



CGBP Training

NASBITE Annual Training Forum 2026

Global Business Management: Part One



John Addressi, CGBP

Business Advisor, Kansas Small
Development Center





CGBP Introduction

CGBP Purpose, Course Goals, CGBP Domains & Threads

CGBP Credential



Purpose

- Certification to demonstrate expertise and professionalism
- Career advancement pathway
- Support and improve the practice of international trade

CGBP Prep Course

- Review key elements of the practice delineation
- Tips for preparing for the exam
- Chance to learn from and engage with CGBPs
- Improve chances of successfully passing CGBP exam

CGBP Credential



Domains

- Global business management
- **Global marketing**
- Supply chain management
- Trade finance

Threads

- Documentation and recordkeeping
- Legal and regulatory compliance
- Cultural competence
- Technology
- Resources
- Risk & crisis management



Global Marketing

Global Marketing and Sales: Assess, plan, and assist with marketing and communication efforts, including research, sales, and promotional strategies to meet customer needs and global corporate goals.



First move: The “what”?

What is your product or service?

(and there’s a number for it!)

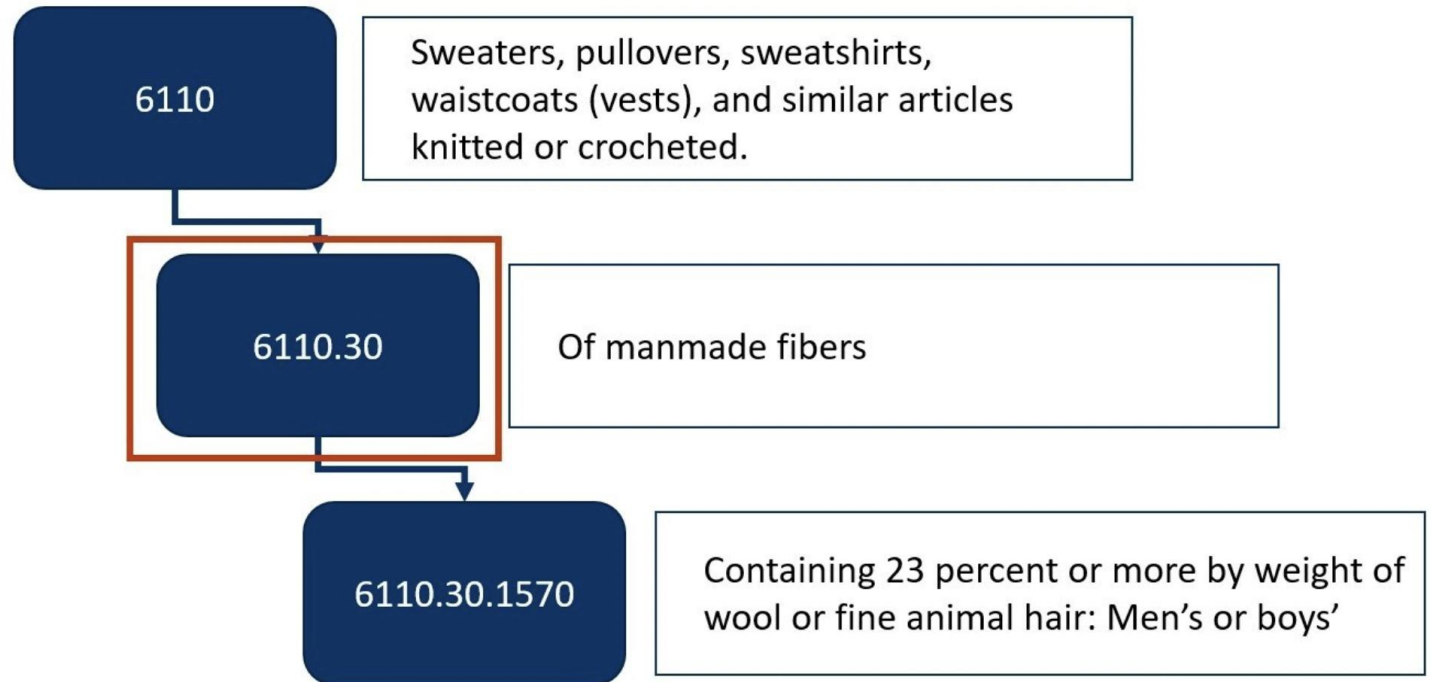
Schedule B

US Harmonized Tariff System (HTSUS) and 4 more digits

Important to note:

- You should determine your own Schedule B number (USPPI)
- Other countries have their own +4 digits (foreign country codes)

- 10 Digit Code based on HS Code + 4 for U.S.
- Used for exporting goods out of the U.S.
- Need for checking export regulations + paperwork





Browse Chapters at:

<https://www.census.gov/foreign-trade/schedules/b/2023/index.html>

<https://uscensus.prod.3ceonline.com/>

United States
Census
Bureau

Schedule B Search Engine

DESCRIBE YOUR PRODUCT   [Classify](#)

Click [here](#) to watch an export training video on how to classify your commodity.

USA Trade Online (<https://usatrade.census.gov>), the official source of U.S. merchandise trade data, offers current and historical U.S. import and export statistics. Use USA Trade Online to:

- Appraise trading trends and market outlook
- Improve market research and development
- Measure the impact of foreign competition
- Use trade data as a statistical resource for determining trade policies

Need Help? Contact us at:
Email: gid.scheduleb@census.gov
Phone: 1-800-549-0595 option #2
Web sites:
<http://www.census.gov/trade> (Foreign Trade Web site)
<http://www.export.gov> (International Trade Administration, get help finding international customers)
<https://usatrade.census.gov> (The official source for U.S. merchandise trade data)

Looking for tariff information? Visit 3ce.com

© 2021 3CE Technologies - All rights reserved [Feedback](#) [Help](#) [Terms of Use](#)

Click to add text
Click to add text

Want more trade data?
USA Trade[®] Online
[click here](#)

1-800-USA-TRAD(E) (1-800-872-8723)

Browse chapters at:

<https://www.census.gov/foreign-trade/schedules/b/2023/index.html>



CROSS is a searchable database of CBP rulings that can be retrieved based on simple or complex search characteristics using keywords and Boolean operators.

<https://rulings.cbp.gov/home>

Sauce
Not Your Item?

Here Is What We Know About Your

Assumed Characteristics >

Known Characteristics ▾

source Tomato ▾ not soya bean; other

Schedule B
Legal Notes

Please read all 10-digit descriptions to find the one that best matches your product

U.S. Census Bureau - Foreign Trade Schedule B (2023)

Chapter 21
CHAPTER 21 - MISCELLANEOUS EDIBLE PREPARATIONS

SCHEDULE B NUMBER	DESCRIPTION	UOM
2103	<input type="checkbox"/> Sauces and preparations therefor; mixed condiments and mixed seasonings; mustard flour and meal and prepared mustard:	
2103.20	<input type="checkbox"/> - Tomato ketchup and other tomato sauces:	
2103.20.2000	- - Tomato ketchup	kg
	<input type="checkbox"/> - - Other:	
2103.20.4010	- - - - Certified organic	kg



The “Where”



“Free trade is meant to eliminate unfair barriers to global commerce and raise the economy in developed and developing nations alike.”

☰ Trade Agreements

Free Trade Agreements

Australian FTA

Bahrain FTA

CAFTA-DR (Dominican Republic-Central America FTA)

Chile FTA

Colombia TPA

Israel FTA

Jordan FTA

KORUS FTA

Morocco FTA

Oman FTA

Panama TPA

Peru TPA


Singapore FTA

United States-Mexico-Canada Agreement


Free Trade Agreements

The United States has free trade agreements in force with 20 countries. Tr

- [Australia](#)
- [Bahrain](#)
- [Canada](#)
- [Chile](#)
- [Colombia](#)
- [Costa Rica](#)
- [Dominican Republic](#)
- [El Salvador](#)
- [Guatemala](#)
- [Honduras](#)
- [Israel](#)
- [Jordan](#)
- [Korea](#)
- [Mexico](#)
- [Morocco](#)
- [Nicaragua](#)
- [Oman](#)
- [Panama](#)
- [Peru](#)
- [Singapore](#)
- [USMCA](#)



Quantitative Research with Secondary Data

A close-up photograph of a microscope lens resting on a DNA gel. The gel shows multiple lanes of DNA bands in various colors (blue, green, red, orange). A microscope objective is positioned over one of the lanes, and the lens is in sharp focus, showing the intricate details of the DNA bands. The background is slightly blurred, emphasizing the lens and the gel.



LEARN HOW TO USE
THE TOOL



GAIN INSIGHTS FROM
YOUR RESULTS



LEARN MORE ABOUT
THE INDICATORS



GET ANSWERS TO
YOUR QUESTIONS

MARKET DIVERSIFICATION TOOL



1. Instructions



2. Exporter Type



3. Products



4. New Markets



5. Limit the Results



6. Change Weights

How to Use the Tool

This tool can help new or current goods exporters identify potential export markets.

Use the buttons on the left to enter information, such as whether you're a new or current exporter, what products you export, and what markets you want to rank in the results. There are specific instructions on each page.



2. Exporter Type

Are you a new exporter or currently exporting? If you are currently exporting, what are your current export markets?



3. Products

What are the products you export or intend to export? These are defined at the Harmonized System (HS) subheading (6-digit) level.



4. New Markets

What are the markets you want to compare in the results? You can choose the whole world, specific regions, or specific countries.



5. Limit the Results

Choose to see the top 10 to 50 markets in the results, or see all the results.



6. Change the Weights

Each indicator is given a weight in the calculations. You can use the standard weights or change them to suit your needs. We suggest that you only adjust the weights if you feel comfortable with the various indicators and understand the implications.

You can move back and forth between the steps to adjust your selections.

Once you have entered all of your information, click the "Go to Results" button on that page to see the results.

Last Update: May 8, 2025



Industry
& Analysis

- International Trade Administration
- <https://www.trade.gov/market-diversification-tool>

MARKET DIVERSIFICATION TOOL



INTERNATIONAL
TRADE
ADMINISTRATION

View Your Selections

Results Table

To download all the data for your selected markets, click on the ellipsis button (...) above the table and choose "Export data."



