



The Riddle of the Exporter

Market Research, Resources & Analysis

Topics We Will Cover

- The Two Numbers For Your Crystal Ball
- Why Market Research Earns Girl Scout Badges
- Research for the Accidental Exporter
- Government Programs
- Research for the Girl Scout Exporters
- More Websites
- When Enough is Enough!!
- The Next Step?



Alphabet of Acronyms

- AES-Automated Export System
- BIS-Bureau of Industry & Security
- BNA-Bureau of National Affairs
- ECCN-Export Control Classification Number
- FITA-Federation of International Trade Associations
- ITA-International Trade Administration
- IPS-International Partner Search
- NEI-National Export Initiative
- Incoterms:
 - FOB-Free on Board
- DOC=USEAC (U.S. Export Assistance Center) = U.S. Commercial Services= Export.gov

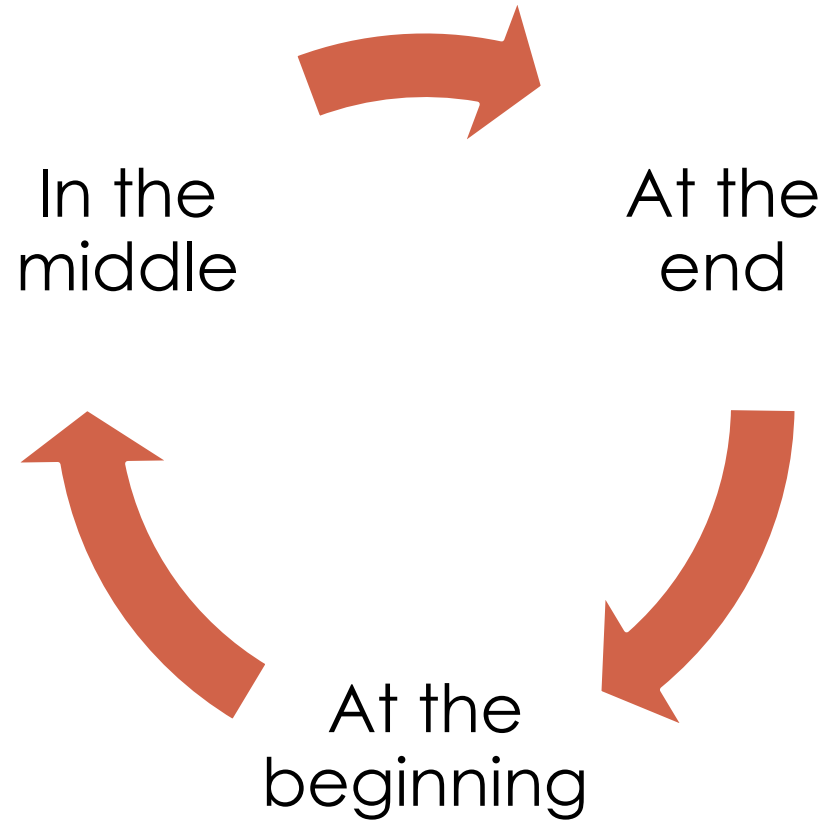
Should We Jump?



Let's Find Out!

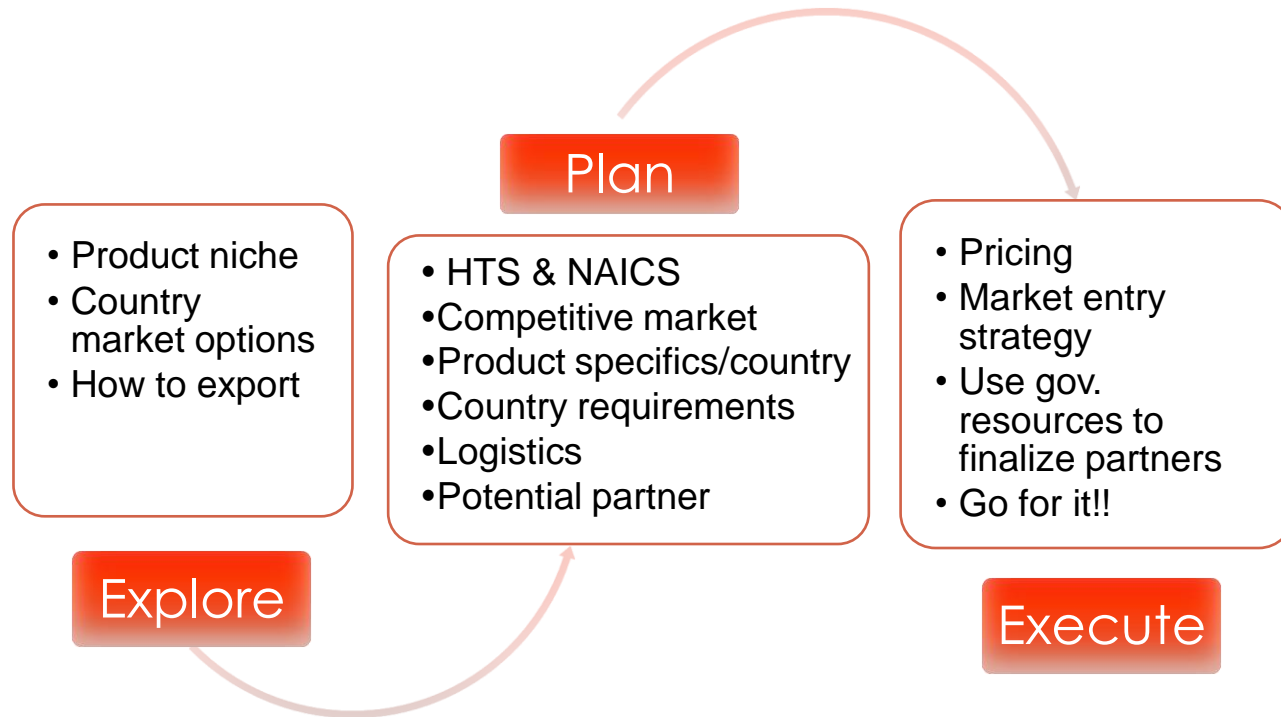


WHEN???



WHEN IS MARKET RESEARCH MOST IMPORTANT???

Market Research Earns Girl Scout Badges



What Do I Need to Know?

