Expand Your Business Internationally

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US Commercial Service

Who We Are

- Global network of 1,400 specialists
- 109 offices in the USA
- 128 offices in >75 countries, representing
  - >95% of the world marketplace
  - >70% world’s purchasing power
US Commercial Service

Our Mission

- Help companies export U.S. made products and services.
- Advocate on behalf of U.S. businesses abroad and protect their interests.
- Place emphasis on small & medium-sized enterprises (SMEs).
In a sentence...

Think of us as a clearinghouse of information and services on all things related to doing business internationally.
US Commercial Service

What are our results?

The US Commercial Service generates:

$135 in sales
per $1 in federal taxes spent
So, Why Export?

- Increase Sales - Reach 95% of Your Market
- Make Use of Excess Production (+ Profits)
- Ride Out Economic Cycles
- Balance Seasons for Your Products
- Improve Your Products
- Extend the Life of Your Products
General Tips for Exporting

- Get Senior Management On Board
- Production
  - Do we have the excess capacity?
  - Must we modify the product?
  - Can we meet technical and quality standards and certifications?
General Tips for Exporting

 Logistics

 - Can we ship internationally and be competitive?
 - International shipping requirements
 - Export Compliance

 Identify a good international freight forwarder for your team.
General Tips for Exporting

Finance

- Budget for International
- Getting Paid: foreign currencies, terms, etc.
- Financing: cash flow, loans (buyer, PO, WC, inventory, et. al.), AR insurance, etc.

Include on your team:

- a bank with international services
- Small Business Administration
- Export-Import Bank of the US, etc.
General Tips for Exporting

Legal
- International Agreements?
- International Trademarks and Copyrights?
- International Patents?
- Export Control?
- Identify existing staff or find outside expertise
General Tips for Exporting

Initial Market Research

❖ Product? Is it export ready?
   - Can you deliver (excess capacity)?
   - Unique Features & Benefits
   - Will adaptations be required?
   - Standards & Certifications
     - Quality & Warranties
     - Repairs & Servicing
     - Technical Support
General Tips for Exporting

Initial Market Research (continued)

_place? Which markets and how?_

☑️ U.S. Export Statistics
☑️ Country Import Statistics
☑️ UN Trade Statistics
☑️ Market Research Reports

price? (Competitive Pricing)

☑️ Export Statistics
☑️ Customized Market Research
## Electric Generating Systems

### Where are the markets for the US?

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Value 2006 – 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latin America &amp; the Caribbean</td>
<td>$5,130,409,561</td>
</tr>
<tr>
<td>North America</td>
<td>$2,767,259,303</td>
</tr>
<tr>
<td>East Asia</td>
<td>$2,329,204,909</td>
</tr>
<tr>
<td>Middle East (Western Asia)</td>
<td>$1,634,373,659</td>
</tr>
<tr>
<td>Western Europe</td>
<td>$1,300,832,543</td>
</tr>
<tr>
<td>Southeast Asia</td>
<td>$1,199,222,505</td>
</tr>
<tr>
<td>Northern Europe</td>
<td>$704,806,838</td>
</tr>
<tr>
<td>South Asia</td>
<td>$556,933,300</td>
</tr>
</tbody>
</table>
# Electric Generating Systems

## U.S. Exports by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latin America &amp; the Caribbean</td>
<td>$1,441</td>
<td>$1,233</td>
<td>$1,914</td>
<td>$1,491</td>
<td>$2,507</td>
<td>$1,775</td>
</tr>
<tr>
<td>North America</td>
<td>$950</td>
<td>$944</td>
<td>$847</td>
<td>$747</td>
<td>$1,042</td>
<td>$970</td>
</tr>
<tr>
<td>East Asia</td>
<td>$514</td>
<td>$536</td>
<td>$805</td>
<td>$590</td>
<td>$524</td>
<td>$1,011</td>
</tr>
<tr>
<td>Middle East (Western Asia)</td>
<td>$281</td>
<td>$615</td>
<td>$654</td>
<td>$615</td>
<td>$576</td>
<td>$700</td>
</tr>
<tr>
<td>Western Europe</td>
<td>$368</td>
<td>$486</td>
<td>$528</td>
<td>$373</td>
<td>$340</td>
<td>$405</td>
</tr>
<tr>
<td>Southeast Asia</td>
<td>$292</td>
<td>$400</td>
<td>$512</td>
<td>$416</td>
<td>$292</td>
<td>$395</td>
</tr>
<tr>
<td>Northern Europe</td>
<td>$219</td>
<td>$339</td>
<td>$297</td>
<td>$220</td>
<td>$176</td>
<td>$189</td>
</tr>
<tr>
<td>Southern Europe</td>
<td>$149</td>
<td>$147</td>
<td>$201</td>
<td>$216</td>
<td>$143</td>
<td>$155</td>
</tr>
</tbody>
</table>
Electric Generating Systems

U.S. Exports by Region of the World

- Southern Europe
- South Asia
- Northern Europe
- Southeast Asia
- Western Europe
- Middle East (Western Asia)
- East Asia
- North America
- Latin America & the Caribbean

Y-axis: Millions

Bar chart showing exports by region and year.
Electric Generating Systems

NAFTA & CAFTA-DR Import Duties

- HS 8501.61 – 0%
- HS 8501.62 – 0%
- HS 8501.63 – 0%
- HS 8501.64 – 0%
- HS 8502.11 – 0%
- HS 8502.12 – 0%
- HS 8502.13 – 0%
- HS 8502.20 – 0%
- HS 8502.39 – 0%
- HS 8503 – 0%
- HS 8535 – 0%
U.S. Export Regulations

- US Department of State (DDTC)
  - Made for the US Military
  - Modified for the US Military
- US Department of Commerce (BIS)
  - Dual use items
U.S. Export Regulations–The Process

- Commodity Jurisdiction
- Classification Request with BIS
- Is a license needed?
  - Technology
  - Country of Destination (embargoed countries)
  - End Use
  - Parties to the transaction (denied parties screening)
U.S. Export Regulations – Tips

- Get your products classified properly
- Target and respond to only non-embargoed countries
- When sales receives inquiries, conduct a denied parties screening
- When sales receives orders, conduct a denied parties screening
- When the order ships, conduct a denied parties screening
Now, Make It Happen!

Marketing

- Identify Channel Partners
  - Data Base Research
  - Prequalify Interested Partners (Gold Key Service, IPS)
  - Partner Due Diligence (International Company Profile)

Advertising / Promotion

- Trade Journals (Commercial News USA, etc.)
- Promotional Events (Single Company Promotion)
- Trade Shows (Industry Shows in US and Abroad)
And Keep It Going...Profitably!

- Overcoming Challenges Along the Way
  - Closing the Deal
  - Export Control
  - Export Documentation
  - Export & Import Regulations
  - Foreign Customs Authorities
  - International Collections
Useful Websites

- U.S. Commercial Service
  www.export.gov/cs
- U.S. Government Export Portal
  www.export.gov
- Bureau of Industry & Security
  www.bis.doc.gov
- Small Business Admin
  www.sba.gov
- Export-Import Bank (EXIM)
  www.exim.gov
- U.S. Census Bureau
  www.census.gov/scheduleb
- Florida District Export Council
  www.floridaexporter.com
- Enterprise Florida
  www.eflorida.com
- Trade Leads
  www.export.gov/tradeleads
- Commercial News USA
  www.export.gov/cnusa
- A Basic Guide to Exporting
  www.unzco.com/basicguide
- Webinars
  www.export.gov/index.asp#WebinarsTab
- Export Plan - www.export.gov/exportbasics
Key Contacts

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