Market	Score	Avg. Imports from U.S.	Avg. Imports from World	Share Gap	Import Growth CAGR	GDP Growth CAGR	Maximum Average Tariff	Regulatory Quality Score	Logistics Performance	Language Match	Distance	Landlocked	FTA with U.S.
Canada	66.70	\$249,525,329	\$289,045,360	0.00%	2.20%	5.25%	0.00	1.68	4.00	1	548	0	1
Saudi Arabia	63.99	\$140,494,743	\$464,392,567	4.57%	669.95%	6.22%	5.00	0.42	3.40	0	10,527	0	0
Singapore	38.00	\$42,603,479	\$54,447,343	0.00%	3.27%	7.40%	0.00	2.21	4.30	1	15,351	0	1
Australia	34.57	\$31,361,059	\$76,752,046	2.12%	1.04%	5.44%	0.00	1.89	3.70	1	16,009	0	1
United Kingdom	33.08	\$86,797,865	\$169,078,473	0.00%	11.79%	4.03%	0.00	1.57	3.70	1	5,570	0	0
Israel	29.80	\$3,429,428	\$6,338,865	0.00%	-32.94%	6.09%	0.00	1.21	3.60	1	9,120	0	1
Costa Rica	27.32	\$274,949	\$314,600	0.00%	48.57%	7.65%	0.00	0.57	2.90	1	3,565	0	1
South Korea	25.81	\$15,842,503	\$35,199,864	0.00%	7.08%	0.92%	0.00	1.15	3.80	0	11,066	0	1
United Arab Emirates	24.08	\$29,464,975	\$48,278,551	0.00%	6.24%	4.80%	5.00	1.03	4.00	1	11,029	0	0
Ireland	23.47	\$21,371,782	\$27,207,787	0.00%	24.79%	8.14%	2.70	1.64	3.60	1	5,118	0	0
Bahrain	22.74	\$31,227	\$63,331	0.00%	744.67%	2.82%	0.00	0.97	3.50	0	10,644	0	1
Chile	21.98	\$1,649,838	\$3,037,676	0.00%	-15.77%	4.79%	0.00	0.98	3.00	0	8,271	0	1
Colombia	21.96	\$8,889,082	\$12,330,498	2.33%	7.04%	3.00%	0.00	0.14	2.90	0	4,021	0	1
Oman	21.53	\$151,500	\$1,514,221	24.82%	-40.50%	5.28%	0.00	0.43	3.30	0	11,357	0	1
Panama	21.21	\$554,309	\$733,071	0.00%	-2.00%	4.57%	0.00	0.13	3.10	0	3,581	0	1
New Zealand	21.15	\$8,476,168	\$17,689,305	0.00%	12.38%	4.46%	0.00	1.87	3.60	1	14,546	0	0



INTERNATIONAL
TRADE
ADMINISTRATION

Industry
& Analysis

View Your Selections

Data for a Single Market



Choose a Market



- Canada
- Saudi Arabia
- Singapore
- Australia
- United Kingdom
- Israel
- Costa Rica
- South Korea
- United Arab Emirates**
- Ireland
- Bahrain
- Chile
- Colombia
- Oman

Trade

Economy and Population

Logistics Performance

Other Indicators

9

Market Rank

24.08

Market Score

\$29.46M

Average Imports from U.S.
(2019-2023)

\$48M

Average Imports from World
(2019-2023)

61.03%

U.S. Share of Avg. Imports

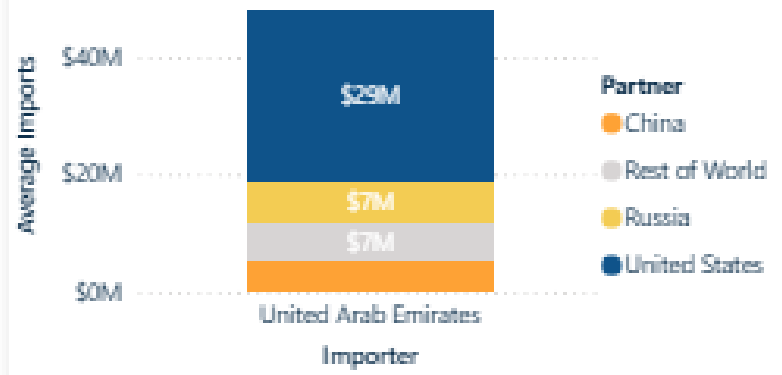
1

U.S. Rank as Exporter*

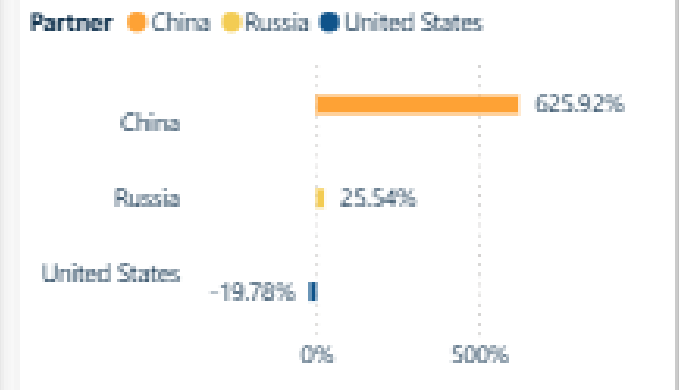
5.00

Max. Avg. Tariff

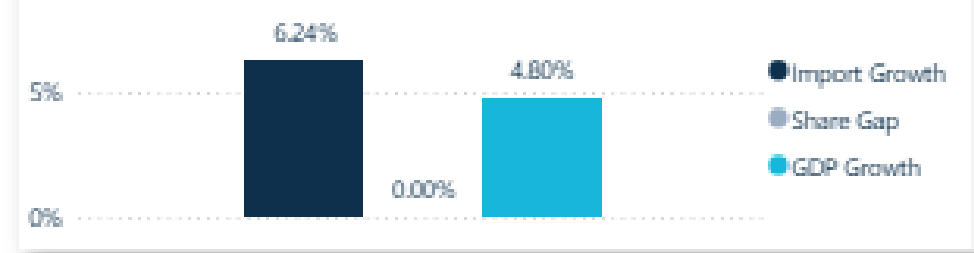
United Arab Emirates: Average Imports by Partner*



United Arab Emirates: Average Import Growth by Partner*



United Arab Emirates: Components of the Potential Trade Indicator



*Data for a market's imports from countries other than the United States and the U.S. rank as exporter is not included in the calculations for market scores, but is provided to give additional context to the tool results.

ITC Trade Map



TRADE MAP

Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



[Home & Search](#) [Data Availability](#) [Reference Material](#) [Other ITC Tools](#) [More](#)

Login [English](#)

Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.
Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Imports Exports

Service Product

Single Group

Please enter a keyword or a product code

[Advanced search](#)

Country Region

Please enter a country/territory or region name

[Advanced search](#)

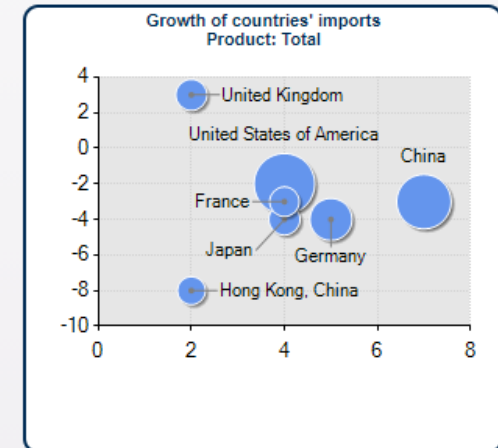
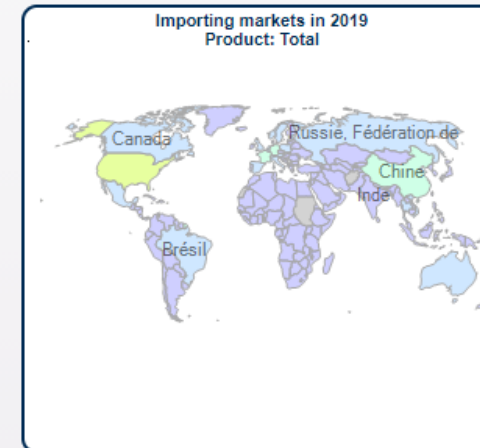
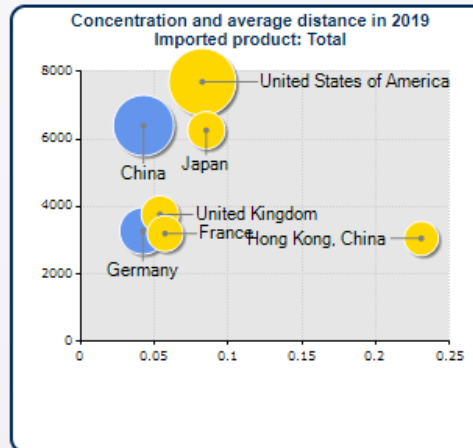
Trade Indicators

Yearly Time Series

Quarterly Time Series

Monthly Time Series

Companies



<https://www.trademap.org/Index.aspx>

Check: Imports

Enter your Schedule B number

Click: Trade indicators

Note: Services, too! *

Your SBDC can have a subscription!

Product:

World Country:

Partner:

other criteria: Imports Trade indicators by country

Product Group:

Country Group:

Partner Group:

List of importers for the selected product in 2024
Product : 210320 Tomato ketchup and other tomato sauces

Table Graph Map Companies

Public tenders FDI data Standards

















Download: Rows per page: Default (25 per page)

HS8	Importers	Select your indicators											
		Value imported in 2024 (USD thousand) ↑	Trade balance in 2024 (USD thousand) ↓	Quantity imported in 2024	Quantity Unit	Unit value (USD/unit) ↓	Annual growth in value between 2020-2024 (%) ↓	Annual growth in quantity between 2020-2024 (%) ↓	Annual growth in value between 2023-2024 (%) ↓	Share in world imports (%) ↓	Average distance of supplying countries (km) ↓	Concentration of supplying countries ↓	Average tariff (estimated) applied by the country (%) ↓
	World	3,494,735	-811,793	0	No quantity		14		16	100	2,985	0.14	
	United States of America	532,321	-99,518	175,813	Tons	3,028	68	42	52	15.2	7,109	0.69	5.3
	United Kingdom	325,499	-284,471	180,844	Tons	1,800	13	-1	16	9.3	1,025	0.24	2.9
	France	299,957	-271,172	151,684	Tons	1,978	11	1	17	8.6	773	0.31	3.7
	Germany	273,355	-122,691	140,150	Tons	1,950	7	-1	4	7.8	779	0.32	3.7
	Canada	227,680	-191,284	111,800	Tons	2,036	9	-5	15	6.5	2,511	0.64	6.8
	Netherlands	89,559	348,059	49,717	Tons	1,801	13	2	39	2.6	894	0.14	3.7
	Mexico	85,504	-72,572	52,193	Tons	1,638	18	11	13	2.4	1,970	0.91	10.1
	Belgium	77,249	63,155	35,523	Tons	2,175	19	7	25	2.2	911	0.2	3.7
	Switzerland	74,393	-72,801	22,313	Tons	3,334	8	0	5	2.1	569	0.29	3.5
	Australia	65,328	-47,463	35,696	Cubic meters	1,830	17	11	25	1.9	13,403	0.3	0
	Austria	63,583	-15,030	28,969	Tons	2,195	15	4	20	1.8	1,409	0.28	3.7
	Kuwait	48,781	-43,690	25,480	Tons	1,836	20	27	108	1.3	5,277	0.11	4.5
	Denmark	48,338	-40,013	18,580	Tons	2,494	7	-2	6	1.3	776	0.17	3.7
	Italy	44,433	415,977	22,158	Tons	2,005	23	7	-1	1.3	1,085	0.18	3.7
	Norway	41,892	-41,584	13,333	Tons	3,142	7	-2	8	1.2	1,363	0.24	1.3
	Czech Republic	41,438	-13,574	22,561	Tons	1,837	16	4	-6	1.2	767	0.17	3.7
	Finland	39,226	-37,523	18,303	Tons	2,143	9	0	-2	1.1	1,739	0.17	3.7
	Saudi Arabia	38,190	-20,415	24,451	Tons	1,562	-2	-3	-22	1.1	4,776	0.14	10.9
	Guatemala	38,141	-8,848	18,587	Tons	2,052	11	0	7	1.1	1,813	0.48	14.5
	Spain	37,981	164,319	22,410	Tons	1,695	11	1	28	1.1	1,431	0.28	3.7
	Sweden	36,244	2,468	19,156	Tons	1,892	11	4	9	1	1,181	0.35	3.7
	Ireland	35,381	-28,610	15,962	Tons	2,217	9	-2	35	1	1,038	0.21	3.7
	Poland	34,294	87,303	15,877	Tons	2,160	12	-8	14	1	1,196	0.37	3.7
	Romania	32,230	-29,491	15,340	Tons	2,101	20	8	11	0.9	1,115	0.2	3.7

Sources: ITC calculations based on UN COMTRADE and ITC statistics.
The world aggregation represents the sum of reporting and non reporting countries.
The quantities shown in dark green are estimated by ITC. For further information, please refer to the [ITC explanatory note](#).
The quantities shown in light green are estimated by UNSD. For further information, please refer to the [UNSD explanatory note](#).

