

**Exporter's Internet Search Wizard**  
**By**  
**Maurice Kogon**

This *Exporter's Internet Search Wizard* was developed by Maurice Kogon as a new way to search the Internet for specific trade information. It aggregates and organizes extensive Internet resources under 10 basic categories of export "need" or "objective." Users can directly access the information and tools they want by clicking on any of the 10 listed needs/objectives.

The Wizard is also an export tutorial. It not only links to the needed information, but also explains how the information can be applied.

1. [Develop Export Readiness](#)
2. [Identify Best Export Markets](#)
3. [Develop Market Entry Strategies](#)
4. [Develop Trade Contacts/Leads](#)
5. [Advertise Promote Abroad](#)
6. [Respond To Inquiries & Orders](#)
7. [Comply With Trade Requirements](#)
8. [Prepare & Deliver the Goods](#)
9. [Get Paid](#)
10. [Get Help](#)

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## 1. Develop Export Readiness

Most U.S. manufacturers do not export. Although many have exportable products, they are not yet export ready; i.e., they lack the necessary resources, knowledge and skills to export successfully. The Internet offers a wealth of tools to help them:

- Assess their export readiness and potential.
- Learn how to export -- the basic steps and procedures
- Determine the commodity classification numbers for their export products
- Understand the specialized terminology used in exporting
- Convert foreign measures and standards to their own and vice versa

### Export Readiness Assessment

Maurice Kogon's [\*Export Readiness Assessment System\*](#) (ERAS) provides a customized export assessment and diagnosis, based on a company's answers to 23 questions about its present operations, attitudes and products. ERAS provides immediate feedback in the form of an export readiness "score," a detailed assessment of the company's export readiness, and suggested next steps to improve export capability and performance.

### How-to-Export Guides

Maurice Kogon's [\*Exporting Basics\*](#) and [\*Export FAQs\*](#) cover all aspects of exporting, including the how-to's of market analysis, planning, distribution, pricing, promotion, financing and logistics. Other useful guides include:

- [USDOC - A Basic Guide to Exporting](#)
- [New Exporter FAQs](#)
- [SBA Small Business Guide to Exporting, 3rd Edition](#)
- [SUSTA - Basics of Exporting](#)
- [Agriculture Export Basics](#)
- [Export 911](#)
- [Doing Business Internationally -- Resource Handbook for the Transport Industry](#)
- [E-Commerce Tutorial](#)
- [Starting an Export Company](#)
- [How to Start Your Own Export/Import Business](#)
- [How to Find and Use an Export Management Company](#)

### Commodity Classification Systems

Exporters should know the correct commodity classification number for their product under various U.S. and international coding systems. The classification systems most often used are:

- **U.S. Schedule B codes** – used for U.S. export documents and to find U.S. export and import statistics by product and country.

- **Harmonized System (HS) codes** -- used to find U.S. and foreign import duties by product and country and U.S. and foreign trade statistics by product and country.
- **Standard International Trade Classification (SITC) codes** – used to find international trade statistics compiled by the United Nations
- **Standard Industrial Classification (SIC) codes** and **North American Industrial Classification System (NAICS codes)** – used to find industry-specific statistics on U.S. manufacturers and employment.

For quick lookups to these codes, see:

- [Schedule B Export Codes](#) -- search by keyword or browse through categories to find up to 10-digit Schedule B number for specific products.
- [Harmonized System \(HS\) Codes](#) – are identical to Schedule B codes up to the first 6 digits. Scroll down to find the SITC code for a specified product.
- [Binding Rulings, US Customs \(HS search\)](#) – enter keyword in the Search field to find HS codes.
- [SITC Codes](#) – scroll down to find the SITC code for a specified product, up to 5 digits.
- [SIC-NAICS Code Concordance](#) -- correlates NAICS codes with the previously used SIC codes.
- [Commodity Translation Wizard](#) -- a concordance that translates an 8-digit or 10-digit HS item number into its corresponding SIC, SITC or NAICS code number; or an SIC, SITC or NAIC classification code number into its corresponding 8-digit and 10-digit HS item numbers.
- [Export Commodity Control Numbers \(ECCN\) - Numerical Index](#) and [Export Commodity Control Numbers \(ECCN\) - Alphabetic Index](#) –search numerically or alphabetically to determine whether a U.S. export license is required.

