

A Small Business' Guide to Export Assistance Resources

Getting Started: MARKET RESEARCH

New North Exporting Market Research

- Global Strategy Report on export market opportunities for the New North prepared by Newmark Knight Frank. <http://www.thenewnorth.com/business-intelligence/target-industries-and-directories/global-new-north/global-strategy-study/>

A Basic Guide to Exporting

- The nuts-and-bolts information a company needs to meet the challenges of the global economy. Includes real-life principles of exporting: www.export.gov/basicguide
- USPTO.gov and STOPfakes.gov have information about protecting intellectual property, in the U.S. and abroad. A good place to start is the Online Intellectual Property Training Module on the STOPfakes.gov website, under "Business Tools"

Wisconsin Economic Development Corporation (WEDC) Market Research

- WEDC's Global Network of International Trade Representatives and the In-Market Services provided will help to provide market intelligence and partner contacts: <http://inwisconsin.com/export/market-intelligence/>
More WEDC resources <http://inwisconsin.com/export/assistance/global-network>

Country Commercial Guides

- Get free access to reports on countries, industries, and commercial developments written by our Commercial Service officers in country: <http://www.export.gov/ccg/>

Trade Statistics

- USA Trade Online can help manufacturers and other businesses identify new markets and create customized reports: <https://usatrade.census.gov>
- Trade Statistics Express tse.export.gov
- State & Metro-Level Trade Data: www.trade.gov/mas/ian/statereports www.trade.gov/mas/ianmetroreport

FTA Tariff Tool

- Find out the tariff (or tax at the border) with our trading partners on specific products and create reports and charts of trends under different agreements: www.export.gov/fta/ftatarifftool

In-Person Assistance

- Just getting started? Small Business Development Centers can help: www.americassbdc.org/home/find-your-sbdc/
- Ready to export? (To assess your readiness: www.export.gov/begin/assessment)
 - There are U.S. Export Assistance Centers (USEACs) - sometimes known as U.S. Commercial Service (staff of the U.S. Department of Commerce, International Trade Administration) Located in over 100 cities that have specialists to help small businesses export: www.export.gov/usoffices

FINDING BUYERS AND MAKING CONTACTS

Market Intelligence

- Conduct analysis of market potential and foreign competition, complete background checks on companies, and get help from USEAC/U.S. Commercial Service staff on navigating any cultural differences
- State Department Commercial and Business Affairs: www.state.gov/eb/cba/tools

Trade Counseling

- Develop a market entry strategy, find the best export finance options, navigate export controls and complete the required trade documentation (USEAC)
- **Expotech®** program delivers a process to build your strategic international business development plan to determine your best markets to focus people, time and financial resources: <http://inwisconsin.com/export/assistance/expotech>

Business Matchmaking & "Gold Key" Services

- Get connected with pre-screened foreign buyers, participate in trade events, and set up meetings with government officials in your target markets
- USEACs provide a "Gold Key" suite of services including: customized matchmaking meetings scheduled overseas to find business partners and customers, pre-screened appointments arranged before travelling, market and industry briefings with trade specialists, post-meeting debriefings and assistance in developing

appropriate follow-up strategies, and help with travel, accommodations, interpreter service, and clerical support

Trade Missions

- **Wisconsin Global Trade Ventures** offer opportunities to conduct a market assessment, partner Search and one to one business match meetings several cities of one country, or in two or three countries in a specific region, with other Wisconsin companies benefiting from programed and peer learning experiences: <http://inwisconsin.com/export/goglobal/>
- Participate in overseas trips with U.S. government personnel to meet with potential business partners and explore potential market opportunities: <http://export.gov/trademissions/> - Dept. of Commerce can also certify EDO-led missions

Reverse Trade Missions

- Meet foreign delegates coming to see U.S. products and technologies.
- The U.S. Trade and Development Agency connects international buyers with U.S. manufacturers and service providers in order to open new export markets and commercial opportunities world-wide I Find a public list of delegations coming to U.S. cities at: www.ustda.gov

Foreign Buyer Delegations

- Exhibit your products to vetted potential foreign buyers at trade shows in the United States: <http://export.gov/ibp/>

Major Foreign Trade Shows

- Showcase your products and services in U.S. pavilions at overseas trade shows: <http://export.gov/tradeevents/>

Advocacy

- The Advocacy Center coordinates U.S. government efforts to advocate on behalf of U.S. exporters bidding on public-sector contracts with foreign governments and government agencies: www.export.gov/advocacy

Agricultural products

• The U.S. Department of Agriculture provides several of the aforementioned services through the Foreign Agricultural Service and partner State-Region I Trade Groups: www.fas.usda.gov/getting-started and www.fas.usda.gov/programs/market-access-program-map/state-regional-trade-groups

FEDERAL EXPORT FINANCING AND INSURANCE OPTIONS

Export Financing and Insurance

- Federal export financing options can make your company more competitive by helping you offer a potential buyer more attractive payment terms

The Small Business Administration (SBA)

- Take advantage of a wide range of financing options for small businesses, including the Export Express Program, Export Working Capital Program, and International Trade Loan: www.sba.gov

Export-Import Bank (Ex-1m 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

COMPLIANCE WITH FEDERAL LAWS AND REGULATIONS

Export Licenses (BIS)

- Obtain information on exports requiring a license before shipping: www.bis.doc.gov

Economic and Trade Sanctions (Treasury)

- Find out the countries, entities, and individuals with whom U.S. firms cannot do business: <https://www.treasury.gov/resource-center/sanctions/Pages/default.aspx>

Electronic Export Information (Census)

- Upon 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

FUNDING ASSISTANCE FOR MARKET STRATEGIES - WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC)

- The International Market Access Grant will support product and trademark registrations, market entry and expansion activities: <http://inwisconsin.com/export/assistance/global-business-development-program>
- Scholarships for **ExportTech®** program: <http://inwisconsin.com/export/assistance/exportech>

You will find additional Wisconsin exporting information & resources at: www.thenewnorth.com/global