows exporters to match Schedule B numbers with ECCN numbers to identify items that have been flagged by the U.S. government for export control, and;
- GISTnet, which contains destination guides for 210 countries, including export requirements, restrictions, contacts and reference data.

<http://export.customsinfo.com/Default.aspx>