

# EXTENSIVE INTERNATIONAL TRADE RESOURCES IN A ONE-STOP WEB PORTAL



Presented by  
Maurice Kogon  
Kogon Trade Consulting  
[mkogon@social.rr.com](mailto:mkogon@social.rr.com) 310-791-0991  
[www.tradecomplianceinstitute.org](http://www.tradecomplianceinstitute.org)

## Resources Needed at Stages 1 and 2

### ❖ Stage 1: To Develop Export Capacity

- Diagnostic to assess export potential & readiness
- Guides/tutorials on how to export
- Trade reference guides & glossaries
- Directories of trade assistance organizations

### ❖ Stage 2: To Develop Export Markets

- Statistics to identify best markets
- Best-market reports for specific industries
- Product-specific market surveys in target markets
- Guides on market entry strategy in target markets
- Services to find buyers/ reps in target markets
- Services to market/promote in target markets



## Resources Needed At Stages 3 & 4

### ❖ Stage 3: To Make Export Sales & Get Paid

- Inquiry-response aids
- Price-quote aids
- Billing/invoicing aids
- Directories of export finance organizations
- Services to finance and insure exports

### ❖ Stage 4A: To Comply with Trade Regulations

- Guides to U.S. and foreign trade regulations
- Guides to export documentation requirements
- Directories of trade attorneys

### ❖ Stage 4B: To Deliver the Goods

- Guides to export logistics
- Directories of freight forwarders & carriers



## Stage 1 Resources To Develop Export Capacity

### ❖ Export Readiness Diagnostic (ERAS)

### ❖ Guides/Tutorials on How to Export

- Maurice Kogon's Export Start-Up Kit
- Export Guides & Export Tutorials

### ❖ Trade Reference Guides & Glossaries

- Commodity Coding Systems
- Trade Terminology
- Int'l Conversions & Other Handy References

### ❖ Directories of Trade Assistance Organizations

- U.S. Trade Assistance & Regulatory Agencies
- State & Local Trade Assistance Agencies





## Stage 2

### Resources To Develop Export Markets 2 A: Identify & Assess Best Markets

#### ❖ Statistics to Identify Best Markets

- [U.S. Export Statistics](#)
- [Foreign Import Statistics](#)
- [World Economic & Demographic Data](#)

#### ❖ Guides/Reports to Assess Target Markets

- [Intercultural Assessments](#)
- [Country Risk Assessments](#)
- [USCS Country Commercial Guides \(CCGs\)](#)
- [North America, South/Central America](#)
- [Western Europe, Russia/Eastern Europe](#)
- [Asia/Pacific, Africa/Middle East](#)

#### ❖ Market Surveys by Product/Country

- [Manufactures & Food & Agriculture](#)
- [Services](#)



## Stage 2

### Resources To Develop Export Markets 2 B: Market-Entry Planning

#### ❖ Country-Related Entry Strategy

- [USCS Country Commercial Guides \(Ch 2\)](#)
- [USCS Market Research Reports](#)
- [Country Studies](#)
- [Intercultural Market Research](#)

#### ❖ Product Entry Strategy in a Country

- [USCS Market Research Reports](#)
- [FAS Commodities & Products Reports](#)
- [FAS GAIN Reports \(Ag Attache Reports\)](#)



**Stage 2**  
**Resources To Develop Export Markets**  
**2 C: Find Foreign Buyers/Distributors**

- ❖ Directories of Foreign Importers
- ❖ Trade Lead Systems
- ❖ Major Project Leads
- ❖ Maurice Kogon's Exporting Basics
  - Sample Distributor Letter (p.76)
  - Sample Distributor Screening Aid (p.77)
  - Model Distributor Agreement (p.94)



**Stage 2**  
**Resources To Develop Export Markets**  
**2 D: Promotion To Attract Export Sales**

- ❖ Company Web Pages
- ❖ Export Directories
- ❖ Trade Show Directories
- ❖ Worldwide Marketing Media



### Stage 3 Resources To Make Sales & Get Paid

- ❖ Sample Responses to Export Inquiries
  - Maurice Kogon's [Exporting Basics](#) (p. 110-112)
- ❖ Price Quotation Aids
  - [Exporting Basics](#) (pp. 113-115)
- ❖ [INCOTERMS in Price Quotations](#)
- ❖ Assure Payment for Export Sales
  - [Export Finance Basics](#)
  - [Pre-Export Working Capital](#)
  - [Export Credit Insurance](#)
  - [Buyer Financing](#)

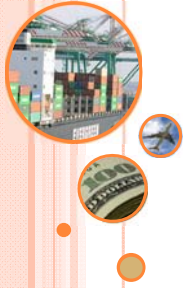


### Stage 4 A Resources For Regulatory Compliance

- ❖ Regulatory Requirements
  - [ITCI Regulatory Database & Regulatory FAQs](#)
  - [U.S. National Security Export Controls](#)
  - [Other U.S. Export Regulations](#)
  - [Foreign Trade Barriers by Country](#)
  - [Import Duties by Country](#)
- ❖ Documentary Requirements
  - [Export Documentation Basics](#)
  - [Sample Export Documents](#)

## Stage 4 B Resources To Manage Transport & Logistics

- ❖ [Transportation & Logistics Basics](#)
- ❖ [Transportation/Logistics Providers](#)
- ❖ [Trade Logistics Tools](#)
- ❖ [Cargo Insurance](#)