### **Trade Terms and Acronyms**

Many terms and acronyms are used in international trade, particularly for shipping, trade finance, and regulatory purposes. Exporters need to know what these terms and acronyms mean and how they apply if confronted with them in correspondence or in a transaction. Here are quick look-up sources for virtually any international trade term or acronym:

- [INCOTERMS 2000](#) -- a complete list of INCOTERMS, including responsibilities of the parties. These shorthand terms, developed by the International Chamber of Commerce, are used in price quotations and foreign trade contracts to define which parties incur costs and when.
- [Dictionary of International Trade Terms](#) -- definitions and explanations of hundreds of common and not so common international business and global trade terms. It also includes acronyms and commonly used trade abbreviations
- [Industry Terms and Acronyms](#)
- [Glossary of Shipping Terms](#)
- [Glossary of Trade Finance Terms](#)
- [Foreign Exchange Glossary](#)

- [Hyperdictionary of Electronic Commerce Law](#)
- [IMF Glossary of Financial Terms](#)
- [Glossary of Economic Terms \(Federal Reserve Bank\)](#)

### **International Conversions**

There are wide differences among countries in their currencies, time zones, units of weight and measure, languages, and the like. Exporters need to be able to convert these foreign standards and measures to their own, and vice versa. Here are sources for commonly required international conversions:

- [Daily Foreign Exchange Rates](#)
- [Currency Converter](#)
- [Foreign Exchange Currency Converter](#)
- [International Time Converter](#)
- [World Clock](#)
- [Time Lapse Calculator](#)
- [Distance/Mileage Calculator](#)
- [WWW International Unit Converter](#)
- [Interactive Units Converter](#)
- [Volumetric Weight Calculator-Converter](#)
- [Container Specifications](#)
- [International Dialing Codes](#)
- [International Voltage/Cycle Chart](#)
- [Electric Current Abroad, 2002 Edition](#)
- [Translate Texts and Webpages](#)

### **Other Handy References**

Here are some additional reference sources for exporters that may come in handy from time to time:

- [Mapquest World Maps](#)
- [World Weather](#)
- [USPS Zip Code Look-UP](#)
- [Area Code Look-Up](#)
- [International Postal Rates](#)
- [Business-Person Telephone Lookup \(Switchboard.com\)](#)
- [World Holidays](#)
- [Hazardous Materials Table](#)
- [Export 911 - Shipping](#)
- [Passport & Visa Requirements \(by country\)](#)

## 2. Identify Best Export Markets

The Internet is a rich resource for best-market identification. The "best" markets offer a combination of high comfort for the company and high potential for the products. High-comfort markets (language and cultural affinity) are easier to relate to, but are rarely the most promising (large, emerging, fast-growing, receptive, open, limited competition, etc.).

You can find high potential markets with a little research and screening. The [Best Market Reports](#) (BMRs) compiled by the [El Camino College Center for International Trade Development](#) identify best U.S. export markets for 10-15 specific industries. The US Government also offers extensive resources for best-market identification, including trade statistics and in-depth market research on specific industry sectors and countries

Here are 5 questions/answers to help identify your high potential markets:

**1. Where are comparable products mostly exported?** Look for the largest and fastest growing export destinations for the product over the past several years. Sources: For U.S. exporters, and foreign exporters to the US, see [USITC DataWeb](#) (free registration) or USDOC's [Trade Stats Express](#) for official U.S. export/import statistics by commodity and country.

**2. Which countries are mostly importing comparable products?** Look for countries with the largest and fastest growing imports of the product over the past several years. Sources: [UN COMTRADE](#) and [Market Research Reports](#).