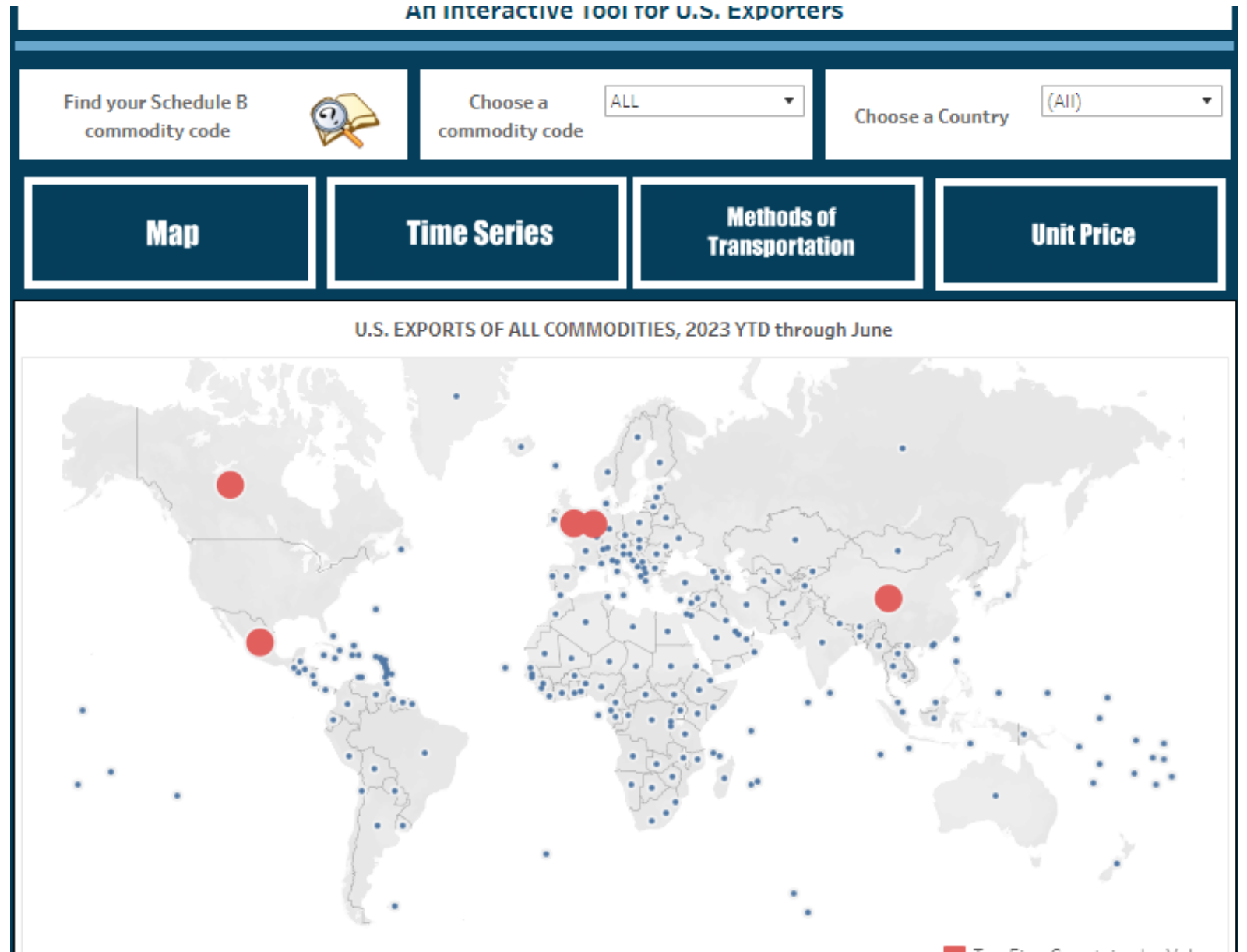
2025 ▾

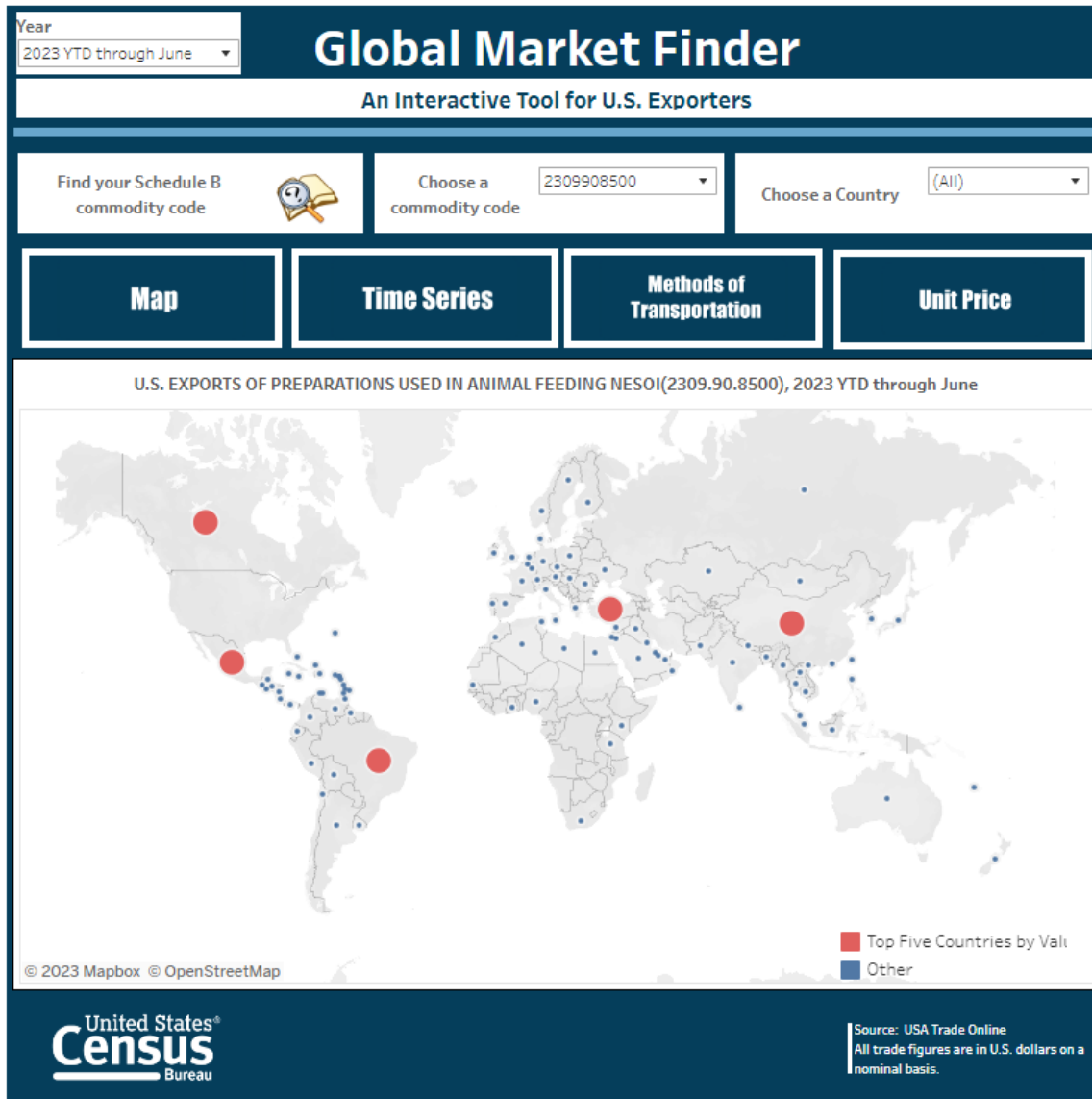
Big Mac Index

COUNTRY	BIG MAC INDEX 2025 ↓	DIFFERENCE FROM US 2025
 Switzerland	\$7.99	38.04%
 Argentina	\$6.95	20.08%
 Uruguay	\$6.91	19.35%
 Norway	\$6.67	15.28%
 Costa Rica	\$5.90	1.93%
 United States	\$5.79	
 United Kingdom	\$5.73	-1.11%
 Sweden	\$5.67	-2.09%
 Denmark	\$5.49	-5.23%
 Canada	\$5.43	-6.23%
 Lebanon	\$5.36	-7.42%
 Turkey	\$5.32	-8.18%
 Poland	\$5.21	-10.01%
 Colombia	\$5.17	-10.63%
 Singapore	\$5.17	-10.72%
 Saudi Arabia	\$5.07	-12.51%



