

SAVEREISEN



Identifying Export Opportunities & Overcoming Challenges





Who We Are & What We Do?

- Established in 1899, Sauereisen is a third-generation company.
- Sauereisen's headquarters and manufacturing facility is in Pittsburgh, PA.
- Sauereisen is a world leading manufacturer of high performance specialty cements and corrosion-resistant materials of construction.

Focus: Coatings Industry





Exporting is Core to What We Do

- 44% of our sales are International
- Proud Recipient of the Prestigious President's "E" Award & "E" Star Award for Exporting Excellence
- The 1st in Pennsylvania and the 4th in the USA to receive a third "E" Award distinction

1978



2010



2019





Products Exported

- Corrosion Resistant Materials (Epoxies)
- Corrosion & Refractory Resistant Cement & Concrete
- Ceramic Cements
- Solvent Based Materials
 - (Exp. Joints)
 - (High Temp. Resistant Membranes)
- Bricks and Tiles, Backer Rods



Industries Served

- Power Generation
- Petrochemical
- Chemical Processing
- Wastewater Treatment
- Pulp and Paper
- Food and Beverage
- Mining
- Pharmaceutical
- Electronics
- High Temp. Elements



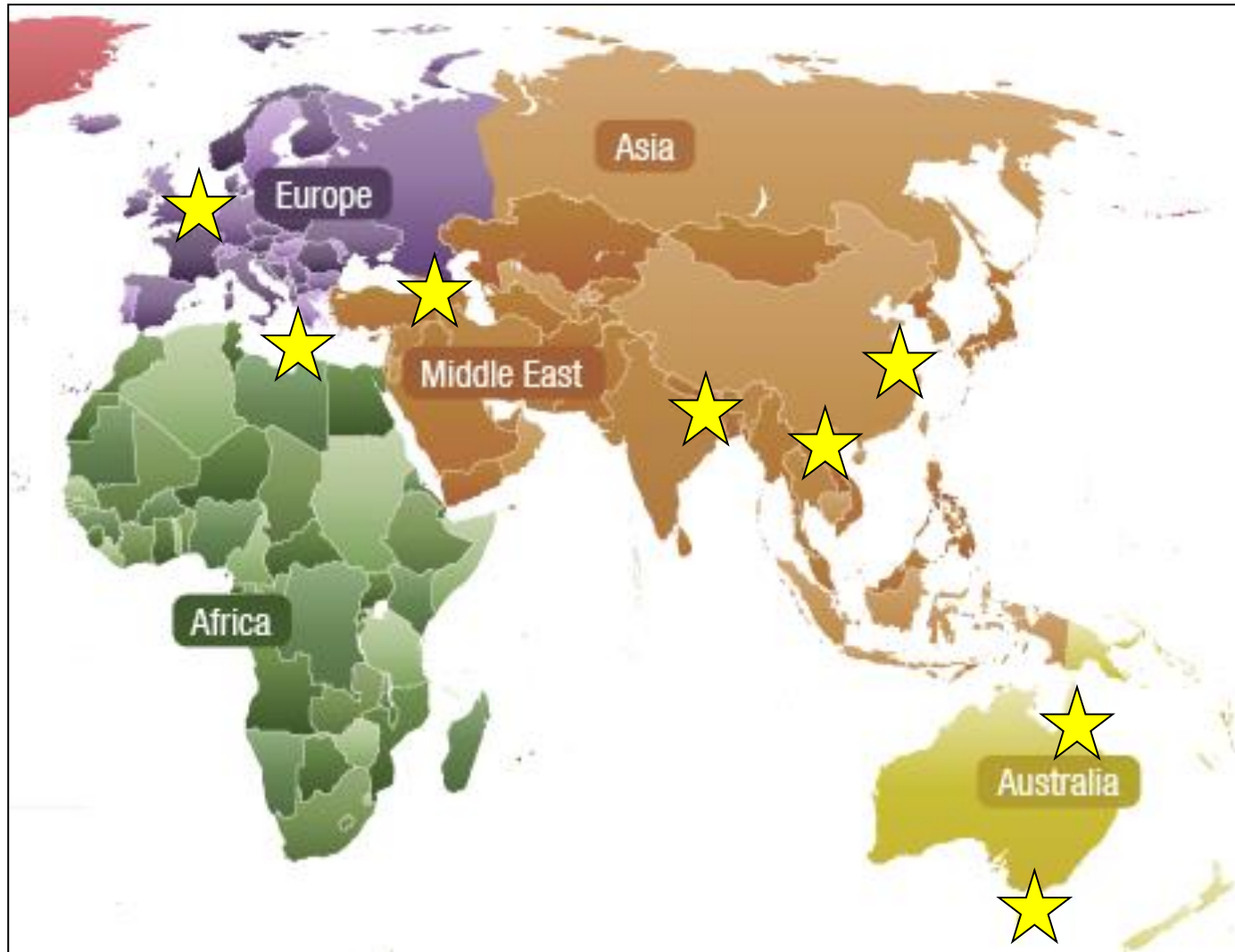


**Exporting to
Latin America
from Pittsburgh**





★ Exporting from Pittsburgh throughout the World





How do we Export Opportunities Abroad?

- Hire me..... (Just kidding)
- Search the market
 - Internet, social media, web pages, Yellow Pages
- U. S. Department of Commerce/Embassies
- University of Pittsburgh SBDC
- Ask your existing and potential customers
 - For references of brokers and/or local specialty commodity suppliers
- Brokers
 - Local
 - Regional
 - US based



Documents Required to Export Product

- NAFTA Declaration (where applicable)
- Certificate Of Origin (C.O.O.)
- Certificate Of Compliance (C.O.C.)
- Certificate Of Quality (QC/QA Docs)
- Technical Data Sheets (TDS)
- SDS (Sometimes need to be translated)
- Documents Certified by Consulate (when applicable)
- Invoice/Pro-forma/Bill Of Lading/Commercial Invoice
- Certificate of Inspection (when applicable)



Advantages of Exporting to FTA Countries

- Import taxes are lower
- Paperwork is more standard/less red tape
- Less protection for product from USA
- Easy to access markets



Exporting - Difficulties

- Currency Controls (Venezuela, Argentina, Brazil)
- Tariffs and Import Restrictions (Brazil, Argentina)
 - USDC/US Dept. of State
 - Country of Destination Restrictions
- European Countries
 - RoHS (Restriction of Hazardous Substances)
 - Others
- Weather
- Each country procedure is different with laws, rules and paperwork, so be ready to adjust to changes
- Special Packaging for International destinations, including pre-treated pallets, plastic wrap, block & bracing, pallet banding, etc.
- Shipping Cost and frequency



Exporting - Difficulties

- Red Tape (Central & South America in general)
- Political Environment
- Government Controls & Documentation
- Panama Papers
- Odebrecht Corruption Fiasco



How to Manage the Process

- Well trained Customer Service/Order Entry Dept.
- **Representation at destination for sales & distribution**
 - Additional sales force local to the area to generate and follow up on sales leads.
 - A distributor should stock your material overseas so that your customers can get the product faster.





How to Manage the Process

- Speaking the language helps, but not mandatory
- Stay up-to-date on latest rules & regulations regarding export procedures & shipping details (Schedule B Numbers /Tariff/ Regulations/Codes/Restricted Products and Restricted markets)
- Maintain a good relationship with the shipping industry
- Keep in contact with the local U.S. Commercial Service officials
- Contact the U.S. Embassy in the country of destination



**Let's keep shipping and exporting.
Have a very productive day.
Thank you!**

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