## ITCI Trade Information Database

### Breakdown and Number of ITCI Categories, Sub-Categories, and Links

Categories/Sub-Categories	# of Sub-categories	# of Links
<b>1. Trade Readiness Tools</b>	<b>5</b>	<b>50</b>
Export Readiness Assessment		1
Internet Export Search Wizard		1
Export Guides		18
Import Guides		7
Trade Tutorials - Webinars, Courses, Videos		23
<b>2. Trade Reference Tools</b>	<b>5</b>	<b>63</b>
Commodity Coding Systems		9
Trade Terminology		17
International Conversions		12
Other Handy References		18
International Standards		7
<b>3. Trade &amp; Economic Data/Policy</b>	<b>8</b>	<b>113</b>
U.S. Trade Data		19
Foreign Trade Data		4
World Economic & Demographic Data		18
U.S. Industry Profiles		6
U.S. Economic Data		19
U.S. Trade Policy		10
U.S. Exporter Composition & Job Impacts		10
California Trade/Economic/Industry Data		27
<b>4. Foreign Market Research</b>	<b>13</b>	<b>116</b>
Manufactured Products Research		7
Food & Agriculture Products Research		8
Services Sector Research		4
CITD Best Market Reports (BMRs) and Export Market Briefs (EMBs)		2
Intercultural Research		19
Countries & Regions Research		14
Country Risk Assessments		5
North America Region Research (U.S./Mexico/Canada)		6
South/Central America Region Research		6
Western Europe/EU Region Research		9
Russia/Eastern Europe Region Research		8
Asia/Pacific Region Research		20
Africa/Middle East Region Research		8
<b>5. Trade Contacts &amp; Leads</b>	<b>4</b>	<b>76</b>
U.S. Producers & Exporters		26
Foreign Manufacturers & Importers		32
Hot Trade Leads		9
Major Project Opportunities		9

<b>6. Trade/Investment Regulations</b>	<b>10</b>	<b>134</b>
U.S. and Foreign Import Duties		13
U.S. National Security Export Controls (EAR, ITAR, FACR)		17
Other U.S. Export Laws & Regulations		16
Intellectual Property Law & Regulations		16
U.S. Import Laws & Regulations		22
Invest in USA Incentives & Regulations		7
Foreign Trade Laws & Regulations		21
International Trade Treaties & Agreements		8
International Legal Resources		9
California Law & Regulations		5
<b>7. Trade Documentation</b>	<b>3</b>	<b>34</b>
Documentation Basics		16
Sample Export Documents		14
Documentation Forms & Software		4
<b>8. Trade Promotion</b>	<b>4</b>	<b>32</b>
U.S. Trade Promotion & Matchmaking Services		14
Trade Event Resources & Schedules		10
Worldwide Marketing Media		4
U.S. & International Trade Promotion Organizations		4
<b>9. Trade Finance &amp; Insurance</b>	<b>6</b>	<b>42</b>
Trade Finance Basics		13
Trade Finance Programs & Services		10
Trade Finance/Insurance Providers		9
Export Trade Financing - On-Line Application		2
Marine Insurance Basics		3
B2B - E-Commerce		5
<b>10. Trade Transport &amp; Logistics</b>	<b>3</b>	<b>23</b>
Transportation & Logistics Basics		7
Trade Logistics Tools		6
Transport Logistics Providers		10
<b>11. International Trade News</b>	<b>3</b>	<b>66</b>
Daily News Feeds/Blogs		17
Periodicals		9
Industry Publications		40
<b>12. Trade Resources Directory</b>	<b>10</b>	<b>144</b>
U.S. Government Trade Assistance Organizations		32
U.S. Government Trade Regulatory Organizations		17
State & Local Economic and Trade Organizations		2
California Trade Organizations		20
Trade & Industry Associations		18
Chambers of Commerce		8
Foreign Trade Offices		8
Academic Trade Organizations		3
International Trade Organizations		25
International Trade Career Resources		11
<b>Total</b>	<b>74</b>	<b>893</b>



## Illustrative ITCI Search Scenario for New Exporter of [Medical Devices]

### 1. Find Diagnostic Tool to Assess Export Potential & Readiness

Export Start-Up Kit: Export Readiness Assessment System (ERAS)

### 2. Find Guides on How-to-Export

Export Start-Up Kit: Exporting Basics and Export FAQs

Export Guides and Trade Tutorials

### 3. Find Harmonized Code/Schedule B # for Medical Devices

Commodity Coding Systems: Commodity Codes Lookup (HS 9018)

### 4. Find U.S. Export Statistics for Medical Devices

U.S. Trade Data: USITC Trade Dataweb (HS 9018)

### 5. Find Foreign Import Statistics for Medical Devices

Foreign Trade Data: UN Intracen (HS 9018)

### 6. Find Medical Demographics by Country (e.g., Netherlands)

World Economic & Demographic Data: CIA World Factbook (e.g., Netherlands)

### 7. Find Foreign Market Research for Medical Devices

Foreign Market Research - Manufactures/Services: Market Research Reports

### 8. Find Foreign Market Research by Country (e.g. Netherlands)

Foreign Market Research - Countries/Regions: Country Commercial Guides

Chapter 4: Leading Sectors for U.S. Exports

Chapter 2: Selling U.S. Products in [Country]

Foreign Market Research - Intercultural Research: Executive Planet

### 9. Find Regulatory/Documentary Requirements for Medical Devices

ITCI Regulatory & FAQ Databases

# Four Stages of Export Development

## Needs for Assistance at Each Stage

Maurice Kogon, Kogon Trade Consulting