Accidental vs. Girl Scout

- **Accidental Exporter** already knows their customer.
- Needs to know:
 1. Details of the market
 2. Requirements of the market
 3. Shipping & transport
 4. The other side
 5. If there is a market beyond the initial export
- **The Girl Scout Exporter** is starting from square one.
- Needs to know:
 1. Collect data on potential foreign markets
 2. Collect data on the ability to do business in the target country
 3. Collect data on the suitability of their product
 4. + everything the Accidental Exporter needs to know



Research for the Accidental Exporter



#1 The Numbers NAICS & Schedule B



- **What:** NAICS # and Harmonized #-Schedule B
- **Where:** NAICS website
Census Bureau: Schedule B Search Engine
- **Uses:**
 - Product research by #
 - Key to determining duty rates
 - Needed to get trade statistics
 - AES Filing
 - Shipping documents:
(certificate of origin, commercial invoice etc.)

Link:

<http://www.naics.com/search.htm>

<http://www.census.gov/eos/www/naics/>

<http://www.census.gov/foreign-trade/schedules/b/index.html#search>

#1 The Numbers NAICS

NAICS ASSOCIATION

Attention Financial Institutions
We can assist with Patriot Act Compliance!!

Home NAICS Info Products Data Services Code Search Contact Us Small Business Size Standards

CLICK HERE FOR Custom Lists of Companies

Need Sales Leads ? We Can Help You Build Highly Targeted Lists of Businesses, Both Domestic and Worldwide.

Need NAICS Codes Appended to Your Customer Files? Click Here.

Determine your NAICS Code with our Powerful Free, Online Tools

US NAICS Keyword Search
Enter Keywords That Describe your Line of Business
Find Your NAICS Code from the Results
Common Keywords:
NAICS Search

US NAICS Code Search
Look-up Your NAICS Code and View the full Description
NAICS Code:
NAICS Search

SIC Code Search
Enter Your SIC Code to Find the Corresponding NAICS Code
SIC Code:
SIC Search

Still Can't Find Your NAICS Code?
Our Professional Staff will Assist you for only \$9.95

Fill out the Request Code Form provided below.
When you press the (submit request button) you will be prompted to complete your order for just 9.95.

Your US NAICS Codes, along with the complete Official US Government Description will be E-MAILED to you within 48 hours.

NAICS Drill-Down Menu
Click Code or Industry Title to reveal 6 Digit Sub Codes

Code	Industry Title	Count*
11	Agriculture, Forestry, Fishing and Hunting	439,154
21	Mining	32,209
22	Utilities	279,639
23	Construction	1,440,911
31-33	Manufacturing	658,871
42	Wholesale Trade	743,751
44-45	Retail Trade	1,287,896
48-49	Transportation and Warehousing	336,121
51	Information	321,336
52	Finance and Insurance	676,215
53	Real Estate and Rental and Leasing	688,994
54	Professional, Scientific, and Technical Services	1,803,748
55	Management of Companies and Enterprises	21,358
56	Administrative and Support and Waste Management and Remediation Services	1,130,823
61	Educational Services	297,068

#1 The Numbers-Schedule B



U.S. Census Bureau

People | Business | Geography | Newsroom | Subjects A to Z | Search@Census

Foreign Trade

You are here: [Census.gov](#) | [Business & Industry](#) | [Foreign Trade](#) | Schedule B

Main | About Foreign Trade | Data | AES | Regulations | Reference | Definitions | Schedule B | FAQs

Important Links

- Global Reach Blog
- Newsletters
- AESDirect
- DropBox
- Guide to Foreign Trade
- Foreign Trade Products
- USATrade Online

Related Sites

- Search Database
- Business and Industry
- Economic Indicators
- North American Industry Classification System (NAICS)

January 2011 Trade Numbers

Balance: -\$46.3 Billion
Exports: \$167.7 Billion
Imports: \$214.1 Billion

Mandatory AES: Video

A video message from Foreign Trade on why you should file electronically.

Upcoming Releases and Seminars

Schedule B

The export statistics are initially collected and compiled in terms of approximately 8,000 commodity classifications in *Schedule B: Statistical Classification of Domestic and Foreign Commodities Exported from the United States*.

Sections

[Search](#) | [Browse](#) | [Download](#) | [Obsolete Codes](#)

Schedule B Search

Use our new, enhanced search at <http://uscensus.prod.3ceonline.com> (Note). For more information, read our [announcement](#).

Schedule B Validation

Type up to a 10-digit export code to verify that it appears in the current Schedule B book.

Search for:

• Which year?: 2010

Search!

Browse

Browse through the chapters of the Schedule B book.

Schedule B Search Engine

My product is: Use Spell Checker?

The more you tell us about your product, the easier it will be for 3CE to find its HS code.

[Search by Code](#) | [Help](#) | [Terms of Use](#)

Here is what we know about your **license plate** [\(change\)](#)

(assumed characteristics are hidden: [show](#))

Known characteristics

composition other

than insulating mineral material; pearl; precious metal;
precious or semi-precious stone

[\(modify\)](#)

Tell us more about the **composition**

animal carving material

artificial fur

bamboo, wood or other vegetable material

base metal

ceramics

furskin

glass

leather

ores, stone, mineral fuels, or other mineral substances

paper pulp, paper, paperboard, cellulose wadding or webs of cellulose fibres

plastics

rubber

textile material





Schedule B Search Engine

U.S Census Bureau - Foreign Trade Schedule B (2011)

Close

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

Schedule B Code	Description	Unit of Measure
8310.00.0000	Sign plates, name plates, address plates and similar plates, numbers, letters and other symbols, and parts thereof, of base metal, excluding those of heading 9405	kg

Source: FTDWebMaster, Foreign Trade Division, U.S. Census Bureau, Washington, D.C. 20233
Location: MAIN: REFERENCE: CODES: SCHEDULE B 2011

The Granddaddy of 'Em All! www.export.gov



The screenshot shows the homepage of export.gov. At the top left is the logo "export.gov" with the tagline "Helping U.S. Companies Export". To the right are links for "Register | Manage Account" and a search bar with "Search Our Site" and "Advanced Search" options. Below this is a navigation menu with "Opportunities", "Solutions", "Locations", "FAQ", "Blog", and "Connect". The main content area features a large banner for the "ACCESS 2011 International Trade Forum". The banner includes the text: "Learn about opportunities in Africa, the Middle East, and South Asia Markets at the ACCESS International Trade Forum. Join us April 26 & 27, 2011 in Houston, Texas." and a "View Full Story" button. To the right of the text is a collage of images including the Taj Mahal, a person on horseback, and a cityscape. Below the banner is a "U.S. COMMERCIAL SERVICE access 2011 INTERNATIONAL TRADE FORUM" logo and the text "Apply Today. Space is Limited." At the bottom of the banner area are two buttons: "BEGIN Exporting" and "EXPAND Your Exports", both with right-pointing arrows. To the right of these buttons is the "NEI NATIONAL EXPORT INITIATIVE" logo with the website "www.export.gov".