**3. Where would comparable products be most competitive?** Look for high market share countries with limited competition from local producers. *Source:* [Market Research Reports](#).

**4. Where are comparable products most welcome and easiest to sell?** Look for countries with high receptivity to the product and no significant market barriers. *Source:* [Market Research Reports](#).

**5. Which markets do the experts consider most promising?** Look for countries recommended as "Best-Prospect" markets for comparable products. Sources: [Best Market Reports](#) and [Market Research Reports](#).

## 3. Develop Market Entry Strategies

Foreign markets can differ in income levels, standards, climates, sizes of people and space, language, religion, cultural preferences and taboos, business practices, etc. These differences must be accommodated in market entry planning to succeed in a market and avoid costly mistakes. A market entry plan should cover these four points at least -- distribution, promotion, competition/pricing, market access and localization. To develop a strategic profile and plan for specific markets, you should analyze market needs/demand; end-users; competitive situation, market access; business practices; distribution channels and market promotion media/methods. Try these sources:

**Distribution** - Distribution practices, including customary use of local agents or distributors; overseas company sales staff; or overseas sales or branch offices, are covered in the chapter on "Selling U.S. Products & Services" in [Country Commercial Guides](#) (CCGs). Other sources are [Market Research Reports](#) and [FAS Attache Reports](#).

**Promotion** - Promotional media/practices, including effective use of direct marketing, press releases, paid ads, trade shows, sales trips, etc., are covered in [Country Commercial Guides](#) (CCGs), [Market Research Reports](#) and [FAS Attache Reports](#).

**Competition/Pricing** -Competitive factors/practices, including the role of price, credit, quality and service, are covered in [Country Commercial Guides](#) (CCGs), [Market Research Reports](#), and [FAS Attache Reports](#).

**Market Access** - Import duties by product can be found for many countries in various on-line tariff databases, including [Country-Specific Tariff & Tax Information](#). Non-tariff barriers by country, including technical/legal requirements, are covered in the chapter on Trade Regulations & Standards in [Country Commercial Guides](#) (CCGs), and also in [Market Research Reports](#) and [National Trade Estimate Reports on Foreign Trade Barriers](#).

**Localization** - Local business practices, tastes and cultural imperatives, including needs to comply by adapting the product, packaging or sales literature, are covered in [International Business Etiquette & Culture](#) reports, [Country Cultural Profiles Project](#), [Market Research Reports](#), and [Country Studies](#) (formerly *Army Area Handbooks*).

#### 4. Develop Trade Contacts/Leads

Exporters cannot survive on unsolicited business. They must aggressively seek and pursue potential customers -- buyers and distributors alike. Finding the "right" buyers, agents or distributors for each market is crucial. You need good overseas business partners to generate ongoing sales. Agent/distributor selection is especially important. A poor rep could seriously hamper you in possibly lucrative markets, perhaps indefinitely in countries that impede termination of agent/distributor agreements. Therefore, you want to choose carefully.

The Internet is an exploding source of trade contacts and specific trade leads. Here are techniques for finding interested and qualified buyers and distributors.

##### Trade Contact Lists

Specialized global and country-specific directories offer selective searching to identify potential foreign buyers, and distributors, including:

- **Global Directories**
  - [Compass Worldwide Company Directory](#)
  - [Wand Global Trade Directory](#)
  - [TradeMama Int'l Trade Directory](#)
  - [Trade Attache Directory](#)

[Coface@Rating](#)  
[DistributorMatch](#)  
[Manufacturers Directory - Global](#)  
[World Directory of Importers' Associations](#)  
[International Importers- Import Bureau](#)  
[Researching Companies On-Line -- Tutorial](#)

