

What the U.S. Department of Commerce Can Do For You!

- Why Export?
- The Finger Lakes Region
- Where is my target market?
- Cultural Differences
- Cost Effective?
- Who can help when....?



Why Export?

- Over 95% of the world's consumers are located outside of the United States!
- U.S. products can saturate the U.S. market, requiring new markets for additional sales and job growth.



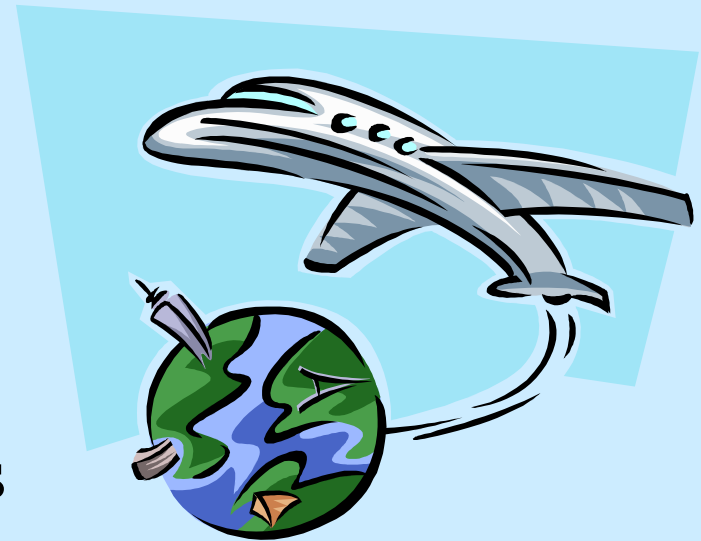
The Finger Lakes Region

- Over 1,500 manufacturing companies in the nine county region (industrial, high-tech, food, beverage)
- The majority are small businesses with less than 250 employees (many have less than 100)
- Boasts many high-tech firms that spin off from the larger ones or from local colleges
- Education and Tourism in the U.S. are also “exports”



Where is my target market?

- Depends on the product
- Where do inquiries come from?
- Where am I comfortable selling?
- Doing market research and traveling to potential markets is critical to success!



Free Trade Agreements

- Provide preferential tariff rates/import duties
- Remove market access barriers for U.S. exporters
- The U.S. currently has FTAs in effect with: Canada, Mexico, Israel, Singapore, Australia, Chile, Jordan, Morocco and El Salvador
- Pending FTAs include: Bahrain, CAFTA-DR and Oman

Cultural Differences

- Cultural and business norms do vary from country to country or region to region
- Respecting these differences and building relationships is critical to success
- Regulatory issues and currency exchange also vary from country to country, and do impact exports



Cost Effective?

Cost of the product, plus:

- Insurance
- Import tax
- Import duty
- Shipping
- Profit for you, profit for distributor



Who can help when I need to
classify my product for import or
export?

U.S. Census Bureau

- Assists in classifying your product for export or import; you must obtain the proper Harmonized Tariff Schedule or Schedule B number. To speak to a counselor call (301) 763-3047.
- Provides an on-line, searchable database for U.S. HTS numbers:<http://www.census.gov/foreign-trade/schedules/b/index.html>
- Automated Export System (AES) guidance

Who can help me determine if my product needs an export license?

Bureau of Industry and Security

- Oversees the U.S. Export Administration Regulations: <http://www.bis.doc.gov>
- Maintains the “Lists To Check” for all exporters
- Responsible for U.S. export enforcement
- Issues most U.S. export licenses

Who can help me navigate the export process and/or find new markets for my products?

Our Commercial Service Network

- Trade specialists in 100 U.S. cities and more than 80 countries worldwide...



We can...

- Locate international buyers, distributors & agents
- Provide expert help at every stage of the export process
- Help you to enter new markets faster and more profitably

Products and Services

- Market Research
- Gold Key Service
- Trade Counseling and Advocacy
- International Partner Search
- Single Company Promotions
- Featured U.S. Exporters
- Trade Shows



Virtual Wine Tasting

- Over 100 registered wineries in the Finger Lakes region
- Most are unfamiliar with export opportunities
- Volume is an issue, as are the costs of exporting small quantities
- Programs exist to help them export



Who can help me fight a foreign
trade barrier?

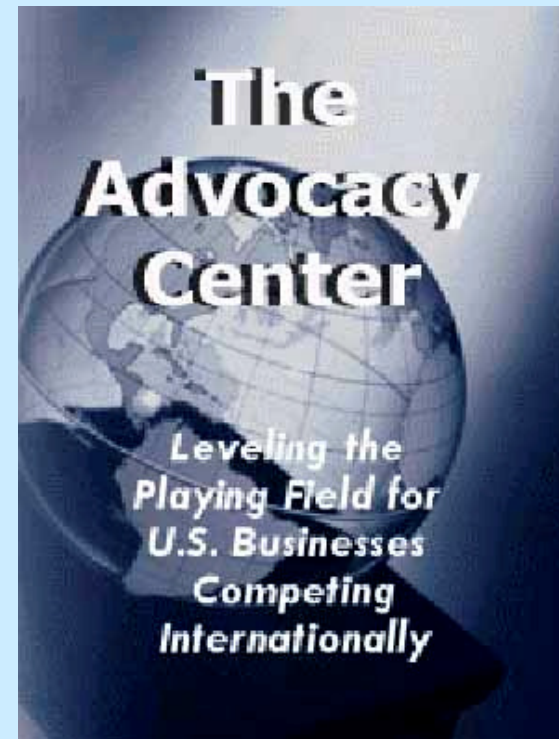
Trade Compliance Center

- Report a trade barrier you experience in a foreign country
- View a list of all U.S. trade agreements with foreign countries
- Learn to protect your Intellectual Property both domestically and abroad
- <http://www.tcc.mac.doc.gov/>

Who can advocate on my behalf
when I am bidding on foreign
government projects?

The Advocacy Center

- Assists U.S. firms that are competing for foreign government contracts or other major U.S. export opportunities.
- U.S. Department of Commerce
The Advocacy Center
14th Street & Constitution
Avenue, NW, Rm. 3814-A
Washington, DC 20230
Office No.: (202) 482-3896
Fax No.: (202) 482-3508



Value-Added Counseling

- Small Business Development Centers
- Senior Corps of Retired Executives (SCORE)
- Small Business Administration (SBA)
- Local Chambers of Commerce (RBA)



Thank you!

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