#2 General Country Information

Export.gov



- **What:** Country Commercial Guide
- **Where:** U.S. Export Assistance Center-Market Research Library
- **Uses:**
- Country assessment by:
 - Current trade conditions
 - Current hot products
 - Specific country requirements & standards

- **Link:** www.export.gov

powered by  U.S. Commercial Service : Your Global Business Partner
MRL ver. 3.01.2

 **Market Research Library**
Search

[»» Click here for search tips](#) [»» Click here to register for the MRL e-Alerts](#)

International Market Research

Industry:	Consumer Goods & Home Furnishings
	All Sectors
Region:	All Regions
Country:	Australia
Report Type:	All
Date [Range]:	Mon / Year To: Month / Year
Keyword(s):	<input type="text"/> ALL words <input type="checkbox"/>
	Search the document body [slower but more results]
	<input type="checkbox"/> Include Archived records <input type="checkbox"/> Include the ID Number

Clear GO

Remember, this search engine doesn't like too much information

#3 Duty Rate & Taxes

Export.gov



- **What:** Duties and taxes for exporting your product to a foreign country

Link:

<http://www.export.gov/logistics>

- **Where:** US Dept. of Commerce
- **Uses:**
 - Determine country specific tariffs and tax

#3 Duty Rate & Taxes

Export.gov



The screenshot shows the Export.gov website header with the logo "export.gov" and the tagline "Helping U.S. Companies Export". Navigation links include "Opportunities", "Solutions", "Locations", "FAQ", "Blog", and "Connect". A search bar is present with the text "Search Our Site" and "Advanced Search".

The main content area is titled "Country-Specific Tariff and Tax Information" and includes a note: "NOTE: 'tariff' means 'duty'; both terms are equivalent." Below this, there is a link to a video on "Taxes and Tariffs" and a list of country letters: "A B C D E&F G&H I J&K L M N O&P Q&R S T U-Z".

The left sidebar contains "International Logistics" with links to "Int'l Logistics Home", "Freight Forwarder", "Shippers' Association", "Schedule B and HS Number", "Tariffs and Import Fees", and "Common Export Documents". Below this is a "Related Topics" section with a bullet point for "Australia".

- **Australia**

TARIFF RESOURCES: [Australian Customs](#) or [2007 Tariff Schedule](#) from International Customs Tariffs Bureau. The duty is applied on the FOB value.

TAX: There is a 10 percent goods and services tax applied on FOB + duty.

4 Marking & Labeling Requirements-BNA.com



- **What:** Basic documentary, marking and labeling requirements for all countries in a standardized manner
- **Link:** www.bna.com
- **Where:** BNA (Bureau of National Affairs) Export Reference Guide (\$\$ subscription)
- **Uses:**
 - Finding out what is required of importer/exporter
 - Getting necessary information to shipping/logistics department
 - Basis for working with your freight forwarder

4 Marking & Labeling Requirements-BNA.com



The screenshot shows a web browser window displaying the 'Export Reference Library' website. The address bar shows the URL: http://exportguide.bna.com/exgw/display/split_display.adp?split=0&vname=ermcpref. The website header includes navigation links: HOME, ABOUT, CONTACT US, SITE MAP, FAVORITES, PREFERENCES, HELP. A search bar is present with a 'Go' button and links for 'Search Tips', 'Search History', and 'Saved Searches'. Below the header, there is a 'Country Profiles' section with a tree view of countries. The 'Korea (South)' profile is expanded, showing various sub-sections with checkboxes. A 'Print' button is visible at the top left of the content area.

Country Profiles

open 1 level | open all | close 1 level | close all | Split Screen

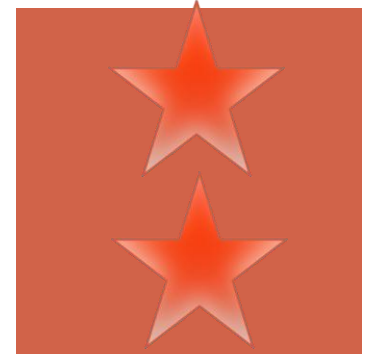
Check to add to print selection list

- Previous
- Next
- Kazakhstan
- Kenya
- Kiribati
- Korea (South)
 - Introduction
 - Market Profile
 - Information Resources
 - Import and Exchange Controls
 - Marketing, Distribution, Procurement, and Intellectual Property
 - Documentary Requirements
 - Mail Shipments
 - Standards, Labeling, and Packing
 - Customs and Entry
 - Travel
- Kuwait
- Kyrgyzstan
- Laos
- Latvia

Research for the Girl Scout Exporter



#5 USEAC Government Services



- Gold Key
- International Partner Search
- Trade Missions
- Reverse Trade Missions
- International Check 'Em Out Search
- U.S. Commercial Services in target country