- **Region/Country Trade Directories**

[Links to Regional & Country-Specific Directories](#)  
[Canadian Importers Database](#)  
[Canadian Company Capabilities](#)  
[Canadian Trade Index \(CTI\)](#)  
[Canadian Agri-Food Suppliers](#)  
[Latin America Importers](#)  
[Directory of Mexican Exporters](#)  
[BrazilBiz](#)  
[EU Business/Europages Company Directory](#)  
[Asian Sources](#)  
[China Sources Directory](#)  
[Trade-India](#)  
[Companies of Africa](#)

- **Industry-Specific (Vertical) Directories**

[Chemicals & Products \(ChemNet\)](#)  
[World Renewable Energy Businesses, by Product Category](#)

### **Specific Trade Opportunities**

Clearly, the best leads are the first-hand leads you uncover on foreign business trips or that your overseas reps find for you. While better, these leads are also more costly to develop. If you don't have overseas reps, or can't afford overseas sales trips, give the "second-hand" leads a try. They're often solid and substantial. However, since your competitors can learn about them too, you want to follow up quickly on these leads.

Good trade lead sources include:

- [Internet Guide to Export Trade Leads](#)
- [USDOC Trade Opportunities](#)
- [Global Technology Network \(GTN\)](#)
- [Trade Leads: Central and Eastern Europe](#)
- [Trade Leads: Newly Independent States - Russia](#)
- [Federal Business Opportunities](#)
- [Trade Leads from Japan](#)
- [FITA Trade Leads](#)
- [Euro Trade Leads](#)
- [Worldwide Distributor Match](#)

- [World Trade AA](#)
- [Alibaba Buy/Sell Leads](#)
- [International Trade Leads - Post Offers, Search for Buyers](#)
- [Worldwide Buy/Sell Leads from TooToo.com](#)
- [Worldwide Buy/Sell Leads from TooToo.com](#)

### Major Project Opportunities

Some of the best leads are for development projects still in the planning stage. These future projects offer opportunities for equipment, supplies and services of all kinds. They often have foreign government backing and assured financing from international development banks. You can find advance notice of proposed projects in:

- [World Bank International Business Opportunities](#)
- [African Development Bank Business Opportunities](#)
- [Asian Development Bank Business Opportunities](#)
- [European Bank's Procurement Opportunities](#)
- [Inter-American Development Bank Projects](#)
- [North American Development Bank Procurement Processes](#)
- [Japanese Government Procurement Database System](#)
- [Trade Development Agency \(TDA\) Pipeline](#)
- [Trade Development Agency \(TDA\) Feasibility Studies & Projects](#)

## 5. Advertise/Promote Abroad

Exporters that aren't known abroad attract no business, so exposure is a must. The Internet is a low cost, global promotional medium. Promotion methods typically used in exporting are described in Maurice Kogon's [Exporting Basics](#) (pp. 25-27) and other export guides on the [CITD Web site](#) listed in the [Export-Import Guides](#) section. Promotional techniques that work well in particular countries are discussed in [Country Commercial Guides](#) (CCGs) and in [Market Research Reports](#) as they relate to industry-specific promotion in the country.

**Company Web Pages** can be virtual company/product catalogs, with text, images, price sheets, and order forms. The audience is international, whether intended or not. However, Web Page exposure has limits for exporters. Finding any one Web Page among millions is a chore, and most of the companies don't or won't export. This deters Web searches by importers.

**Listings in Internet export directories** offer better opportunities to be found and also indicate your interest in exporting in particular. There are two types of export directories – company-specific and product-specific. An export company directory essentially lists the companies by name and industry category. Most such directories provide limited details about a listed company's export products (e.g., [Export Yellow Pages/MyExports](#) and [Thomas Global Register](#)). An export product directory lists the products each company offers for export, often with detailed descriptions and images (e.g., CITD [Trade Directory](#) and *Commercial News USA*).



Export “sell” offers can be posted in a number of different electronic trade lead systems, such as those listed in the [Internet Guide to Export Trade Leads](#). It’s best to provide as much information as possible in your offer, to reassure potential respondents that you are a serious and reliable supplier. It’s especially helpful to be specific in describing your export product (specifications, uses, benefits), quantity available, price and delivery options, your bona fides, and what you would like to know from respondents. Also, use discretion in selecting trade lead systems. Most allow anyone to post an export offer and have no quality control.