Global Market Finder: An Interactive Tool for U.S. Exporters





- U.S. EXPORTS OF PREPARATIONS USED IN ANIMAL FEEDING NESOI(2309.90.8500), 2023 YTD through June

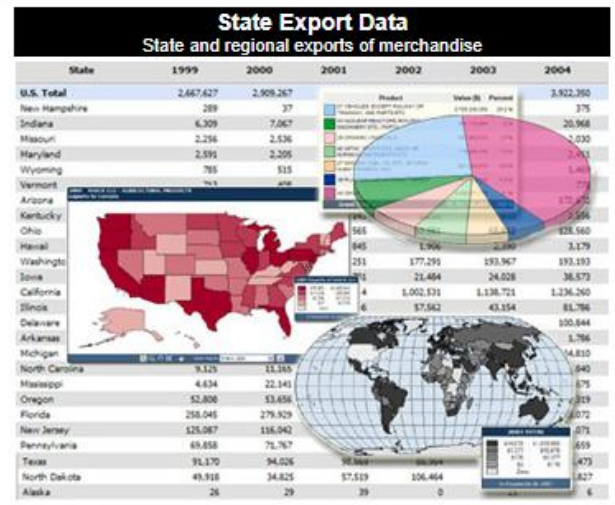
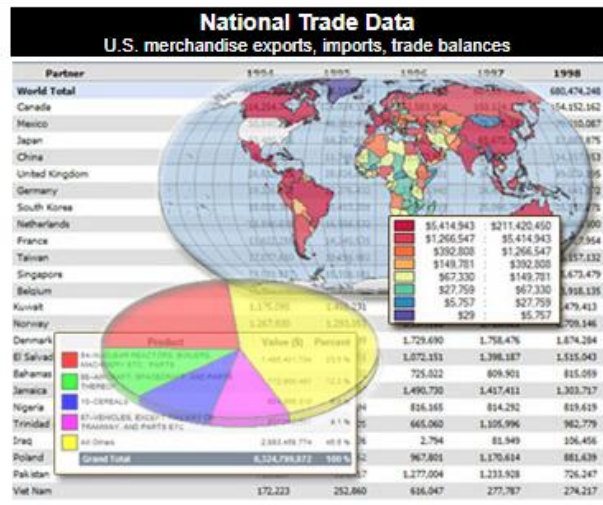
Trade Stats Express

<https://www.trade.gov/trade-stats-express>

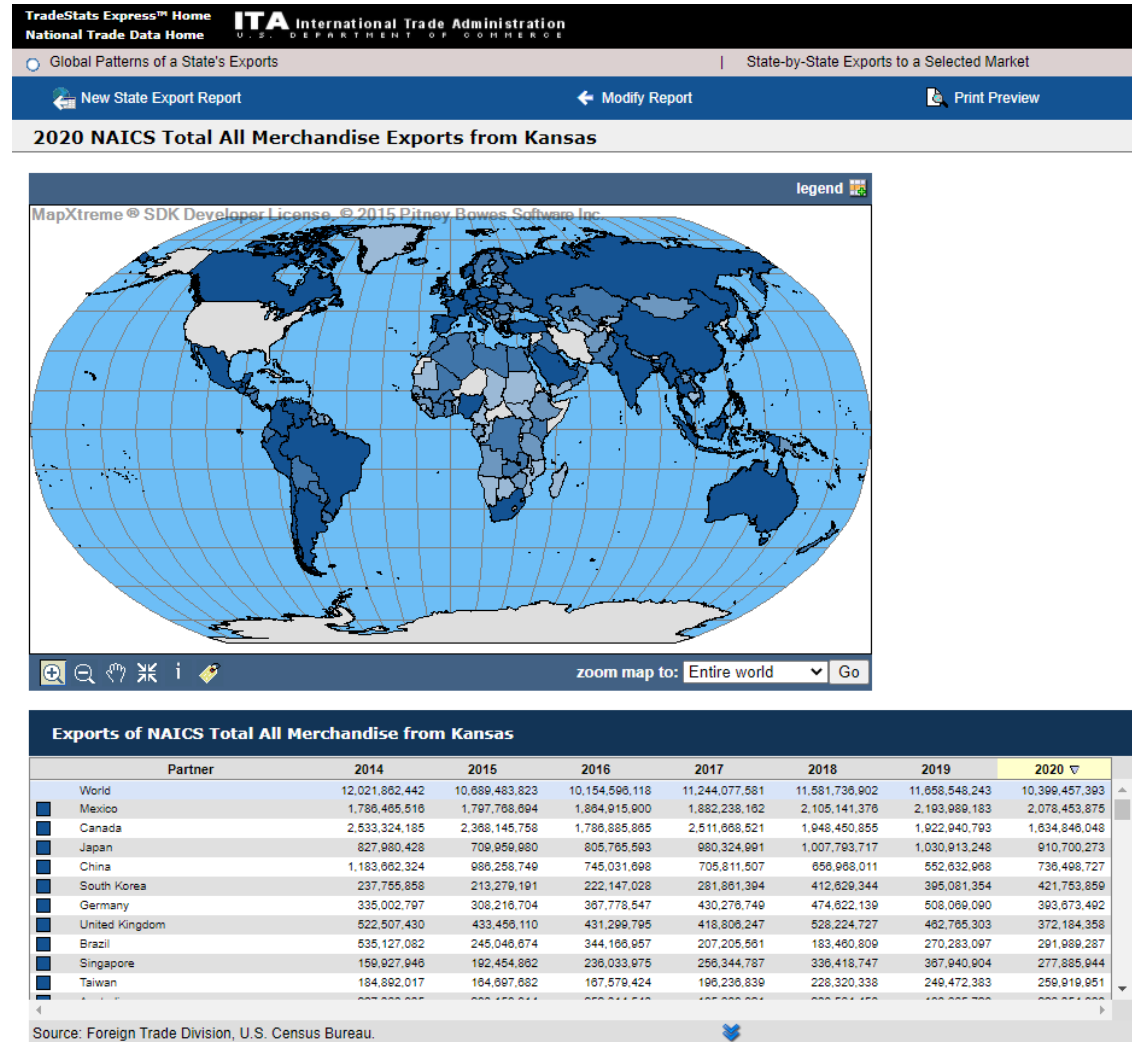
Gives us state by state trade data, useful as we build our country scorecard, but also as a way to check our assumptions and act as a "check sum" to our other data. If all other sources point to one country or bloc as a potential market, Trade Stats Express lets us see if they are actually buying from our state - and what they're buying.

Get the latest annual and quarterly trade data with TradeStats Express.™
Retrieve, visualize, analyze, print and download your customized output.

Now updated with revised 2017-2019 and 2020 annual data.



- You don't necessarily need to go far!
- Example: Mexico and Canada are Kansas' biggest trading partners
- See who is buying YOUR state's products



MSU Global Edge

- Country Comparator Tool
- Market Potential Index
- Global Insights
- Cultural Info
- Interactive Rankings



globalEDGE

YOUR SOURCE FOR
**global business
knowledge**

<http://globalEDGE.msu.edu>

Country Comparator - Compare countries across a variety of economic indicators including GDP, inflation and exports.

Select Fields

On this page you can select up to five fields by category. After you have selected at least one field, a "Next" button will show up to the right.

- › Infrastructure
- › Labor
- › People
- › Government
- › Health
- › Education
- › Economy
- › Trade & Investment
- › Energy

Select Fields

On this page you can select up to five fields by category. After you have selected at least one field, a "Next" button will show up to the right.

▼ Infrastructure

- Mobile cellular subscriptions
- Fixed telephone subscriptions
- Fixed broadband subscriptions
- Roads, total network (km)
- Railways, goods transported (million ton-km)
- Air transport, freight (million ton-km)
- Motor vehicles (per 1,000 people)
- Rail lines (total route-km)
- Internet users (per 100 people)

▶ Labor

▼ People

- Population, total
- Population ages 0-14 (% of total)
- Urban population (% of total)
- Urban population growth (annual %)
- Population growth (annual %)
- Population density (people per sq. km of land area)
- Age dependency ratio (% of working-age population)

▶ Government

▶ Health

▶ Education

▼ Economy

- Manufacturing, value added (% of GDP)
- GDP growth (annual %)
- Inflation, consumer prices (annual %)
- Current account balance (BoP, current US\$)
- GDP, PPP (current international \$)
- GDP per capita, PPP (current international \$)
- GINI index (World Bank estimate)

▶ Trade & Investment

- Marshall Islands
- Mauritania
- Mauritius
- Mexico
- Moldova
- Monaco
- Mongolia
- Montenegro
- Morocco
- Mozambique
- Namibia
- Nauru
- Nepal
- Netherlands
- New Zealand
- Nicaragua
- Niger
- Nigeria
- North Korea
- North Macedonia
- Norway
- Oman
- Pakistan
- Palau
- Panama
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Qatar

Selected Remove All

You can select 0 more countries.

- Austria 
- Canada 
- Chile 
- France 
- Finland 
- Germany 
- Ireland 
- Israel 
- Italy 
- Japan 
- Jordan 
- Kuwait 
- Mexico 
- Netherlands 
- Peru 
- Poland 
- Portugal 
- Saudi Arabia 
- Sweden 
- United Kingdom 

Country Comparator

Compare countries across a variety of economic indicators including GDP, inflation and exports.

Note!

If there is a blank value, that means we have no data for that country/field combination.

[Start Another Comparison](#)

Country	Mobile cellular subscriptions	GDP per capita, PPP (current international \$)	GINI index (World Bank estimate)	Population, total	Urban population growth (annual %)
Canada		52,085.04		38,246,108	0.659
Mexico		20,036.46		130,262,220	1.378
France		50,728.67		67,499,343	0.506
Israel		43,721.62		9,364,000	1.697
Japan		42,940.41		125,681,593	-0.367
Jordan		10,952.01		10,269,022	0.871
Kuwait				4,328,553	1.349
Austria		58,427.5		8,956,279	0.861
Finland		55,006.65		5,541,696	0.312
Germany		57,927.59		83,129,285	0.079
Ireland		106,455.75		5,028,230	1.256
Italy		45,936		59,066,225	-0.216
Netherlands		63,766.89		17,533,405	0.889
Poland		37,502.56		37,781,024	-0.259
Portugal		35,888.17		10,299,423	0.832
Sweden		59,323.96		10,415,811	0.897
United Kingdom		49,675.3		67,326,569	0.662
Chile		29,104.06		19,212,362	0.604
Peru		13,895.28		33,359,416	1.428
Saudi Arabia		49,551.33		35,340,680	1.764

CGBP Exam = Acronyms!



- The [Uyghur Forced Labor Prevention Act \(UFLPA\)](#) (Public Law No. 117-78), effective June 21, 2022, prohibits importing goods made wholly or in part in China's Xinjiang Uyghur Autonomous Region (XUAR) or by entities on the [UFLPA Entity List](#). It creates a "rebuttable presumption" that such goods are made with forced labor and thus banned, requiring importers to prove by clear and convincing evidence that goods are not linked to forced labor.