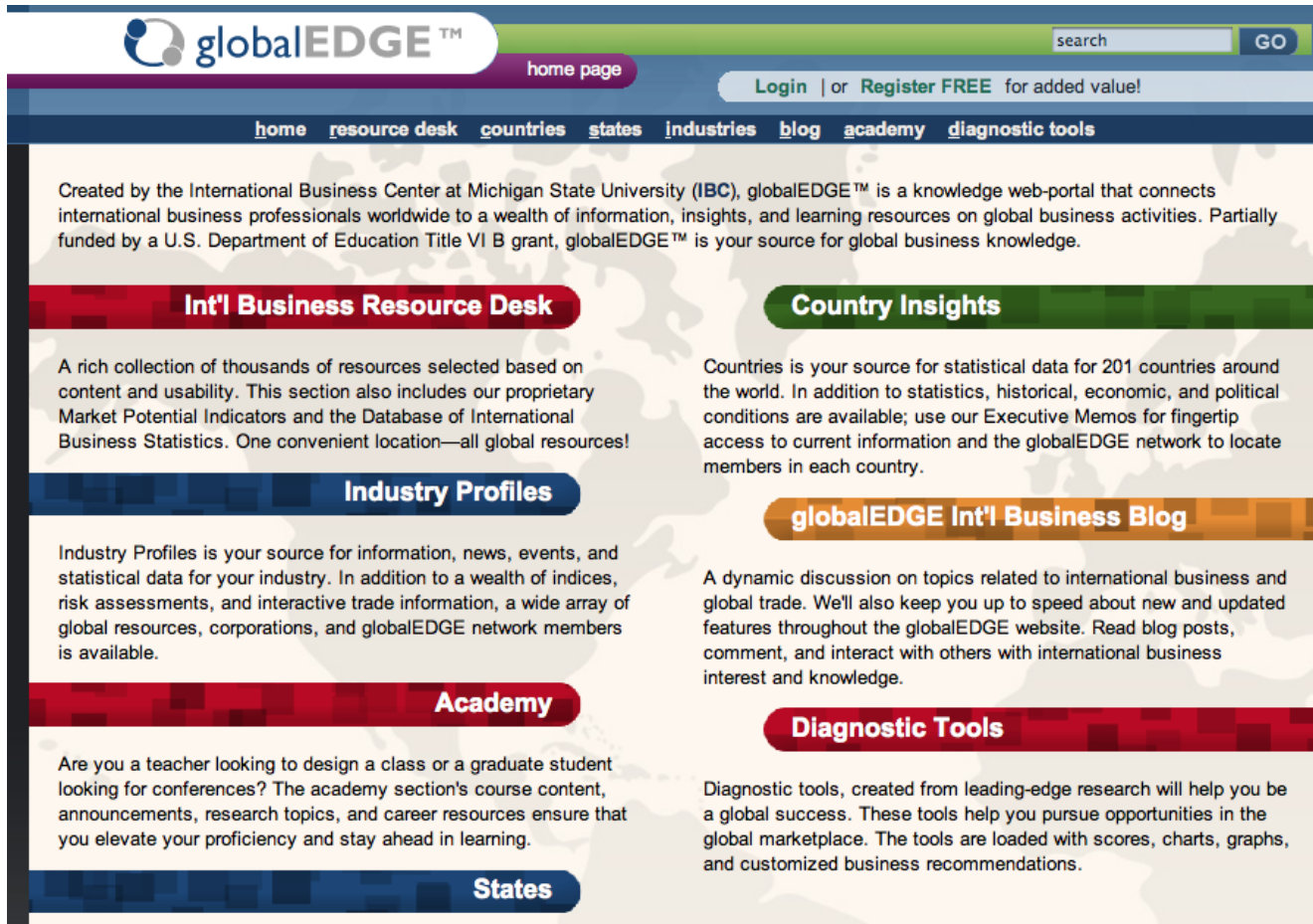
#6 Country Research

Global Edge



- **What:** Cultural tips, country ratings, negotiation techniques + lots more
- **Where:** globalEDGE – Michigan State University
- **Uses:**
 - Country profile
 - Get do's and don'ts of communication and doing business abroad
 - Compare country ease of doing business ratings
 - Excellent training
- **Link:** www.globaledge.msu.edu

#6 Cultural & Country Research-Global Edge



globalEDGE™ home page

search **GO**

[Login](#) | or [Register FREE](#) for added value!

[home](#) [resource desk](#) [countries](#) [states](#) [industries](#) [blog](#) [academy](#) [diagnostic tools](#)

Created by the International Business Center at Michigan State University (IBC), globalEDGE™ is a knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities. Partially funded by a U.S. Department of Education Title VI B grant, globalEDGE™ is your source for global business knowledge.

Int'l Business Resource Desk

A rich collection of thousands of resources selected based on content and usability. This section also includes our proprietary Market Potential Indicators and the Database of International Business Statistics. One convenient location—all global resources!

Country Insights

Countries is your source for statistical data for 201 countries around the world. In addition to statistics, historical, economic, and political conditions are available; use our Executive Memos for fingertip access to current information and the globalEDGE network to locate members in each country.

Industry Profiles

Industry Profiles is your source for information, news, events, and statistical data for your industry. In addition to a wealth of indices, risk assessments, and interactive trade information, a wide array of global resources, corporations, and globalEDGE network members is available.

globalEDGE Int'l Business Blog

A dynamic discussion on topics related to international business and global trade. We'll also keep you up to speed about new and updated features throughout the globalEDGE website. Read blog posts, comment, and interact with others with international business interest and knowledge.

Academy

Are you a teacher looking to design a class or a graduate student looking for conferences? The academy section's course content, announcements, research topics, and career resources ensure that you elevate your proficiency and stay ahead in learning.

Diagnostic Tools

Diagnostic tools, created from leading-edge research will help you be a global success. These tools help you pursue opportunities in the global marketplace. The tools are loaded with scores, charts, graphs, and customized business recommendations.

States

Navigation

Introduction

statistics

economy

history

government

culture

risk

corporations

trade stats

rankings

resources

headlines

gE network

country memo

Your location is: > Countries > Region: Oceania > Australia > Introduction

Australia : Introduction

Aboriginal settlers arrived on the continent from Southeast Asia about 40,000 years before the first Europeans began exploration in the 17th century. No formal territorial claims were made until 1770, when Capt. James Cook took possession in the name of Great Britain. Six colonies were created in the late 18th and 19th centuries; they federated and became the Commonwealth of Australia in 1901. The new country took advantage of its natural resources to rapidly develop agricultural and manufacturing industries and to make a major contribution to the British effort in World Wars I and II. In recent decades, Australia has transformed itself into an internationally competitive, advanced market economy. It boasted one of the OECD's fastest growing economies during the 1990s, a performance due in large part to economic reforms adopted in the 1980s. Long-term concerns include climate-change issues such as the depletion of the ozone layer and more frequent droughts, and management and conservation of coastal areas, especially the Great Barrier Reef.



- Capital City:** Canberra (+10 GMT)
- Currency:** Australian dollar (AUD) (convert)
- Languages:** English 78.5%, Chinese 2.5%, Italian 1.6%, Greek 1.3%, Arabic 1.2%, Vietnamese 1%, other 8.2%, unspecified 5.7%
- Calling Code:** 61
- Voltage:** 230/240
- Religions:** Catholic 25.8%, Anglican 18.7%, Uniting Church 5.7%, Presbyterian and Reformed 3%, Eastern Orthodox 2.7%, other Christian 7.9%, Buddhist 2.1%, Muslim 1.7%, other 2.4%, unspecified 11.3%, none 18.7%

quick links

[Australia: Country Commercial Guide](#)

[Australia: World Bank Doing Business Indicators](#)

Key Facts

GDP (ppp) per CAPITA¹
\$38,784.00 (2008 est.)

Inflation Rate
1.90% (2009 est.)

Population
21.26 million (2009 est.)

Country Risk Ratings
A1

Ease of Doing Business Rankings
10 out of 183 (2011 est.)

Global Competitiveness Report
5.11 (16 out of 139) (2010 est.)