**Trade press ads. Press releases and paid ads** can be placed in print media in almost every country. See [Newspapers of the World](#) and [International Advertising Research Center](#) for worldwide marketing media.

**Overseas trade shows.** They're costly, but a trade show puts you face-to-face with many potential customers at once, all able to see you and your products first hand. You can talk face-to face, book orders, and perhaps even sell off the floor. Trade show opportunities exist all over the world. Every country has at least one major annual trade show. Many countries have shows throughout the year, often on specific industry themes. USDOC’s International Trade Administration (ITA) and USDA’s Foreign Agricultural Service (FAS) organize or sponsor many overseas as well as U.S. events that attract foreign buyers. A schedule of ITA events can be found in the [Export.gov Trade Events List](#) and FAS events at the [Foreign Agricultural Service Marketing Events Calendar](#). For Directories of other of worldwide trade shows, check out [BizTrade Trade Show Directory](#), [TSNN](#), [ExpoWorldNet](#) or [Exhibition Center - Foreign Trade Online](#).

## 6. Respond to Inquiries & Orders

An export sale usually starts with an inquiry. Someone overseas has heard of you and wants more information. The inquiry might be general, for example, "Tell me more about your company and product" or specific, for example, "What is the price?" Inquiries are precious. It's a buyer's market, and the inquirer has other options. You should respond quickly, fully and professionally. If prospects like what you tell them, they’ll follow up with more specific requests for price, delivery and payment terms. Some inquiries, however, may be fishing expeditions, so use discretion in responding. Basically, you need to know if they are serious and reputable. As you provide requested information, you should also ask the prospects for information, such as who they are and what they do. If you’re satisfied and want the business, be prepared to negotiate until you’ve mutually agreed on all the terms (price, delivery, payment, etc.)

Should you respond to every inquiry? No. You might disregard form letters or inquiries that are clearly unprofessional or poorly written. However, it’s not always possible to distinguish serious from frivolous requests. Err on the side of responding to all or most inquiries. If in doubt, don't send samples or bulky product literature that costs more in postage.

Maurice Kogon's [\*Exporting Basics\*](#) (pp. 34-36) offers detailed advice on when and how to respond to inquiries, as well as sample response letters (p.110), an export quotation worksheet (p.115), and a model Proforma invoice (p. 116). Here are some pointers:

- Say it fast or not at all - Delay implies lack of interest or low priority.
- Answer all questions asked - Don't make them ask the same questions twice.
- Use a business-like tone - Be friendly and courteous; avoid obvious form letters.
- Reply in the language specified. Reply in English if invited; translate as needed.
- Print and sign all letters. Handwritten or unsigned letters leave a bad impression.
- Enclose product brochures, price lists and other information only after confirming the inquirer's credentials or intent. These materials usually answer most questions, so that the next communication will more likely be a request for quote.
- Send a form response, or no response, if the request is unprofessional, poorly written or obvious boilerplate.

## 7. Comply With Trade Requirements

Exporters must comply with a host of documentary and regulatory requirement to get their goods out of their own country and into the importing country. Failure to comply has severe potential consequences. Take all requirements seriously.

**Documentary Requirements:** The following documents are most often required in exporting, either for each export shipment or for certain products -- *US Shipper's Export Declaration, Export Packing List, Ocean Bill of Lading, Air Waybill, Dock Receipt, Warehouse Receipt, Insurance Certificate, Consular Invoice, Certificate of Origin, and Inspection Certificate*. Samples of these documents can be found in Maurice Kogon's [\*Exporting Basics\*](#) (pp. 117-127). All required documents must be fully and precisely completed. Given the burden and risk, most exporters use freight forwarders to handle required documentation.

**Regulatory Requirements:** All countries control their exports and imports in some form. Exporters need to comply not only with their own country's export regulations, but also the procedural requirements imposed by the importing countries.