MSU Global Edge Market potential Index

- Industry /
product agnostic

Dimension	Weight	Measures Used
Market Size	25/100	<ul style="list-style-type: none"> • Electricity Consumption (2018)¹ • Urban Population (2019)¹
Market Intensity	15/100	<ul style="list-style-type: none"> • GNI per Capita Estimates Using PPP (2019)¹ • Private Consumption as a percentage of GDP (2019)¹
Market Growth Rate	12.5/100	<ul style="list-style-type: none"> • Compound Annual Growth Rate (CAGR) of Primary Energy Use (2013-2018)² • Compound Annual Growth Rate (CAGR) of GDP (constant 2005 US\$) (2014-2019)¹
Market Consumption Capacity	12.5/100	<ul style="list-style-type: none"> • Consumer Expenditure (2020)⁴ • Income Share of Middle-Class (2019)¹ • Median Disposable Income per Household (2020)⁴
Commercial Infrastructure	10/100	<ul style="list-style-type: none"> • Airport Connectivity (2019)¹¹ • Cellular Mobile Subscribers (2019)³ • Fixed Broadband Subscriptions (2019)³ • Fixed Broadband Internet Speed (2021)¹³ • Logistics Performance Index (LPI) (2018)¹² • Paved Road Density (2020)⁴ • Population per Retail Outlet (2020)⁴
Market Receptivity	10/100	<ul style="list-style-type: none"> • Per Capita Imports from US (2020)⁷ • Trade as a Percentage of GDP (2019)¹
Economic Freedom	7.5/100	<ul style="list-style-type: none"> • Economic Freedom Index (2021)⁵ • Political Freedom Index (2021)⁶

Market Potential Index (MPI) - 2022

[RETURN TO MPI PAGE](#)

[↓ DOWNLOAD MPI IN CSV](#)

Rank ▲	Country	Market Size	Market Growth Rate	Market Intensity	Market Consumption Capacity	Commercial Infrastructure	Market Receptivity	Economic Freedom	Country Risk	Overall Score
1	China	100	87	1	100	100	10	27	66	100
2	Singapore	2	52	60	59	79	100	82	94	51
3	Hong Kong	2	40	89	58	85	86	42	78	46
4	India	37	67	22	39	46	10	54	51	45
5	Canada	6	40	57	63	52	54	92	94	42
6	Ireland	1	88	37	52	47	42	98	82	40
7	Japan	13	29	49	77	72	14	84	94	40
8	Switzerland	2	42	66	68	61	40	100	77	39
9	Netherlands	3	42	44	56	69	44	95	94	38
10	Germany	8	32	55	69	60	23	91	88	37
11	South Korea	7	51	39	51	66	20	83	94	36
12	Denmark	1	52	55	50	61	25	93	100	36
13	Belgium	2	38	51	56	64	38	84	88	35
14	United Kingdom	6	28	64	67	59	18	87	82	34

Culture Crossing at MSU'S Global Edge

CULTURE CROSSING GUIDE

A community built resource for cross-cultural etiquette and understanding

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FAMILY FUN ACTIVITY GUIDES

UNITED ARAB EMIRATES

[Africa & The Middle East Map](#) [World Map](#)

Get to Know Your World

--Country--

THE FACTS

NAME: Africa & The Middle East

LOCATION: Federation with specified powers delegated to the UAE federal government and other powers reserved to member emirate.s

GOVERNMENT: Arabic (official), Persian, English, Hindi, Urdu.

OFFICIAL LANGUAGE: Muslim 96% (Shi'a 16%), other (includes Christian, Hindu) 4%.

MAJOR RELIGION(S): Emirati 19%, other Arab and Iranian 23%, South Asian 50%, other expatriates (includes Westerners and East Asians) 8%.

BASICS	BUSINESS	STUDENTS
<p style="font-size: x-small; color: #000080;">GREETINGS</p> <p style="font-size: x-small; color: #000080;">COMMUNICATION STYLE</p> <p style="font-size: x-small; color: #000080;">PERSONAL SPACE & TOUCHING</p> <p style="font-size: x-small; color: #000080;">EYE CONTACT</p> <p style="font-size: x-small; color: #000080;">VIEWS OF TIME</p> <p style="font-size: x-small; color: #000080;">GENDER ISSUES</p> <p style="font-size: x-small; color: #000080;">GESTURES</p> <p style="font-size: x-small; color: #000080;">TABOOS</p> <p style="font-size: x-small; color: #000080;">LAW & ORDER</p> <p style="font-size: x-small; color: #000080;">VIDEOS & OTHER STUFF</p>	<p style="font-size: x-small; color: #000080;">DRESS</p> <p style="font-size: x-small; color: #000080;">TITLES & BUSINESS CARDS</p> <p style="font-size: x-small; color: #000080;">MEETINGS</p> <p style="font-size: x-small; color: #000080;">NEGOTIATIONS</p> <p style="font-size: x-small; color: #000080;">GIFT GIVING</p> <p style="font-size: x-small; color: #000080;">MISCELLANEOUS</p>	<p style="font-size: x-small; color: #000080;">CLASS RULES</p> <p style="font-size: x-small; color: #000080;">SOCIALIZING</p> <p style="font-size: x-small; color: #000080;">MISCELLANEOUS</p>

MEETINGS

- You are expected to be on time for meetings but the key speaker or person with the highest position at the meeting can be late.
- It is normal for things to not start on time. You should greet the manager or the person with the highest title first unless you are familiar with another person. After greeting the highest ranking person it is customary to greet the rest of the people in the room in a counter-clockwise direction.
- Small talk is expected, inquiring about the persons health, family,etc., is common.
- Meetings do not tend to follow set schedules. Frequent interruptions and cancellations are common. It's best to just go with the flow.
- It is customary to remove your shoes before entering a carpeted room. When in doubt, follow an Emirati counterpart's lead.

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[Africa & The Middle East Map](#) [World Map](#)

MEETINGS

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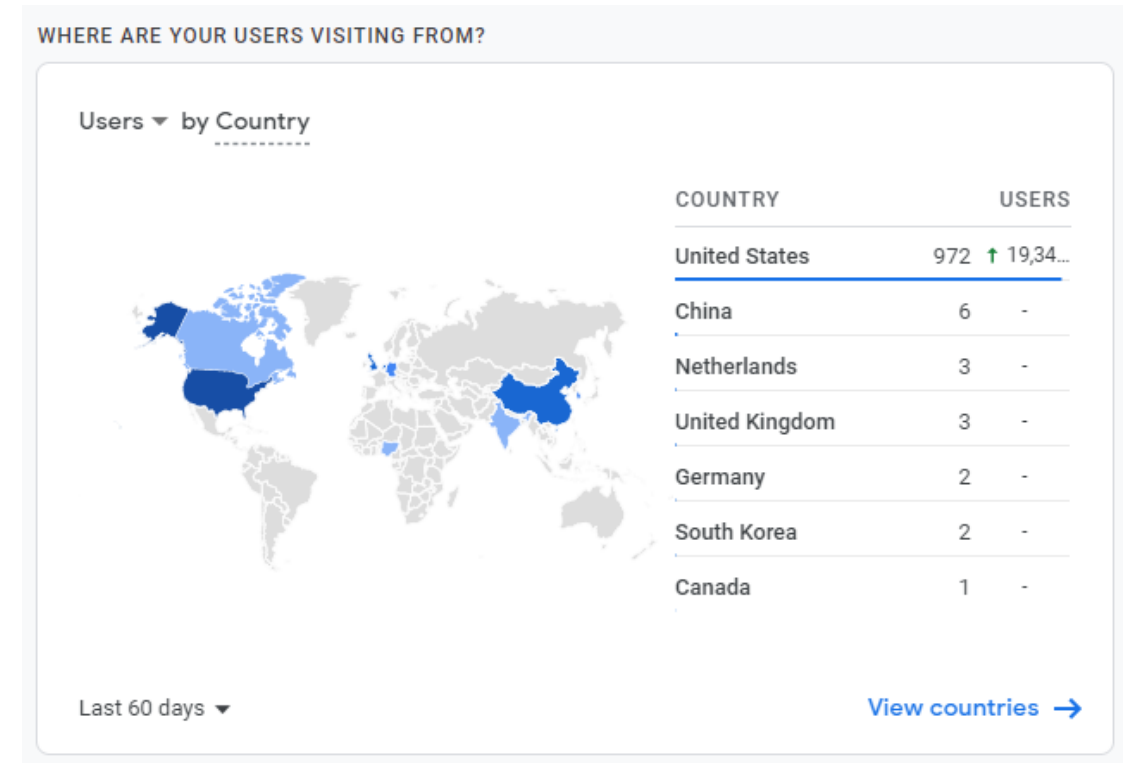
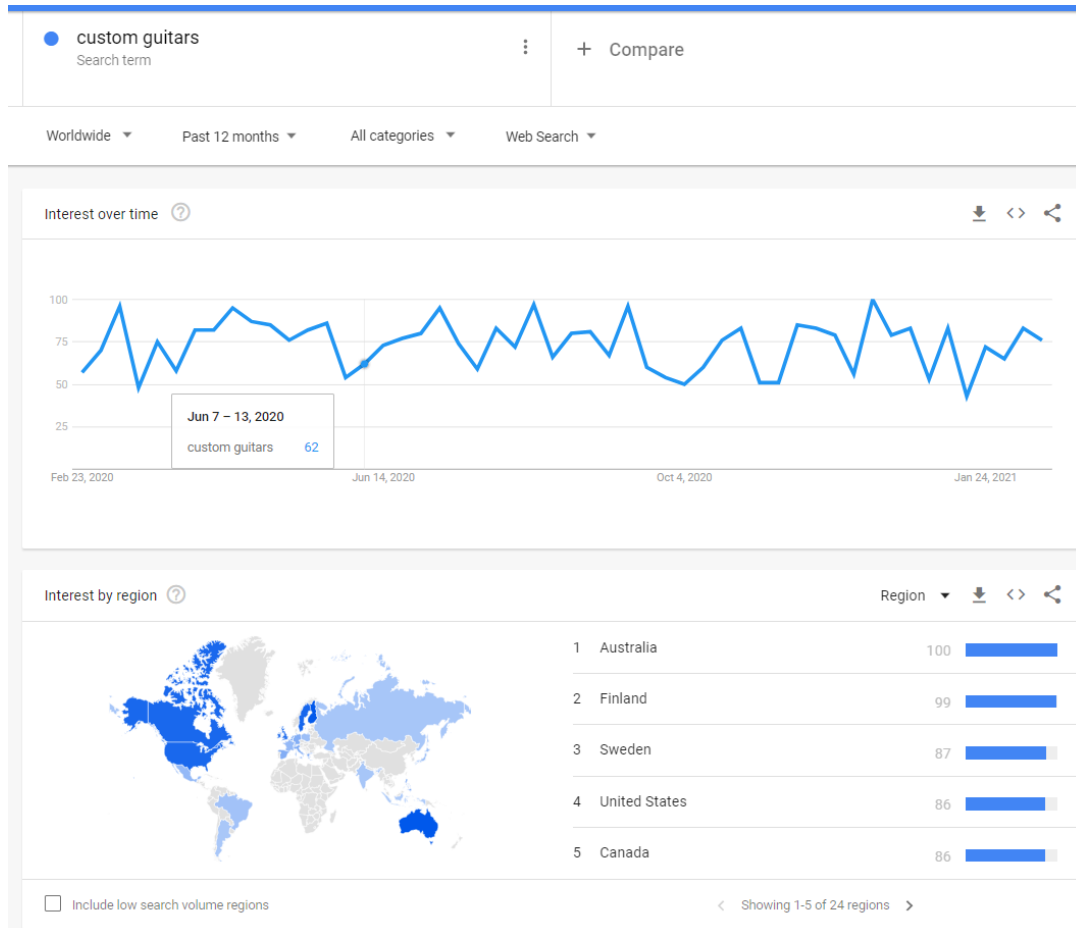
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Qualitative Data



- **Non-numerical:** It is not measured or counted, but rather categorized.
- **Descriptive:** It paints a picture of traits, characteristics, and qualities.
- **Subjective:** It captures lived experiences and personal interpretations.
- **Contextual:** It offers deep insights into behaviors, motivations, and attitudes.