Country Map



Your location is: > [Countries](#) > [Region: Oceania](#) > [Australia](#) > [Competitive Rankings](#)

Navigation

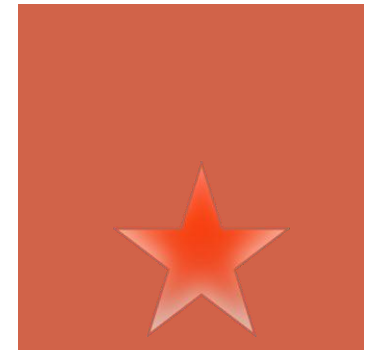
- [introduction](#)
- [statistics](#)
- [economy](#)
- [history](#)
- [government](#)
- [culture](#)
- [risk](#)
- [corporations](#)
- [trade stats](#)
- [rankings](#)
- [resources](#)
- [headlines](#)
- [gE network](#)
- [country memo](#)

Australia : Competitive Rankings

▶ Corruption Perceptions Index	8.7 (ranked 8 out of 178)
▶ Ease of Doing Business Rankings	ranked 10 out of 183
▶ E-readiness Rankings	8.21 (ranked 9 out of 70)
▶ Freedom of the Press	22 (ranked 37 out of 196)
▶ Global Competitiveness Report	5.11 (ranked 16 out of 139)
▶ Global Enabling Trade Report	5.13 (ranked 15 out of 125)
▶ Global Manufacturing Competitiveness Index (GMCI)	3.07 (ranked 15 out of 26)
▶ Global Services Location Index	4.44 (ranked 46 out of 50)
▶ Index of Economic Freedom	82.6 (ranked 3 out of 179)
▶ International Logistics Performance Index (LPI)	3.84 (ranked 18 out of 155)
▶ Inward FDI Potential Index	0.367 (ranked 22 out of 141)
▶ KOF Index of Globalization	81.4 (ranked 22 out of 186)
▶ Networked Readiness Index (NRI)	5.06 (ranked 16 out of 133)
▶ Tax Misery & Reform Index	96.5 (ranked 38 out of 63)

Key Facts

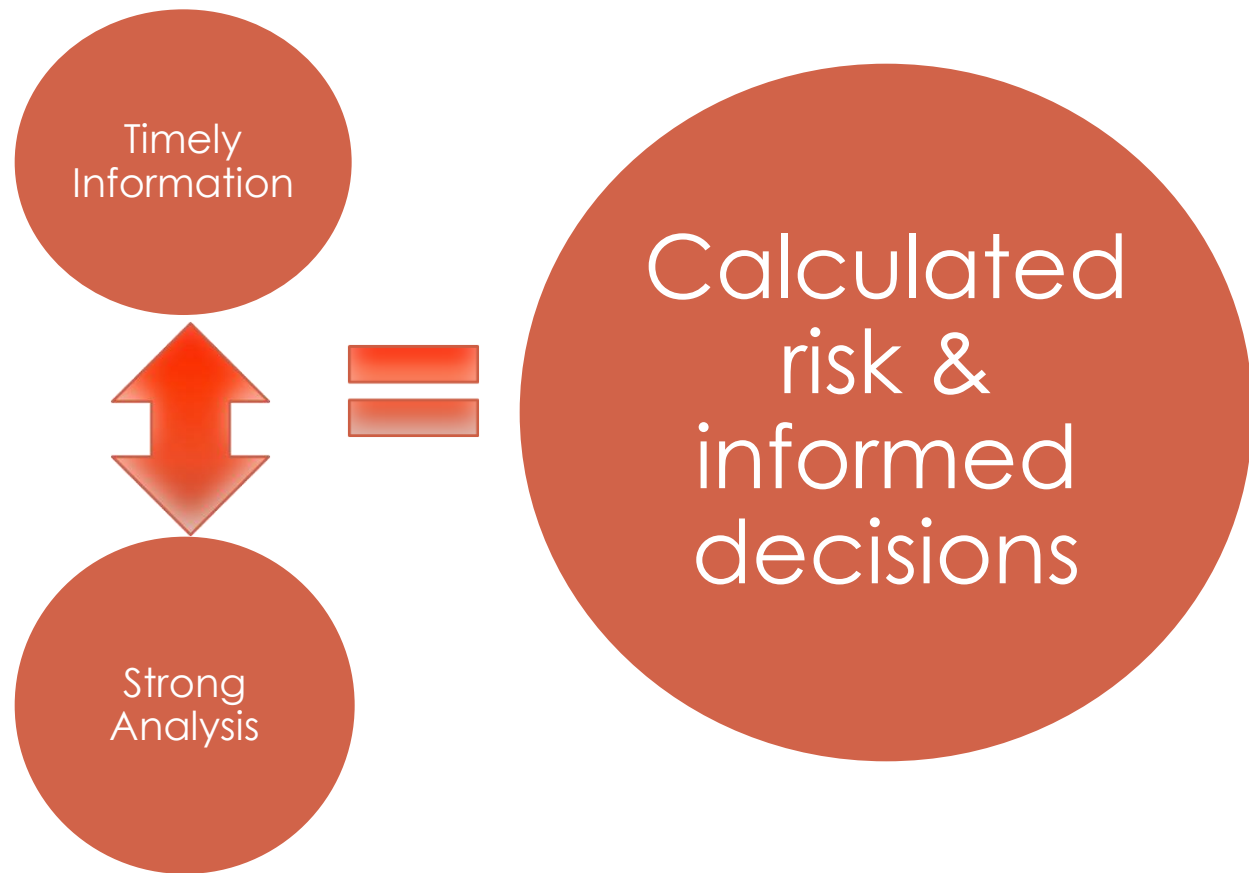
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Ranking Scorecard

	Population	%	Rank	GDP /per capita	%	Rank	Ease of Doing Bs.	%	Rank	100%	Final Rank
Ireland											
S.Africa											
Australia											
India											
Brazil											
Mexico											
S.Korea											
U.K.											
Mexico											

The Difference Between Success & Failure



The End of....





#7 FITA



The Federation of International Trade Associations

Google AdWords | Start with \$75 of free advertising on us.*
[Find out more](#)

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BOOKMARK

Trade Leads

Market Research

- Really Useful Links
- Webcasts

Country Profiles

Chile



Tools of Trade

- Really Useful Links
- Transportation & Logistics
- Trade Finance & Currencies
- Documentation
- Trade Software
- Trade Glossaries
- Maps and Geography
- Weights and Measures
- Security
- Trade Law
- Books & Publications
- Getting Started in Importing or Exporting?
- Directories

Travel Services

- Global Business Travel

Career Center

- Search for Jobs
- Post a Job

Member Associations

- Directory
- How to Join
- Introduction to FITA Powerpoint

Welcome to the FITA.org Global Trade Portal

The FITA Global Trade Portal, is the source for international import export trade leads, events, and links to 8,000 international trade (export import) related Websites.

FITA (The Federation of International Trade Associations) has 450 association members and 450,000 linked company members dedicated to the promotion of international trade, import-export, international logistics management, international finance and more. For more information about FITA, its members and benefits, click here.