**U.S. export controls.** US export controls are mainly used to prevent "denied" persons and unfriendly countries from getting certain products (strategic controls), or to prevent depletion of precious or scarce resources (short-supply controls). U.S. export controls regulations and forms are spelled out in the Department of Commerce, [Bureau of Industry and Security](#) (BIS) [\*Export Administration Regulations\*](#) (EAR) for non-military products and in the State Department, [Directorate of Defense Trade Controls](#) (DDTC) [\*International Traffic in Arms Regulations\*](#) (ITAR) for military products. Although all US exports are technically subject to control, a formal export license is required for a small minority of total US goods exported. A product's [\*Export Control Classification Number\*](#) (ECCN) determines whether and what type of US license is required. US exporters may ask BIS for advice on whether a license is required, or is likely to be granted for a particular end-use, end-user, and/or destination. See [\*Introduction to Commerce Department Export Controls\*](#) for an overview of export control regulations.

**Import duties and taxes.** Free Internet sources of country-specific import duties include:

- [Harmonized Tariff Schedule of the United States](#)
- [Import Duties by Country - USDOC/ITA/MAC Database](#)
- [WTO Tariff Schedules](#)
- [APEC Tariff Database \(free registration\)](#)
- [Japan Import Tariffs](#)
- [Mexico Import Tariffs](#)
- [Canada: GST/HST for Exporting & Importing](#)
- [Free Trade Area of the Americas \(FTAA\) Tariff Database](#)
- [European Union Tariff Schedule](#)
- [International Customs Tariffs \(free registration\)](#)
- [South African Customs Tariffs \(free registration\)](#)
- [Tariff and Import Fee Information](#)

**Foreign import controls.** Foreign trade regulations vary widely by country. Each country has its own policies, laws, regulations, and business practices – generally known as *non-tariff barriers* if restrictive -- that may or may not be import-friendly. You should research potential trade restrictions in each country and seek counsel from an international law firm if needed. Useful Internet sources of trade regulations by country and product include:

- **Non-Tariff Barriers**
  - [Customs Clearance Procedures by Country](#)
  - [National Trade Estimate Reports on Foreign Trade Barriers, 2006](#)
  - [Market Access Sectoral and Trade Barriers Database \(EU\)](#)
  - [FAS Food and Agricultural Import Regulations and Standards \(FAIRS\)](#)
  - [Mexico Maquiladora System](#)
  - [ATA Carnet Information](#)
  - [NAFTA Certificate of Origin Rules](#)
- **International Business Law & Practices**
  - [International Commercial Contracts](#)
  - [Legal Aspects of International Trade & Investment](#)
  - [Money Laundering & Corruption](#)
  - [International and National Labor Law](#)
  - [Legal Guides to Doing Business Internationally \(Country-Specific\)](#)
  - [Legal Guide to Doing Business in the EU](#)
  - [Transparency International](#)
- **Marking Labeling & Packaging Requirements**
  - [U.S.](#)
  - [Canada](#)
  - [Mexico](#)
  - [CE Mark for Medical Devices](#)
  - [CE Marking System \(CITRA\)](#)

## [The CE Mark - Preparing Your Products](#)

- **Intellectual Property Rights**
  - [Protect your Intellectual Property at Home & Abroad](#)
  - [World Intellectual Property Organization](#)
  - [U.S Patents & Trademarks Database](#)
  - [Canadian Patent Database](#)
  - [Canadian Trademarks Database](#)
  - [German Patents Database](#)
  - [Worldwide Patent Information Sources](#)
  - [Intellectual Property on the Internet](#)
  - [National Intellectual Property Rights Coordination Center](#)
  - [U.S. Copyrights Office](#)
- **International Standards**
  - [International Standards Information](#)
  - [NISO Standards Information](#)
  - [ANSI Standards Activities Overview](#)
  - [ISO Online](#)
  - [Organizations Conducting Standards-Related Activities](#)
- **Tax & Accounting**
  - [Ernst & Young](#)
  - [International Tax Guides](#)
  - [Survey of National Accounting Rules](#)
- **Labor**
  - [International Labor Law](#)
  - [Country Briefs: Work Authorization /Visa Requirements](#)

