INTERNET RESOURCES
FOR
EXPORTERS & EXPORT COUNSELORS

Presented by
Maurice Kogon
Kogon Trade Consulting
mkogon@socal.rr.com  310-791-0991
www.tradecomplianceinstitute.org
# Four Stages of Export Development Needs for Assistance at Each Stage

<table>
<thead>
<tr>
<th>Stage 1 (EEP 1-3)</th>
<th>Stage 2 (EEP 3-6)</th>
<th>Stage 3 (EEP 6-7)</th>
<th>Stage 4 (EEP 7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build Export Capacity</td>
<td>Develop Export Markets</td>
<td>Make Sales &amp; Get Paid</td>
<td>Deliver the Goods</td>
</tr>
</tbody>
</table>

## Stage 1 (EEP 1-3)

**Build Export Capacity**

- **Improve Competitiveness**
  - Situation analysis/SWOT
  - Solidify fundamentals
    - Production processes
    - Business practices
    - Operating capital
- **Develop Export Readiness**
  - Export readiness assessment
  - Enhance company readiness
    - Export counseling
    - Export training & education
- **Get & Use Help**
  - Trade assistance network
    - State export assistance centers
    - USDOC/USEACs & Embassies
    - County/city export centers
    - Chambers/Assoc./WTCs
  - Trade assistance resources
    - Partner programs/services
    - Partner client databases
    - Internet trade sites

## Stage 2 (EEP 3-6)

**Develop Export Markets**

- **Identify Best Markets**
  - Market research/analysis
    - Select target markets
    - Assess target markets
    - Competition
    - Market segments
    - Market conditions/barriers
- **Develop Entry Strategies**
  - Market strategy planning
    - Distribution, pricing, and promotion
    - Adaptation/localization
    - Implementation/action plan
    - Resource/budget plan

## Stage 3 (EEP 6-7)

**Make Sales & Get Paid**

- **Close the Deal**
  - Respond to inquiries
  - Quote prices-INCOTERMS
  - Negotiate sales terms
- **Finance Sales Get Paid**
  - Payment methods/services
    - Pre-export financing
    - Transaction financing
    - Export credit insurance
    - Factors and Forfeitures
  - Payment Sources
    - Commercial Banks
    - Export-Import Bank
    - Factors and Forfeitures

## Stage 4 (EEP 7)

**Deliver the Goods**

- **Regulatory Compliance**
  - U.S. regulatory compliance
  - Foreign regulatory compliance
- **Documentary Compliance**
  - U.S. documentary compliance
  - Foreign documentary compliance
- **Transport the Goods**
  - Manage the supply chain
  - Prepare goods for delivery
  - Book cargo/ship the goods

© Maurice Kogon, Director, El Camino College Center for International Trade Development
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