

U.S. Export Assistance Center
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Beginning Exporter's Resource Guide

A. NEW TO EXPORT, NEW BUSINESS OR START UP COMPANY

1. Assess your companies' export readiness by completing the short questionnaire contained in the hyperlink below. Your score will help you to assess your export readiness, and identify areas that your business needs to strengthen to improve its export initiatives. Additional helpful links have been provided for those businesses still questioning their export readiness.

- http://hq-intranet04.ita.doc.gov/bid/export_questionnaire.asp
- <http://www.globalspeak.com/html/export-gov/ready.htm>
- <http://www.export.gov/exportbasics/>

2. Export resource books: *A Basic Guide to Exporting: The Official Government Resource for Small and Medium-Sized Businesses* (2008). This helpful resource is an invaluable source of foundational information for those new to exporting. Included in the newest edition are completed basic export forms. The 1998 edition is available at the link below for free, and copies of the newest edition are available for purchase at the U.S. Government Bookstore.

- <http://bookstore.gpo.gov/actions/GetPublication.do?stocknumber=003-009-00733-0>
- <http://www.unzco.com/basicguide/index.html>

3. For guidance in formulating a business plan/export strategy the link below offers some valuable insight into developing an export plan. The templates, resources, and tips provided can assist in the development of an export plan, which is required for those businesses seeking export financing assistance.

- http://www.export.gov/exportbasics/eg_main_017448.asp

4. Oregon Small Business Development Centers – A network of 20 offices offering free, confidential business counseling services to small and start-up businesses on all questions related to business regulations, licensing, etc. The SBDC also provides a number of free resources for those businesses seeking to go international. For Portland SBDC assistance, contact Tammy Marquez-Oldham, (971) 722-5094 or email tammy.marquez@pcc.edu.

- <http://www.bizcenter.org>

- <http://www.bizcenter.org/InternationalTrade>

5. *SCORE, Counselors to America's Small Business* – Free assistance from successful, retired executives that will help you develop your business plan. To find the SCORE nearest you, please visit the link below.

- <http://www.score.org/>

6. The U.S. Customs & Border Protection website offers additional information regarding basic importing and exporting. In addition to information concerning export licenses, documents and requirements, CBP offers tips to assist new importers and exporters in avoiding costly mistakes.

- http://www.cbp.gov/xp/cgov/trade/basic_trade/

B. MORE ESTABLISHED EXPORTERS

1. The U.S. Export Assistance Center offers export business development services, export finance, international market research, international trade seminars and webinars, and assistance with international market regulatory issues. Please visit the *Our Services* page at our website below for additional information.

- <http://www.buyusa.gov/oregon/services.html>

2. Securing export financing- the link below will help you explore financing resources and options at your disposal.

- <http://www.export.gov/finance/index.asp>
- <http://www.buyusa.gov/oregon/sba.html>

3. Export Legal Assistance Network (ELAN): offers free legal advice on specific issues related to exporting, available one time only. Please contact the Export Assistance Center for a referral.

- <http://www.exportlegal.org/>

4. Information and resources on export documentation, packaging, labeling, and shipping to get your products/services to your target market may be found at the links below.

- <http://www.export.gov/regulation/index.asp>
- <http://www.export.gov/logistics/index.asp>