## **8. Prepare & Deliver the Goods**

Export goods must arrive intact, in good condition, and on time. Competition dictates fast, least-cost delivery as well. To assure this result, the goods must be properly packed, labeled, insured and shipped. Some of this preparation is precautionary -- to protect the goods from damage, theft, or delay in transit. Some actions are legally required, either by the exporting or importing country. In these cases, the requirements are usually very specific and must be followed to the letter. Given the complexities and risks, most exporters use an international freight forwarder to perform these critical services. Maurice Kogon's [Exporting Basics](#) (p.37) and other export guides cover export delivery issues in some detail, including:

**Packing for export.** Exported goods face greater physical risks en route than domestic shipments. They're more vulnerable to breakage, theft, and damage. See [Exporting Basics](#) (p.37) for packaging tips, but also consult with [freight forwarders](#), [carriers](#) and [marine insurance companies](#) for specific advice for any given shipment. If you're not equipped to pack the goods

yourself, use a professional export packing firm. This service is usually provided at a moderate cost.

**Export marking and labeling.** Export packages need to be properly marked and labeled to meet shipping regulations, ensure proper handling, conceal the identity of the contents, and help receivers identify shipments. The buyer usually specifies export marks that should appear on the cargo, either preferred or required by the importing country. See [Exporting Basics](#) (p.38) for tips on marking and labeling.

**Transport Options.** The sooner the goods arrive, the sooner you get paid, so speed is essential. However, faster transport may cost more. The procedures, routes and rates vary with the transport mode -- truck, rail, air or sea. It's best to use international freight forwarders to ship the goods. They're the experts. They can compare the costs, lead times, and transit times for each transport option; select the best one; and make the booking. See [Exporting Basics](#) (p.41) and other export guides for more information about export transport and logistics. Other Internet sources of transport and logistics services include:

- [Directory of Freight Forwarding Services](#)
- [A to Z Worldwide Gateway](#)
- [FreightWorld](#)
- [Container Shipping](#)
- [U.S.-Flag Carriers](#)
- [World Maritime Companies](#)
- [World Seaports](#)
- [World Port Authorities](#)
- [Transportation Directory](#)
- [AAPA Port & Industry Services Directory](#)
- [APX \(Ocean & Air Shipping\)](#)
- [FedEx Freight Services](#)
- [DHL](#)
- [UPS](#)

**Cargo insurance.** Cargo insurance, also called marine insurance, offers important protection against delays in transit and losses or damage from bad weather, rough handling by carriers, and other common hazards. Either the supplier or the buyer is at risk for the cargo in transit, depending on the terms of sale. For all CIF transactions, the supplier is liable for any loss or damage to the goods up to the point the buyer takes title. For FOB or FAS sales, the buyer assumes risk at the exit point. The responsible party must insure the cargo for its portion of the risk. To cover your share of the risk, you can take out a company policy, or insure the cargo under a freight forwarder's policy for a fee. For more on cargo/marine insurance, see [Marine Insurance Basics](#) and [Cargo Insurance Guide](#). Check with a [marine insurance company](#) or freight forwarder for options and advice.

## 9. Get Paid

Exporters usually get paid through banks in the importing and exporting countries. Maurice Kogon's [\*Exporting Basics\*](#) (pp. 41-45) and other export guides describe the various payment options and pros and cons of each. From least to greatest risk, payment methods include cash in advance (wire transfer credit card), Letter of Credit (L/C), Documentary Draft (sight, time and date drafts), open account, and consignment.