Other useful Indicators of demand:



Google Trends & Analytics

- World Bank Data Indicators

- “Featured Indicators”

- “All Indicators”

- <https://data.worldbank.org/indicator>

The screenshot shows the World Bank Data Indicators interface. At the top, there is a search bar with the text "Search data e.g. GDP, population, Indonesia". Below the search bar, the "Indicators" section is displayed, with "Featured indicators" selected. A "Quick search" box is also present. The main content area is titled "Agriculture & Rural Development" and lists 20 indicators in two columns. The indicators include agricultural land, machinery, arable land, cereal yield, employment in agriculture, fertilizer consumption, forest area, land area, livestock production, rural population, and surface area.

THE WORLD BANK | Data
IBRD · IDA

Search data e.g. GDP, population, Indonesia

Indicators

Featured indicators | All indicators | Quick search

Agriculture & Rural Development

Agricultural irrigated land (% of total agricultural land)	Agricultural land (% of land area)
Agricultural machinery, tractors per 100 sq. km of arable land	Agriculture, forestry, and fishing, value added (% of GDP)
Arable land (% of land area)	Arable land (hectares per person)
Cereal yield (kg per hectare)	Crop production index (2004-2006 = 100)
Employment in agriculture, female (% of female employment) (modeled ILO estimate)	Employment in agriculture, male (% of male employment) (modeled ILO estimate)
Fertilizer consumption (kilograms per hectare of arable land)	Food production index (2004-2006 = 100)
Forest area (% of land area)	Forest area (sq. km)
Land area (sq. km)	Land under cereal production (hectares)
Livestock production index (2004-2006 = 100)	Permanent cropland (% of land area)
Rural population	Rural population (% of total population)
Surface area (sq. km)	

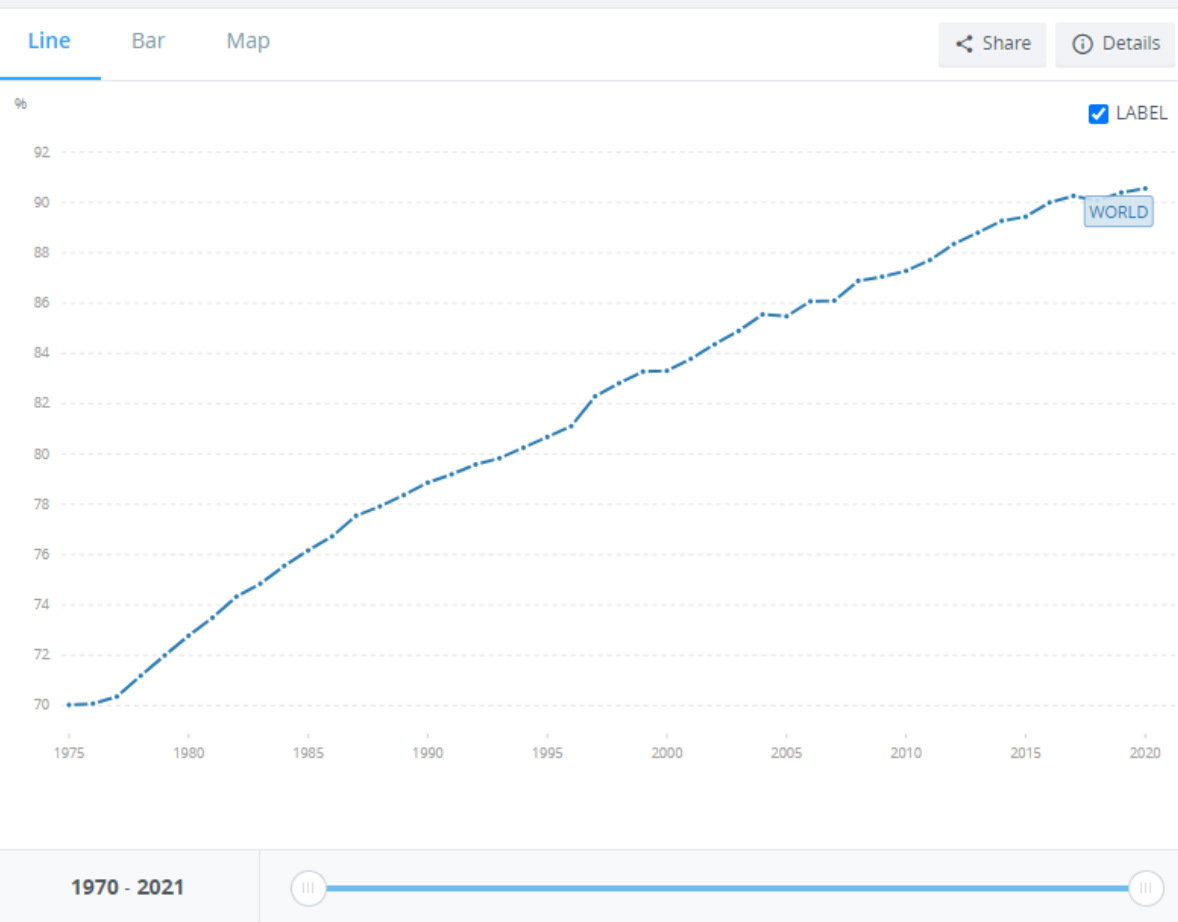
Literacy rate, youth femal... Search data e.g. GDP, population, Indonesia

Literacy rate, youth female (% of females ages 15-24)

UNESCO Institute for Statistics (UIS). UIS.Stat Bulk Data Download Service. Accessed October 24, 2022.

apiportal.uis.unesco.org/bdds.

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All Countries and Economies

Country	Most Recent Year	Most Recent Value
Afghanistan	2021	42
Albania	2021	100
Algeria	2019	84
American Samoa	1980	97
Andorra		
Angola	2021	80
Antigua and Barbuda		
Argentina	2018	100
Armenia	2020	100
Aruba	2020	99
Australia		
Austria		
Azerbaijan	2019	100



Experience the new Quick Search

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to World ▾ in the year 2025 ▾

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UN Comtrade Database

The world's most comprehensive global trade data platform

The United Nations Comtrade database aggregates detailed global annual and monthly trade statistics by product and trading partner for use by governments, academia, research institutes, and enterprises. Data compiled by the United Nations Statistics Division covers approximately 200 countries and represents more than 99% of the world's merchandise trade. Information can be extracted in a variety of formats, including API developer tools for integration into enterprise applications and workflows. Subscribers receive access to additional functionality to improve efficiency and specificity.

Contact subscriptions@un.org for information and licensing

Welcome to the Global Trade Helpdesk

Discover a world of trade opportunities in one place with detailed information about imports, market dynamics, tariffs, regulatory requirements, potential buyers and more.



Start exploring opportunities

From: **Importing** | **Exporting** ▾ | Type or select... ▾

Which product?: Type HS code or product name... ▾

To which market?:

[See an example to get started](#) →

Ranked Markets

Markets ranked by total export potential in the coming 5 years for 's exports of 950300



Get to know Japan's import tariffs

Tariffs are duties that the importing market charges on your selected goods.



3.2%

[More information about tariffs →](#)

Does your product meet the mandatory requirements?

IN UNITED STATES OF AMERICA

IN JAPAN



Market of Origin
Regulations

3



Product
Requirements

1



Market Conditions

2



Pre-shipment &
Inspection

2



What are the relevant private standards?

These private, voluntary standards can help reach niche consumers and are certified in the exporting country and accepted in the importing market.

17



Sustainability Standards

Voluntary standards applicable to the product and necessary for reaching certain segments of your domestic market (organic, Fair Trade, etc).

[Find out more →](#)

Time and cost to import: your domestic procedures

Time to import

42.95
hours



Cost to import

421.842
USD



Putting your plan into action: connect with potential partners

Business Directory

121



Trade Finance
Providers

30



Trade Promotion
Organisations

2



Intellectual
Property Offices

2



Freight forwarders

26

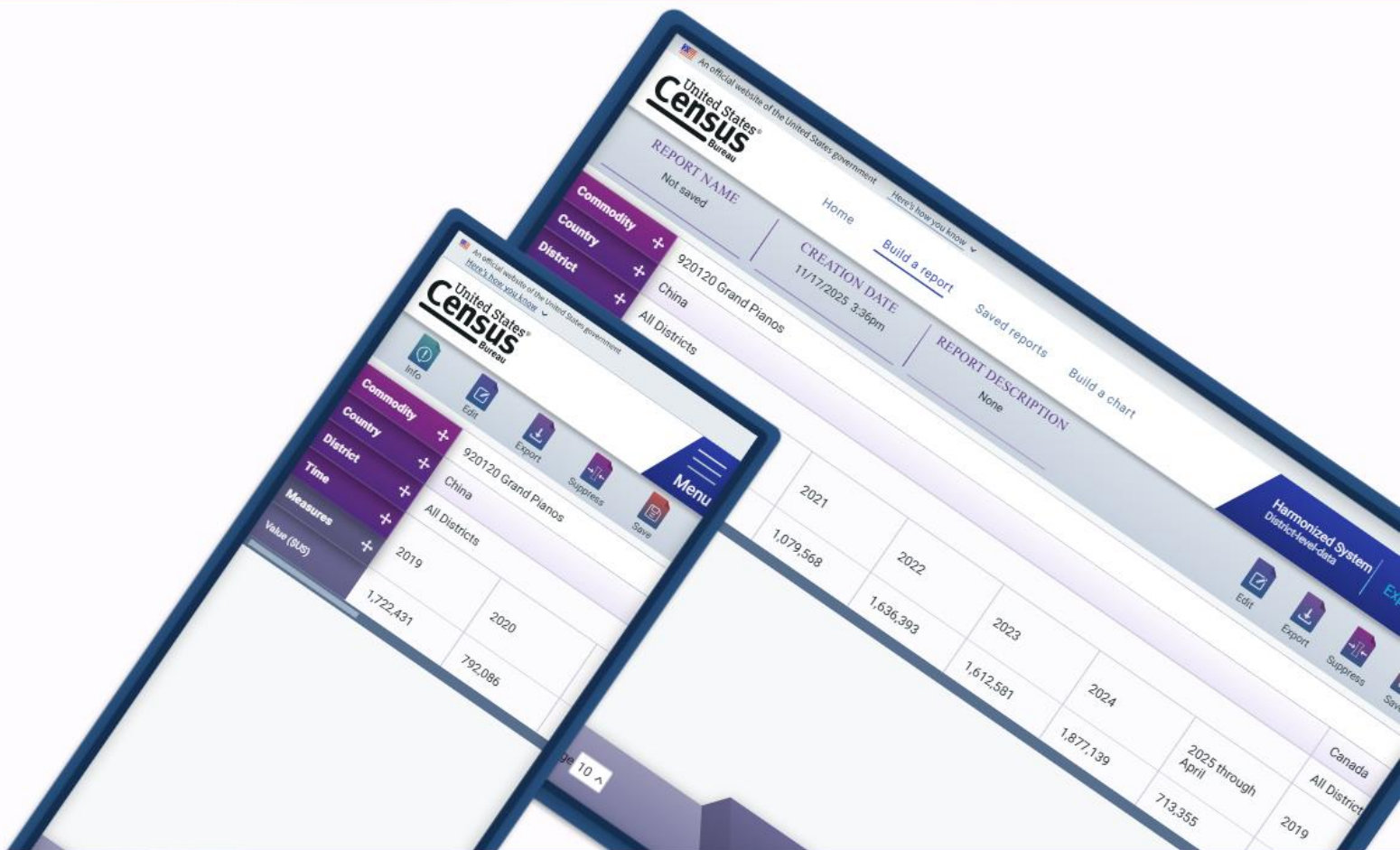


* Access to company data from Trade Map is available upon login to subscribing users/partners.