GLOBALTRADE.net
The marketplace for International Trade Services

Are you a global Service Provider looking to promote your business?

Get our free bi-weekly NEWSLETTER

Your Email Address

Sign up!

FITA's "Really Useful Sites for International Trade Professionals" world trade website newsletter

Features

FITA Online Officially Launches



The marketplace for International Trade Knowledge

FITA is proud to announce that GlobalTrade.net is now officially live! **GlobalTrade.net** offers a user-generated **Knowledge Resource** where international trade professionals can find thousands of experts' analyses, market surveys, tips, white papers, etc to assist in their business needs. Furthermore, it boasts a cross-border **Database of International Trade Service Providers** where international trade professionals can select experts by browsing their profiles created on GlobalTrade.net.

Posting content and creating a profile are free services, so explore **GlobalTrade.net** today: list your company, post informative content and participate in this new world-exclusive website dedicated to bringing

PIERS Directories of U.S. Importers & Exporters is **NOW** online!
[Learn more >](#)

DHGate.com

China wholesale for: wholesale dresses, wholesale apparel and dropship!

Making Trade Data Work For YOU.

Indiamart.com

B2B Marketplace to meet Indian Exporters & Manufacturers



WORLD TRADE WEEK 11

NEW YORK CITY | 16-20 MAY 2011

TradeBoss.com

B2B Marketplace, Company Directory & Middle East B2B.

PILOT INTERNATIONAL

INNOVATION & SUSTAINABILITY
AUG. 24-27 2011

TRADEKEY

Your Key To Global Trade
A B2B Marketplace for Import Export & Trade Leads <more>

Buyers, Sellers and TradeLeads across 232 Countries.

Brazil TradeNet

Made-in-China.com

Connecting Buyers With

#8 U.S. Export License Required? Bureau of Industry & Security



- **What:** Information for determining if you need a license, filing for license.
- **Where:** US Department of Commerce – Bureau of Industry and Security
- **Uses:**
 - ECCN numbers and reasons for control
 - Country commodity list
 - Training schedule

- **Link:**

<http://www.bis.doc.gov/licensing/exportingbasics.htm>



8 U.S. Export License

BIS.gov

How to Determine If You Need a Commerce Export License

A relatively small percentage of total U.S. exports and reexports require a license from BIS. License requirements are dependent upon an item's technical characteristics, the destination, the end-user, and the end-use. You, as the exporter, must determine whether your export requires a license. When making that determination consider:

- What are you exporting?
- Where are you exporting?
- Who will receive your item?
- What will your item be used for?

What are you exporting?

The Export Control Classification Number and the Commerce Control List

A key in determining whether an export license is needed from the Department of Commerce is knowing whether the item you are intending to export has a specific Export Control Classification Number (ECCN). The ECCN is an alpha-numeric code, e.g., 3A001, that describes a particular item or type of item, and shows the controls placed on that item. All ECCNs are listed in the Commerce Control List (CCL) (Supplement No. 1 to Part 774 of the EAR) which is available on the Government Printing Office Web site. The CCL is divided into ten broad categories, and each category is further subdivided into five product groups. The CCL is available on the [EAR Website](#).

Five Product Groups

- A. Systems, Equipment and Components
- B. Test, Inspection and Production Equipment
- C. Material
- D. Software
- E. Technology



Commerce Control List Categories

- 0 = Nuclear materials, facilities and equipment (and miscellaneous items)
- 1 = Materials, Chemicals, Microorganisms and Toxins
- 2 = Materials Processing
- 3 = Electronics
- 4 = Computers
- 5 = Telecommunications and Information Security
- 6 = Sensors and Lasers
- 7 = Navigation and Avionics
- 8 = Marine
- 9 = Propulsion Systems, Space Vehicles, and Related Equipment

More...www.export.gov

#9 Industry Reports



export.gov
Helping U.S. Companies Export

Register | M
Search

↑ Opportunities Solutions Locations FAQ Blog

Home > By Industry

Export Information By Industry

Export.gov offers a wide range of current industry and trade information to help exporters of U.S goods and services find the information they need to compete successfully in overseas markets.

Four Essential Resources

- 1. Export Assistance.** The U.S. & Foreign Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. Commercial Service trade professionals in more than 100 U.S. cities and in nearly 80 countries help U.S. companies to start exporting or increase sales to new global markets. Commercial Service services include: [Market Intelligence](#) , [Trade Counseling](#) , [Business Matchmaking](#), and [more](#).
- 2. Trade Data & Analysis.** Trade data can help companies identify the best countries to target their exporting efforts. Companies can gauge the size of the market for their product as well as develop a price strategy to become competitive. [More information on trade data.](#)
- 3. Webinars.** Watch live or previously recorded trade information webinars on a variety of topics relating to export basics, exporting to specific countries, export regulations and [more](#).
- 4. Industry Pages.** These pages are updated regularly by our commercial specialists around the world, so make sure to check back for updates on your industry. Select from the industry list below to find the latest:
 - [Market Research](#)
 - [Trade Events](#)
 - [Trade Leads](#)

What's New: Please join us for some [New, NO FEE Export Basics Webinars](#).

Search by Industry

Aerospace & Defense	Health Technologies
Agribusiness	Industrial Equipment & Supplies
Architecture & Engineering	Information & Communication
Automotive & Ground Transportation	Manufacturing Industries
Construction, Building, & Heavy Equipment	Marine Technology
Consumer Goods & Home Furnishings	Publishing
Education	Security & Safety
Energy	Services
Environmental Technologies	Textiles, Apparel & Sporting Goods
Finance	Travel
Food Processing & Packaging	Used & Reconditioned Equipment
Franchising	

and more... Trade Data

export.gov
Helping U.S. Companies Export

Register | Manage Account

Search Our Site

Search

Advanced Search



Opportunities

Solutions

Locations

FAQ

Blog

Connect

Home > Trade Data & Analysis

Print | E-mail Page

Trade Data & Analysis

- ▶ [Data & Analysis Home](#)
- ▶ [Import/Export Data](#)
- ▶ [State Export Data](#)
- ▶ [U.S. Economic Infrastructure](#)
- ▶ [Trade Analysis](#)
- ▶ [Other Resources](#)

Related Topics

- ▶ [Census Bureau Stats](#)
- ▶ [Other Government Resources](#)



Trade Data & Analysis

Introduction to Trade Data

Trade data can help companies identify the best countries to target their exporting efforts. Companies can gauge the size of the market for their product as well as develop a price strategy to become competitive.

The official U.S. import and export statistics reflect government and non-government shipments of merchandise between foreign countries and the U.S. Customs Territory (i.e. the 50 states, District of Columbia, and Puerto Rico), U.S. [Foreign Trade Zones](#), and the U.S. Virgin Islands, without regard to whether or not a commercial transaction is involved.