- To some extent, you are always at risk at payment time, even with domestic sales. It's important, therefore, to check out the buyer. The payment terms should be more demanding for less-known buyers. Letters of Credit (L/Cs) or documentary drafts (sight or time) are more common export payment methods. They provide reasonable security for you and some latitude for the buyer on when to pay. L/Cs are the most secure after cash in advance. You are virtually assured of payment when the buyer receives the goods. However, many importers prefer still more time to pay. Because buyers can often get better terms from your competitors, L/Cs are not always an option. Thus, documentary drafts (payment after a specified time period) are frequently used. If you need to use open account to be more competitive, you can still be assured of payment with an export credit insurance policy from governmental or other export credit insurance programs (e.g., the [\*EX-IM Small Business Export Insurance Policy\*](#)). Exporters might also consider [factoring](#) or [forfaiting](#) (discounting the receivable) as ways to get paid up front while still offering competitive credit terms to buyers.

For more information on payment methods, see [\*Guide to the Finance of International Trade\*](#) and [\*Bankable Deals: a Small Business Guide to Trade Finance\*](#). For trade finance programs and services, see:

- [Export Finance Matchmaker](#)
- [EX-IM Bank: Financing for U.S. Exporters](#)
- [EX-IM Bank Small Business Services](#)
- [EX-IM Export Credit Insurance Program](#)
- [EX-IM Small Business Export Insurance Policy](#)
- [SBA International Trade Loans](#)
- [SBA Export Express -- Loan Program for Small Business Exporters](#)
- [SBA Export Working Capital Loans](#)
- [U.S. Agricultural Export Finance Programs](#)

## 10. Get Help

The Internet is an exhaustive medium for export query and news. Whatever the question or need, some organization, some service or some individual can help. The following sources cover nearly every form of export assistance:

Maurice Kogon's [\*Export FAQs\*](#) is a quick and convenient source of answers to commonly asked export questions. Over 70 questions are answered in 11 need-to-know categories.

The U.S. Government offers a wide range of export assistance programs and services, and most state governments provide similar support to resident exporters. Government assistance focuses primarily on how-to counseling, trade information, matchmaking, trade promotion, and trade finance. At the Federal level, many different US agencies offer information or services of value to exporters. However, the Commerce Department's [International Trade Administration](#) (ITA) and the Agriculture Department's [Foreign Agricultural Service](#) (FAS) have primary responsibility for U.S. export assistance:

The [National Export Directory](#) (NED) lists all the major federal and state export assistance organizations. Use the NED to find an agency, office or counselor near you, or contact each source directly (see list below). For a comprehensive list and description of U.S. Government programs and services, see [Export Programs Guide](#).

A wide range of Internet news sources and trade periodicals can help keep you current and knowledgeable about global trade. Here are some that focus on international developments:

### **Daily News Feeds**

- [FAS News Releases](#)
- [Journal of Commerce On line](#)
- [WorldNet Country-Specific News](#)
- [Economic Intelligence Unit World Views](#)
- [Gulf News \(Middle East\)](#)
- [Strategic Global Intelligence](#)
- [Arabian Business - Middle East](#)

### **Periodicals**

- [Export America \(DOC Monthly\)](#)
- [Industry Trade & Technology Review](#)
- [Far Eastern Economic Review \(Weekly\)](#)
- [ITC International Trade Forum](#)
- [China Business Weekly](#)
- [AsiaInc \(Monthly\)](#)
- [Country-Specific News & Analysis](#)
- [BISNIS Bulletin](#)
- [CalTrade Report](#)
- [Foreign Service Journal](#)

### **Industry Publications**

- [Industry Trade Publications](#)
- [Industrial & Manufacturing - Many Industries](#)
- [FAS Worldwide Magazine](#)
- [Agricultural Research Magazine](#)

- [Agriculture Online](#)
- [Food & Beverage](#)
- [Aerospace](#)
- [Automotive](#)
- [Biotechnology & Pharmaceuticals](#)
- [Building Materials/Construction](#)
- [Computers & Peripherals](#)
- [Consumer Goods](#)
- [International Petroleum Review](#)
- [Finance & Accounting](#)
- [Information Technology](#)
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