Welcome to the new version of USA Trade Online. Checkout our [tutorial](#) or click here to go back to the [International trade website](#).

USA Trade Online

A new way to envision International Trade



View your data in

View your data in

A Pivot Table

Commodity		920120 Grand Pianos	
Domestic Foreign		Total Exports	
Country		Canada	China
District		All Districts	All Districts
Measures	Time		
Value (\$US) (Default Member)	2019	9,360,006	1,722,431
	2020	13,636,214	792,086
	2021	15,922,495	1,079,568
	2022	17,112,262	1,636,393
	2023	11,297,475	1,612,581
	2024	11,329,405	1,877,139
	2025 through June	2,731,659	772,715

Or JSON, Excel and CSV file

Export



Select which file format to export to



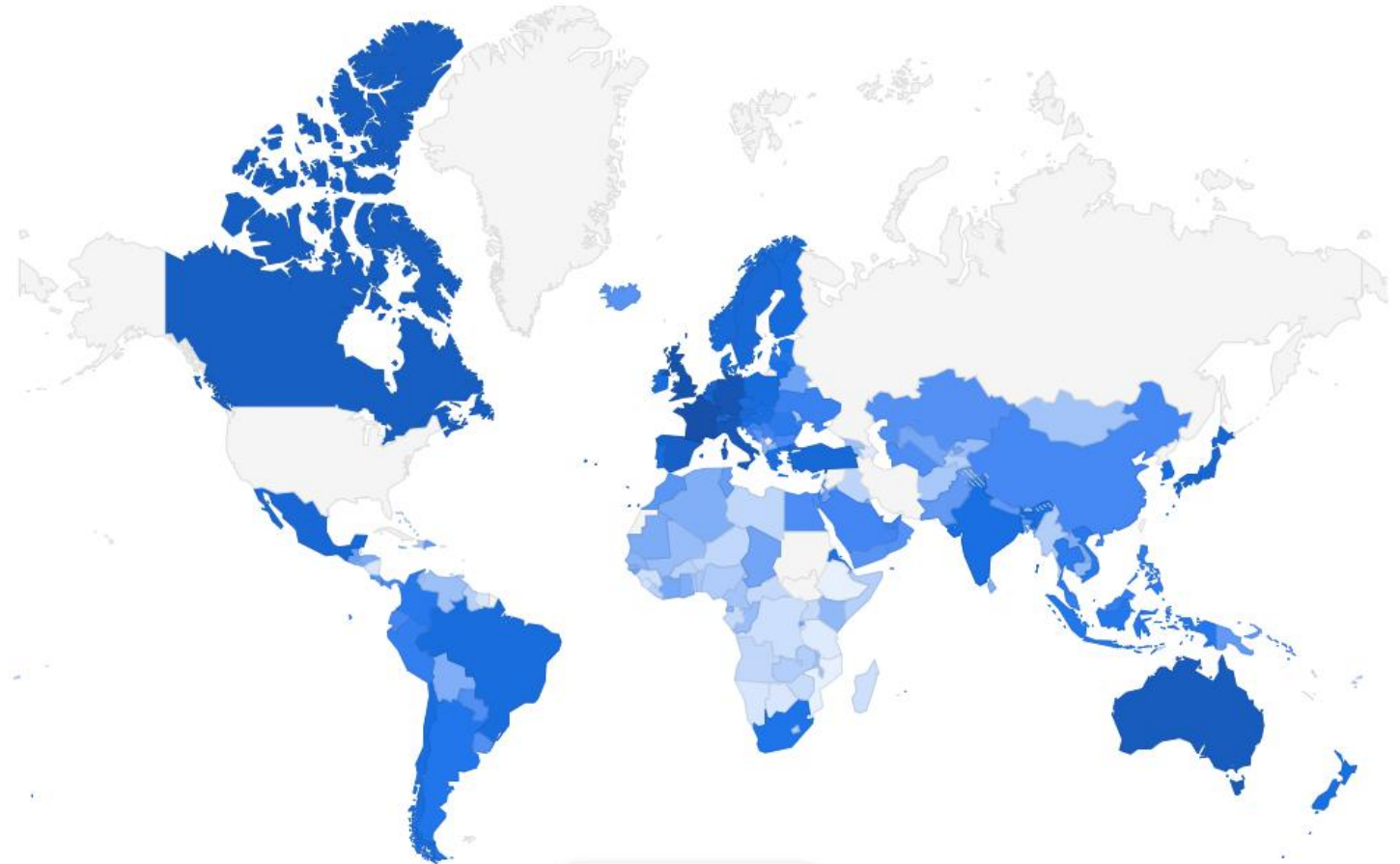
Mobile device functionality

Google Market Finder results

Your top recommended markets

We calculated which regions offer the best opportunities for growth, based on key metrics for your chosen categories.

- 2  France
- 3  United Kingdom
- 4  Germany



LEGEND
1-20 20-40 40-60 60-80 80-100

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Competitor and Market Analysis

PIERS (Port Import/Export Reporting Service) is a leading provider of import and export data, focusing on detailed bill-of-lading information. It processes nearly **60,000 bills of lading daily** and offers data for **18 international markets** and over **144 countries**. PIERS integrates transactional trade data with standardized company details, allowing users to monitor imports and exports by company. The service provides comprehensive trade data, including shipment details, tonnage shipped, TEUs, and estimated values, and is widely used by various industries, including manufacturing, transportation, and finance.

Kompass is a **global B2B directory** that connects businesses with suppliers and leads worldwide. It offers a comprehensive database of over **57 million verified companies** across more than **70 countries**, allowing users to search for suppliers, find new leads, and grow their B2B network. Kompass provides various tools for marketing and sales, including data analysis and marketing solutions, to help businesses improve visibility and attract potential clients.

Competitor and Market Analysis



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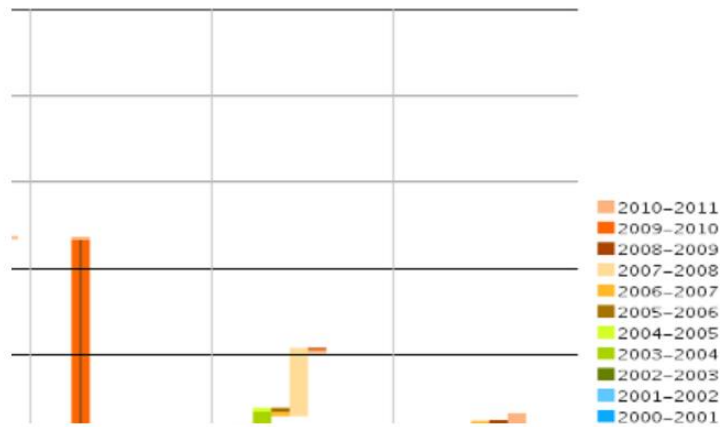
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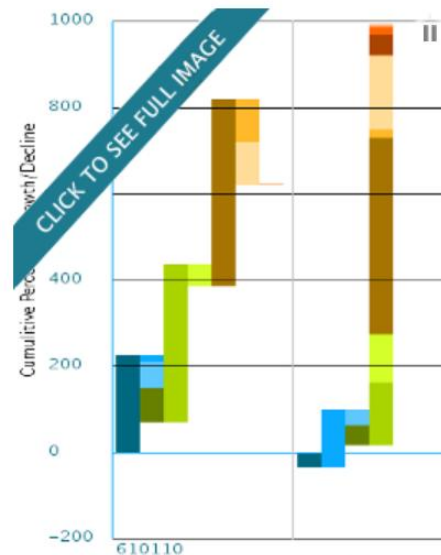
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WISERTrade is a reliable supplier of accurate and comprehensive data on international trade flows and of unique and cutting edge analytics to support essential global strategic decisions and problem solving via easy-to-use internet interface at a competitive low price.



ANALYSIS

its growth and variance risks to potential exporters of a product to



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- Brazil Trade Trade Statistics
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- Multiple Select of Custom Lists

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Competitor and Market Analysis



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OCTOBER 5-8, 2026

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sales opportunities*

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Strategic Partners

*Collaborations and
information sharing
opportunities*

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How to use this data



Excel scorecard



Correlate with other indicators (correspondence, trade show traffic, web site traffic, Google Trends)



Screen shots of the data sources for your international business plan



Build a case for:

Internal Team/Board

Resource Partners

Finance Partners

Weighted and Sorted Country Scorecard on Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Country	Merch imports PC	Merchandise imports	Food imports 2015	Food per capita	Cooking time	Pork Consumption	Beef consumption	Chicken Consumption	Other protein, Produce	Pop	GDP	P/C GDP	GINI	Income equality	MPI	Score:
2	Weight:	5%	0%	15%	0%	10%	10%	10%	10%	10%	10%	0%	20%	10%	0%	10%	100%
80	Qatar	16384.129	3700000.00%	3589	1589.260513		-	-	-	-	2258283	3.345E+11	148121.4	0		40	30447.48295
81	United Arab Emirates	38802.311	23000000.00%	17480	2948.975636		-	-	-	-	5927482	6.672E+11	112560.4	0		37	24455.90416
82	Luxembourg	40239.33051	2343100.00%	2882.013	4949.437652		10.8	33	22.7	1.8	582291	58740000000	100877.4	30.4		0	22197.3158
83	Kuwait	11133.60181	3153900.00%	5109.318	1803.643493		-	-	-	-	2832776	3.011E+11	106291.5	0		26	21817.57937
84	Singapore	51324.62129	29674500.00%	12166.545	2104.309473		-	-	-	-	5781728	4.869E+11	84213.58	45.8		50	19418.5266
85	Bermuda	12759.2611	90000.00%	186.3	2641.167047		-	-	-	-	70537	5198000000	73691.82	0		0	15376.32732
86	Norway	14477.81814	7622800.00%	7241.66	1375.392723		-	-	-	-	5265158	3.647E+11	69266.68	26.8		31	14583.00636
87	Ireland	14404.11689	7133600.00%	7989.632	1613.261092		10.8	33	22.7	1.8	4952473	3.243E+11	65482.44	31.3		29	13829.5532
88	Switzerland	30793.97806	25187300.00%	15616.126	1909.22664		-	-	-	-	8179294	4.943E+11	60433.09	29.5		39	13633.16665
89	Saudi Arabia	6116.844109	17225200.00%	24287.532	862.4750193		0.20	3.90	41.20	5.50	28160273	1.731E+12	61469.57	45.9		27	12612.12711
90	United States	7123.388444	230794600.00%	136168.814	420.2799182		22.70	24.70	47.60	0.40	323995528	1.856E+13	57284.74	45		0	11827.15768
91	Netherlands	29723.62819	50580600.00%	62214.138	3656.006267		10.8	33	22.7	1.8	17016967	8.659E+11	50884.51	30.3		36	11676.54309
92	Australia	9064.590804	20841900.00%	13964.073	607.3275838		20.30	22.80	42.00	7.40	22992654	1.189E+12	51712.17	30.3		34	10811.34326
93	Sweden	13928.80435	13762500.00%	14863.5	1504.31087		10.8	33	22.7	1.8	9880604	4.981E+11	50411.9	24.9		30	10791.1398
94	Oman	8734.04223	2930500.00%	3633.82	1083.021236		-	-	-	-	3355262	1.731E+11	51590.61	0		23	10757.12332
95	Belgium	32891.96839	37526700.00%	34524.564	3026.061092		10.8	33	22.7	1.8	11409077	5.086E+11	44578.54	25.9		35	10573.2265
96	Germany	13007.78843	105002500.00%	82951.975	1027.615286		10.8	33	22.7	1.8	80722792	3.979E+12	49292.15	27		44	10522.74949
97	Austria	17818.9966	15523500.00%	12418.8	1425.519728		10.8	33	22.7	1.8	8711770	4.159E+11	47740.01	29.2		31	10451.80213
98	Iceland	15764.65264	529500.00%	598.335	1781.405749		-	-	-	-	335878	16150000000	48082.93	28		0	10407.61961
99	Denmark	15288.7535	8552200.00%	11887.558	2125.136737		10.8	33	22.7	1.8	5593785	2.648E+11	47338.25	28.8		29	10244.69793
100	Canada	12339.82333	43637200.00%	36218.876	1024.205336		15.70	17.40	34.20	0.80	35362905	1.674E+12	47337.74	32.1		48	10099.35915
101	Bahrain	7034.572385	970000.00%	1144.6	830.0795414		-	-	-	-	1378904	66370000000	48132.43	0		24	9980.614582
102	Taiwan	0	0.00%	0	0		-	-	-	-	23464787	1.125E+12	47944.18	33.6		0	9592.196242
103	United Kingdom	9712.89528	62580600.00%	63206.406	981.0024233		10.8	33	22.7	1.8	64430428	2.788E+12	43271.48	32.4		41	9154.110837

Choose your (Excel) poison



- VLOOKUP
- XLOOKUP
- Pivot Tables
- Index Match

Apples to Apples:

S. Korea vs. South Korea

Macedonia vs. Republic of North Macedonia

Czech Republic vs. Czechia

Can't I just use AI for this?

Hops Export Markets and Insights

Rank	Country	Market Profile	Key Demand Drive
1	Germany	Global Hub	Largest importer/re-exporter; high demand for U.S. aroma varieties.
2	Belgium	Processing Center	Major hub for European distribution and specialized Trappist brewing.
3	United Kingdom	Craft Growth	High import reliance on craft-style aroma and bittering pellets.
4	China	Massive Scale	World's largest beer producer; rapidly expanding craft segment.
5	Brazil	Emerging Giant	Growing craft market imports nearly 99% of its brewing hops.
6	Japan	Premium Market	Shift toward high-quality aroma hops and craft-centric imports.

Google's Gemini

MARKET DIVERSIFICATION TOOL

View Your Selections

Results Overview



Use the buttons to the left to navigate through the results.

Click



Results



Rank	Market	Score
1	United Kingdom	72.03
2	Canada	70.70
3	Germany	60.96
4	Belgium	59.23
5	Australia	52.95
6	China	50.40
7	Japan	39.07
8	Brazil	32.91
9	Singapore	31.78
10	Israel	29.75
11	Mexico	28.64
12	Costa Rica	27.05
13	New Zealand	26.72
14	South Korea	26.48
15	Sweden	25.65
16	France	25.46
17	Italy	25.44

A

A

Actionable Data:

- Deliverables for your boss, bank, board or business:
- 1) Top 20 countries in the World that are buying your products (or services)
- 2) Qualitative data on which of those 20 might be the best markets – narrowing down to the **Top 3 - 5**
- 3) Intro to resources for how to sell US goods and services in those top countries

The **top 5** markets for _____, in order of market potential, are:

Qatar
United Arab Emirates
Kuwait
Luxembourg
Singapore

The market potential scorecard was based upon 8 variables, with our assigned weights as shown:

Variable:	Weight:
Food imports per capita	15%
Pork consumption	10%
Beef/veal consumption	10%
Poultry consumption	10%
Other protein consumption	10%
Per capita Gross Domestic Product	20%
Income equality	10%
Market Potential Index	10%



Conclusions/Next Steps: There would seem to be legitimate reasons to address the Middle Eastern market; Saudi Arabia was in the Top 10, as well. The very good news is that both KS and MO have STEP grant funds earmarked for exporting efforts and MO has focused their efforts on the United Arab Emirates.

I welcome your thoughts and questions. The country scorecard spreadsheet is attached for your review – it includes the raw data and the sorted list.

Data sources included:

GINI index of income inequality: <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2172rank.html>

World meat consumption: <https://data.oecd.org/agroutout/meat-consumotion.htm>

USEACs

- U.S. Export Assistance Centers (USEACs) are 100+ local offices across the U.S. managed by the [U.S. Commercial Service](#) to help small-to-medium-sized businesses export products and compete globally. They offer trade counseling, market intelligence, and business matchmaking to connect American firms with international buyers, often in collaboration with the Small Business Administration (.gov) and Ex-Im





Selling US Products & Services

SELECT COUNTRY GUIDE

Last published date: 2024-01-11

Belgium Country Commercial Guide

Doing Business in

Leading Sectors for US Exports & Investments

Customs, Regulations & Standards

Selling US Products & Services

Distribution and Sales Channels

eCommerce

Selling Factors and Techniques

Trade Financing

Protecting Intellectual Property

Selling to the Public Sector

Digital Economy

Business Travel

Investment Climate Statement

Belgium - Distribution and Sales Channels

Discusses distribution network from how products enter to final destination, including reliability of distribution systems, distribution centers, ports, etc.

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Belgium - eCommerce

Describes what a company needs to know to take advantage of e-commerce in the local market and covers prominent B2B websites.

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Belgium - Selling Factors and Techniques

Identifies common practices to be aware of when selling in this market, e.g., whether all sales material need to be in the local language.

Belgium - Trade Financing

It covers payment methods and information on, banking systems, foreign exchange controls, and U.S. and correspondent banking.

EXPORT BUSINESS MODELS

Direct:

- E-commerce
- FDI (Foreign Direct Investment, i.e., own stores, factories)

Indirect:

- Licensing
- Piggybacking
- Agents
- Distributors
- EMCs (Export Management Companies)/ ETC's (Export Trading Companies)

Sample Executive Summary

EXECUTIVE SUMMARY
MARKET ENTRY
CURRENT MARKET TRENDS
BEST PROSPECTS
MARKET SIZE
MAIN COMPETITORS
CURRENT DEMAND
REGISTRATION PROCESS
REIMBURSEMENT
BARRIERS
PROCUREMENT AND TENDERS
TRADE EVENTS
FAQS
U.S. COMMERCIAL SERVICE CONTACT INFORMATION

Executive Summary

Brazil's medical devices are regulated by the Brazilian National Health Surveillance Agency (ANVISA), with both ANVISA and the National Institute of Metrology Standardization and Industrial Quality (INMETRO) issuing standards and guidance with which medical devices companies must comply. In 2016, INMETRO introduced new requirements for market authorization, including localized product safety conformity assessment testing for electromedical devices, which results in additional time and cost for some U.S. companies exporting medical devices to Brazil. The pharmaceutical sector faces a complex and difficult patent system, excessive bureaucracy and strict price controls. Because patents need to be reviewed by both ANVISA and the National Institute of Industrial Property (INPI), it takes an average of 11 years to grant or reject a patent application in Brazil. Brazil is taking steps to remove onerous regulations for reviewing and approving clinical trials, which should lower clinical trial approval times from the current 15 months to 2-3 months.

Brazil is the largest medical equipment market in South America and it is expected to recover from recent retraction soon. Medical equipment revenues in 2018 reached an estimated US\$ 10.5 billion. According to the World Bank, in 2018 private and public healthcare expenses in Brazil corresponded to 9.1% of GDP.

The United States accounts for approximately 29% of the import market in Brazil. In 2018, imports of medical devices were US\$ 5.4 billion, with a growth of 21.8% from the previous year.

In general, the segmentation of the market for medical equipment and devices is: Reagents for In Vitro Diagnostic at 20%; Materials and Consumables at 19%; Prosthesis, Implants and Parts at 15%; Lab equipment at 14%; Imaging equipment and consumable at 8%; Dental Equipment at 3%; Furniture at 2%; Other at 19%.

Healthcare Policy Issues

Medical devices in Brazil are regulated by the National Health Surveillance Agency ("ANVISA") and by the National Institute of Metrology Standardization and Industrial Quality ("INMETRO"), both issuing mandatory regulations to which medical devices companies must comply as well as voluntary product standards. Electromedical devices must additionally be certified by INMETRO to obtain ANVISA registration. As of 2017, the Brazilian government has been studying ways to simplify the requirements governing the manufacture, import, export, and sale of medical products, with the goal of streamlining the regulatory process. In August 2017, ANVISA proposed extending registration validity timeframes from five to ten years, which would reduce the burden and cost of regulatory compliance for manufacturers of higher risk devices. Internationally, ANVISA has been moving towards regulatory convergence by implementing new registration procedures based on best practices from the International Medical Device Regulator Forum ("IMDRF"). Brazil has also formally




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About

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Thank you and best wishes on the exam!

John Addressi, CGBP

jaddressi@jccc.edu



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Global Business Management

Task 106: Develop and/or Assist in Internal and External Legal and Regulatory Compliance Efforts to Support Global Activities



Global Business Management

Task 107: Collaborate in the Development, Implementation, and Evaluation of Global Budgets



Global Business Management

Task 108: Establish and Maintain Relationships with Appropriate External Organizations to Support Global Activities



Global Business Management

Task 109: Utilize Technology to Support Global Performance and Collaboration