The first step to accessing export and import statistics is to classify the product with one of the following commodity classification codes: [Harmonized Tariff Schedule \(HTS\)](#), [Schedule B Number](#), [North American Industry Classification System \(NAICS\)](#), or [Standard International Trade Classification \(SITC\)](#). Each of these classification systems allow assign 6-10 digit codes for specific items, which then allow agencies to collect and analyze data for each coded item. For help with any of the terms or concepts, take a look at [Basics of Trade Data](#).

Two Ways to Access Trade Data

[Trade Stats Express](#) is a service provided by the International Trade Administration (ITA). "Get the latest annual and quarterly trade data with TradeStats Express.™ Retrieve, visualize, analyze, print and download your customized output." [More on ITA trade products.](#)

[USA Trade Online](#) is another trade data service provided by the US Census Bureau. It offers the most current export and import statistics and provides a wealth of detail such as the unit price (quantity/value) of specific products in foreign countries. [More on Census Bureau trade products.](#)

The main difference between these two trade data sites is the level of detail each provides in data. TradeStat Express is great for accessing broader information, while USA Trade Online provides a greater level of detailed trade data.

Differences between TradeStats Express (ITA) and USA Trade Online (Census Bureau)

	TradeStats Express	USA Trade Online
--	--------------------	------------------

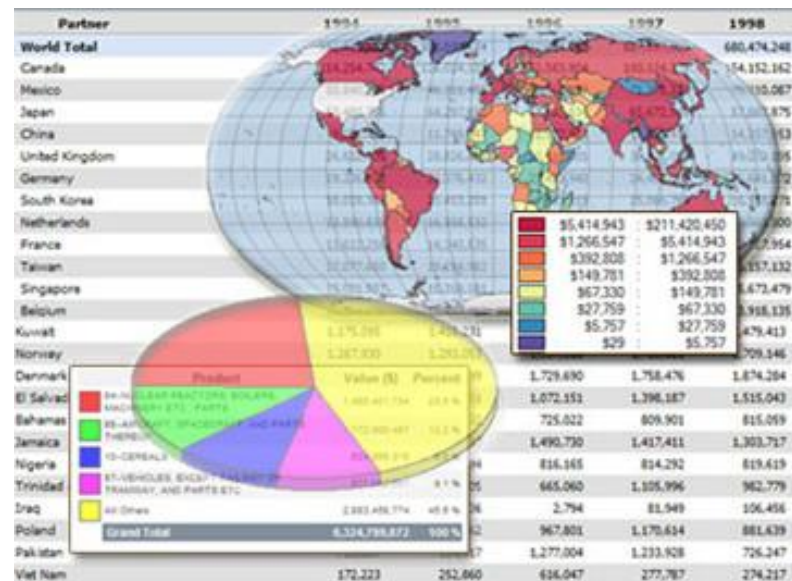
#10 Export Stats Trade Stats Express

- **What:** Export statistics out to the 4th digit
- **Where:** Trade Stats Express
- **Uses:**
 - See if there's a potential market for your product in the country
 - See how much the US is already exporting

Link:

<http://tse.export.gov>

Global Patterns of U.S. Merchandise Trade



#10 Trade Stats Express



TradeStats Express™ Home State Export Data Home **ITA** International Trade Administration U.S. DEPARTMENT OF COMMERCE **TradeStats Express™ - National Trade Data**

Global Patterns of U.S. Merchandise Trade | Product Profiles of U.S. Merchandise Trade with a Selected Market

New National Trade Report ? Help

Product Profiles of U.S. Merchandise Trade with a Selected Market

Trade Partner

- Individual countries
- Geographic regions
- Trading & economic regions

Chile ?

Product

flow: Exports Imports Balance

item: **NAICS - 3169**

3169 - OTHER LEATHER PRODUCTS

Table Display

ANNUAL TOTALS

Display Data for: 2008 to: 2010

QUARTERLY DATA

Year To Date (Quarter) [JAN 2010 - DEC 2010] for most recent: 5 years

ADDITIONAL DATA

Compute Dollar Change from: 2006 to: 2010

Chart Display

show: 2010

display style: colors: normal contrast

chart & legend will have at most: 5 wedges / bars

Product	Value (\$)	Percent (%)
Other leather products	1,437,411	1,437,411
Leather of other animals	814,292	602,194
Leather of horses	1,105,996	689,205
Leather of other animals	81,949	236
Leather of horses	1,437,411	1,437,411
Leather of other animals	814,292	602,194
Leather of horses	1,105,996	689,205
Leather of other animals	81,949	236

Please select options on your left and click "Go"

#11 Import & Export Stats

USA Trade Online

- **What:** U.S. Import & Export statistics out to the 10th digit
- **Where:** USA Trade Online
(\$\$ subscription)
- **Uses:**
 - See top market importers and exporters for products
 - Pick up on potential for surrounding markets
 - Create some fun graphs
- **Link:**
www.usatradeonline.gov

11 Import & Export Stats



- Home
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- GET EMAIL UPDATES
- Account Maintenance Renew Here!
- Subscribe Now!
- 2011 Release Schedule
- Frequently Asked Questions
- Guide To Foreign Trade Statistics
- Trade Classification Systems
- Schedule B Search Engine
- Export Concordance
- Import Concordance
- Free Demo!
- About USA Trade Online
- About Us
- Foreign Trade Division Products
- Contact Us
- Privacy Policy
- Census Bureau's Online Privacy Policy
- Browser Requirements
- Accessibility
- Help

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USA Trade[®] Online

Show me the trade data! [click here](#)

[Click here to access the trade data.](#) You have not logged in yet today. [Click here to login to USA Trade Online now!](#)

USA Trade[®] Online

The *Official* Source for U.S. Merchandise Trade Data

The Foreign Trade Division of the U.S. Census Bureau is pleased to bring you **USA Trade Online!** With this dynamic service, you can access current and cumulative U.S. export and import data for over 18,000 export commodities and 24,000 import commodities. USA Trade Online provides trade statistics using the Harmonized System (HS) up to the 10-digit level and the North American Industry Classification System (NAICS) commodity classification codes up to the 6-digit level.

Subscribe to USA Trade Online and obtain monthly and annual trade statistics at the district and port level, as well as state exports! Using this powerful tool, learn how to build customized reports and charts that will keep you on the leading edge of your competition.

