

INTERNET RESOURCES FOR EXPORTERS & EXPORT COUNSELORS



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FOUR STAGES OF EXPORT DEVELOPMENT NEEDS FOR ASSISTANCE AT EACH STAGE

Stage 1 (EEP 1-3) Build Export Capacity	Stage 2 (EEP 3-6) Develop Export Markets	Stage 3 (EEP 6-7) Make Sales & Get Paid	Stage 4 (EEP 7) Deliver the Goods
Improve Competitiveness	Identify Best Markets	Close the Deal	Regulatory Compliance
Situation analysis/SWOT	Market research/analysis • Select target markets • Assess target markets - Competition - Market segments - Market conditions/barriers	Respond to inquiries	U.S regulatory compliance
Solidify fundamentals • Production processes • Business practices • Operating capital		Quote prices-INCOTERMS	Foreign regulatory compliance
		Negotiate sales terms	
Develop Export Readiness	Develop Entry Strategies	Finance Sales Get Paid	Documentary Compliance
Export readiness assessment	Market strategy planning • Distribution, pricing, and promotion • Adaptation/localization • Implementation/action plan • Resource/budget plan	Payment methods/services • Pre-export financing • Transaction financing • Export credit insurance • Factors and Forfeitters	U.S. documentary compliance
Enhance company readiness • Export counseling • Export training & education		Payment Sources • Commercial Banks • Export-Import Bank • Factors and Forfeitters	Foreign documentary compliance
Get & Use Help	Implement Strategy		Transport the Goods
Trade assistance network • State export assistance centers • USDOC/USEACs & Embassies • County/city export centers • Chambers/Assoc./WTCs	Find Partners • Trade leads • Int'l partner searches • Screen/select partners		Manage the supply chain
Trade assistance resources • Partner programs/services • Partner client databases • Internet trade sites	Promote export sales • Broadcast promotion • Targeted promotion • Market promotion financing		Prepare goods for delivery
			Book cargo/ship the goods

Information Needs at Each Export Stage

❖ Stage 1

- To assess export potential & readiness
- To increase export knowledge, skills
- To know where to get export help
- To keep current on trade-related news

❖ Stage 2

- To identify & assess best export markets
- To develop market entry strategies
- To market & promote export sales
- To find foreign buyers and distributors

❖ Stage 3

- To respond to export inquiries & close deals
- To assure payment for export sales

❖ Stage 4

- To comply with trade laws & regulations
- To get the export goods from here to there



Stage 1 Web Resources

Get Ready for Export

- ❖ [Export Readiness Assessment System \(ERAS\)](#)
- ❖ [Exporting Basics](#)
- ❖ [Export Guides](#)
- ❖ [Export Tutorials - Webinars, Podcasts, Videos](#)
- ❖ **Trade reference tools**
 - [Commodity Coding Systems](#)
 - [Trade Terminology](#)
 - [International Conversions](#)
 - [Other Handy References](#)



Stage 2 Web Resources (1)

Find Best Export Markets

❖ U.S. Export Statistics

❖ Foreign Import Statistics

❖ World Economic & Demographic Data

❖ **Industry-Specific Market Research**

- Manufactures
- Food & Agriculture
- Services

❖ USFCS Country Commercial Guides (Ch. 4)



Stage 2 Web Resources (2)

Develop Market Entry Strategies

❖ Country-Related Entry Strategy

- [USFCS Country Commercial Guides](#)
- [USFCS International Market Reports](#)
- [Country Studies](#)
- [Intercultural Market Research](#)
- [Country Reports on Trade Barriers](#)

❖ Product Entry Strategy in a Country

- [USFCS International Market Reports](#)
- [FAS Commodities & Products Reports](#)
- [FAS GAIN Reports \(Ag Attache Reports\)](#)
- [Import Duty Lookups](#)



Stage 2 Web Resources (3)

Develop Market Entry Strategies

Find Foreign Buyers/Distributors

❖ Directories of Foreign Importers

❖ Trade Lead Systems

❖ Major Project Leads

❖ Exporting Basics

- **Sample Distributor Letter (p. 76)**
- **Sample Distributor Screening Aid (p.77)**
- **Model Distributor Agreement (p.94)**



Stage 2 Web Resources (4)

Develop Market Entry Strategies

Market Promotion

❖ **Company Web Pages**

❖ **Export Directories**

❖ **Trade show directories**

❖ **Worldwide Marketing Media**



Stage 3 Web Resources

Make Sales & Get Paid

- ❖ Sample Responses to Export Inquiries
 - 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 Web Resources (1)

Deliver the Goods

Comply with Regulatory/Documentary Requirements

❖ Regulatory Requirements

- [U.S. National Security Export Controls](#)
- [Other U.S. Export Regulations](#)
- [Country Import Duties](#)
- [Country Non-Tariff Barriers](#)

❖ Documentary Requirements

- [Export Documentation Basics](#)
- [Sample Export Documents](#)



Stage 4 Web Resources (2)

Deliver the Goods

Transportation & Logistics

- ❖ Transportation & Logistics Basics
- ❖ Trade Logistics Tools
- ❖ Cargo insurance