Still not sure? Try the [Free Demo!](#)

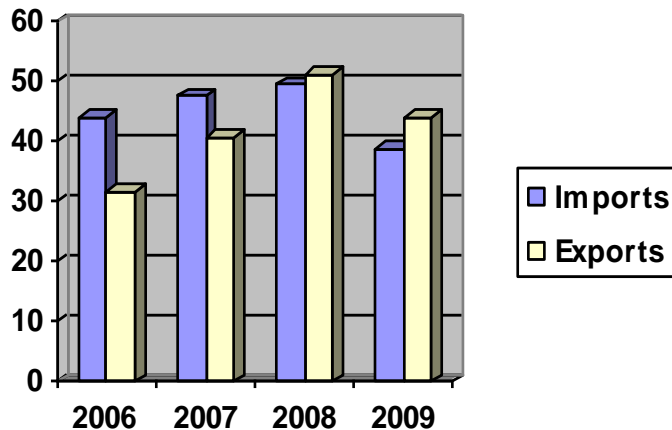
[U.S. Census Bureau](#) • [Economics & Statistics Administration](#) • [U.S. Department of Commerce](#)
1-800-549-0595 (option 4) • 301-763-2311 • ftd.data.dissemination@census.gov



US Jewelry Trade Statistics

Chapter 71

US Exports/Imports of Natural Pearls, Precious Stones
and Precious Metals, Etc
(\$B)



Exports

Imports

Largest Export Markets

- | | |
|----------------|------------|
| 1. Switzerland | 6. Canada |
| 2. UK | 7. Belgium |
| 3. Hong Kong | 8. Germany |
| 4. India | 9. Japan |
| 5. Israel | 10. Italy |

Largest Import Markets

- | | |
|--------------|----------------|
| 1. Israel | 6. Belgium |
| 2. India | 7. China |
| 3. Mexico | 8. Colombia |
| 4. Canada | 9. Switzerland |
| 5. S. Africa | 10. Thailand |

#12 Competition Reference USA.gov

- **What:** database of US companies and worldwide
- **Where:** Reference USA (\$\$ subscription)
- **Uses:**
 - Look for publicly traded US companies
 - Find trends in the competitive market
 - Sort companies based on proximity, revenue and other features
- **Link:** www.referenceusagov.com
- ****One Source-** select "International Business"

#12 Reference USA.gov

ReferenceUSAGov™
an infoUSA Company

GSA Schedule: GS-23F-0096P
FEDLINK: LOC 04C-7005

US Businesses

Version 2009.5

Call 800.555.5211

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Jack Black LLC Addison, TX

Address Information

Address:	16633 Dallas Pkwy # 600	Toll Free Number:	Not Available
City:	Addison	Fax:	Not Available
State:	TX	Line of Business:	Druggists Goods Merchant Whls
ZIP Code:	75001-6892	Primary SIC:	5122-04
Phone:	(972) 588-3388	NAICS:	42421002
Map & Directions:	Map and Driving Directions Radius	IUSA Number:	23-249-7537
		EIN(s):	Not Available

Corporate Information

Corporate Employees:		Years in Database:	7
Location Employees:	6	Year Established:	Not Available
Est. Annual Sales:	\$5 to \$10 Million	Yellow Page Ad Spending:	\$601 - \$900
Type of Business:	Privately Owned	Ticker Symbol:	Not Available
Location Type:	Single Loc	Stock Exchange:	None
Credit Rating Score:	Good	Annual Reports:	Not Applicable
Metro Area:	Dallas, TX	Parent Company:	None
County:	Dallas	Foreign Parent:	No
View Web Site:	Not Available	Fortune 1000 Ranking:	Not Applicable
Number of Personal Computers:	2 - 9 PCs	SQ Footage:	10,000 - 39,999
Home Business:	No	Hours of Operation:	Not Available
Public Company:	No	Credit Cards Accepted:	Not Available
Lat/Long:	032.979239 / -096.828394		

Management Directory

#12 One Source or Referenceusagov.com

The screenshot shows the OneSource Global Business Browser website. The header includes the OneSource logo, a 'LIVE SUPPORT' button, and links for 'Feedback' and 'Sign Out'. A navigation menu contains 'Home', 'Companies', 'Executives', 'Industries', and 'News & Reports'. The main content area is dated 'Wednesday, 6 May 2009' and features a 'Quick Search' section with four search categories: Companies, Executives, News & Articles, and Industries. Each category has a description, a search input field, and a magnifying glass icon. Below the search fields are total counts for Companies (4,575,540) and Executives (12,395,573). To the left, there are sections for 'Recently Viewed Companies' and 'Global Preferences' (Region: Global, Currency: USD (mil)). At the bottom, there are two columns: 'Top Business News' with three news items and 'What's New at OneSource' with two updates.

OneSource®
Global Business Browser

LIVE SUPPORT Feedback | Sign Out

Welcome, RL

Home Companies Executives Industries News & Reports

Wednesday, 6 May 2009

Recently Viewed Companies

This section provides links to your most recently viewed company summaries, allowing you to revisit them with a single click.

Global Preferences [Edit](#)

Region: Global
Currency: USD (mil)

Quick Search

Companies
Enter a company, ticker symbol, or registered number below, or [build a list](#) of companies.

Total Companies: 4,575,540

Executives
Enter last name or both first and last name below, or [build a list](#) of executives.

Total Executives: 12,395,573

News & Articles
Enter one or more keywords to search multiple global media sources.

Industries
Search for an industry by entering a keyword, industry activity, or industry code.

Top Business News

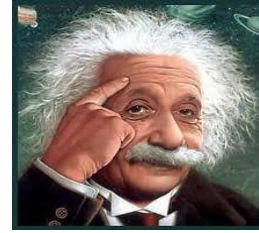
- » [MedCath Corporation Announces Delay in 2nd Quarter Earnings Announcement and Filing of Form 10-Q](#) 06-May-2009
PR Newswire US (190 Words)
- » [DCP Midstream Partners and DCP Midstream Initiate Service on New Pipeline Extension in East Texas](#) 06-May-2009
PR Newswire US (477 Words)
- » [Cenveo Announces First Quarter 2009 Results](#) 06-May-2009
PR Newswire US (370 Words)

What's New at OneSource

- » [Increased company and executive coverage in Portugal](#)
OneSource now includes up to 50,000 Portuguese company profiles. The majority have up to 3 years of financials.
- » [UK Credit Insights](#)
OneSource is pleased to announce the availability of UK credit reports in the



So What is the Decision?
Should We Jump?



Skill

- What are the key points of this session?
- Name the acronyms or terms that are important to take away.
- What are the key questions to ask?
- What are the next steps?
- What are the red flags to watch out for?
- Any great tidbit of information?



Sources

- Kristin Drauschke, Joel Martino, International Trade Specialist, International Trade Center, SBDC, Dallas, TX
- Lorraine McCord, Director, International Trade Center, SBDC, Dallas, TX