



# TradeSource

## What Does the National Export Initiative Mean for You?

### *TradeSource* Will Keep You Informed

In support of President Obama's National Export Initiative, the U.S. Census Bureau wants to help your company benefit from the multiple resources the federal government offers to promote exports. From providing trade counseling to offering financing programs, federal agencies work together to successfully expand exporting businesses like yours. In this first issue of *TradeSource* and subsequent editions that will be issued twice a year, our partners will bring you the latest international trade information and resources.

In his State of the Union address in January 2010, President Obama called for a new national export initiative to double U.S. exports in 5 years to strengthen the U.S. economy. The Census Bureau and other federal government agencies are developing new ways to help U.S. firms expand sales of their goods and services abroad through expanding export financing, providing new resources to U.S. businesses seeking to export, and ensuring a level playing field for U.S. exporters competing in global markets. You can learn more at [www.export.gov/nei](http://www.export.gov/nei).

Supplementing the latest news on the Automated Export System (AES), the export process, and regulations, *TradeSource* will give you insight into how your company can benefit from federal export promotional initiatives and programs.

#### In This Issue

- How to use four simple steps to find and export to new markets now.
- How DemeTech Corporation became the U.S. Export-Import Bank's Small Business Exporter of the Year.
- How to classify your products by using the Interactive Concordance for Export Commodity Classification Systems.
- How to classify merchandise correctly when you file Electronic Export Information (EEI).
- How to meet foreign buyers at trade shows sponsored by the U.S. Commercial Service.
- How to find out what makes exporters successful.
- How to learn about exports with "Export 101" training videos.
- How Nanmac, Inc., earned the 2010 Small Business Exporter of the Year Award from the U.S. Small Business Administration.

We are confident you will finish this issue ready to take the next step in expanding your company's global business. The Census Bureau, Commercial Service, Export-Import Bank, Small Business Administration, and other federal government agencies are here to provide the information and services you need to be successful. Learn more at the new page <http://export.gov/expand> dedicated to companies that already export and now want to expand to new markets.

**U.S. EXPORTS**  
customers ★ profits ★ success

# Four Easy Steps to Expand to New Markets Now

By Jim Golsen, U.S. Commercial Service

Once your company is actively exporting to one country, maximizing the return on your export investment by expanding into multiple international markets makes good business sense. After all, exporting is all about growing and diversifying your customer base.

What's more, if you're already in one international market, you've overcome many of the hurdles that companies face in going international. Your product has been classified according to the Harmonized System (HS), and you have some experience in international documentation, financing, labeling, and marketing. With a little marketing and planning help, you can expand into new markets with relative ease.

Despite the fact that 58 percent of all U.S. companies that export do so to only one market, expanding to multiple markets is relatively easy. The following steps can help you increase international sales.

- 1. Examine complementary markets.** Where are you shipping now? It's likely that similar conditions exist in other markets. Your product or service could be successful there too. For example:
  - Of the companies that export to only one market, most ship to either Canada or Mexico, taking advantage of the North American Free Trade Agreement (NAFTA) privileges.
  - For those companies, considering expansion to the other NAFTA partner or to the countries that recently entered into the Dominican Republic-Central America-United States Free Trade

Agreement (CAFTA-DR) might make sense.

- Companies that export to the United Kingdom might find expanding to Ireland or the Nordic countries requires little effort since regulatory requirements and business culture are very similar.

A useful source of market intelligence is the market and industry research written by Commercial Service in-country trade professionals. Access these reports at [www.export.gov/mrktresearch/](http://www.export.gov/mrktresearch/).

- 2. Track global demand of your product.** Since you already ship to one country and have your product's HS classification, you can leverage two powerful data sources to paint a clearer picture of the demand—and competition—for your product:
  - Trade Stats Express

<http://tse.export.gov>  
Use this U.S. Department of Commerce tool to look at the global trade patterns for your specific product and focus on key markets for your export expansion.

- USA Trade Online [www.usatradeonline.gov/usatrade.nsf/vwRef/About\\_Product](http://www.usatradeonline.gov/usatrade.nsf/vwRef/About_Product)  
For a nominal subscription fee, you can use this Census Bureau tool to analyze current and cumulative U.S. export and import data on more than 18,000 export commodities and 24,000 import commodities worldwide. Create customized reports and charts detailing foreign trade variants, including port-level detail, state exports, balance of trade, method of transportation, and market-level ranking.

- 3. Talk with your peer group.**

One of the best ways to expand to new markets is to learn from other companies that fit your profile. Through your industry trade association, chamber of commerce, or supplier network, you will find other companies willing to share their experiences in export expansion and to identify the opportunities and risks. Your express shipping company or freight forwarder can be a good resource for discussing export expansion. Additionally, the Commercial Service offices can help you connect with local business assistance.

- 4. Contact your local Commercial Service trade specialist.** No matter where you are in the United States, there is a Commercial Service office near you, staffed by trade professionals who can assist you in finding new markets. These specialists will work with you and their counterparts in U.S. embassies and consulates around the world to explore your product's market potential, distribution channels, and regulatory requirements. They will help you find partners and successfully complete your export sales into those new markets. Find your local Commercial Service office at [www.buyusa.gov/home/us.html](http://www.buyusa.gov/home/us.html).

## Connect to a World of Opportunity

Expanding to a second or third market is a step most companies should be able to take in short order. Trade professionals are readily available to help you. If you're ready to grow your business, contact the Commercial Service at 800-USA-TRADE, or visit [www.export.gov](http://www.export.gov) today.

## Exports Are Booming With Government Financial Support!

By Stephen Maroon, U.S. Export-Import Bank of the United States

### **DemeTech Corporation: Ex-Im Bank's Small Business Exporter of the Year**

DemeTech Corporation, an exporter of surgical sutures and blades headquartered in Miami, Florida, wanted to enter additional foreign markets but could not get lender support. The company turned to the federal government and is glad it did!

Using an Export-Import Bank of the United States (Ex-Im Bank) multibuyer export credit insurance policy, DemeTech has expanded into a large number of global markets. Companies in these markets want cutting-edge U.S. technology but could not buy it without the Ex-Im Bank support.

"DemeTech tapped the resources of both the private sector and three U.S. government agencies to expand its export of top-quality medical equipment to some 80 countries from Latin America to the Middle East to Asia," said Ex-Im Bank Chairman and President Fred P. Hochberg. "We hope this proactive company's example will inspire many more U.S. small businesses to use government resources to expand globally while supporting U.S. jobs at home."

The Ex-Im Bank program reduced DemeTech's risk of selling on credit terms by insuring the company's export accounts receivable. The policy covered nonpayment by international buyers up to 95 percent of the invoiced amount and included losses due to



*President Obama congratulates DemeTech President, Mr. Luis M. Arguello, on receiving the 2010 Small Business Exporter of the Year Award at Ex-Im Bank's Annual Conference*

commercial reasons (such as bankruptcy and protracted default) and political events (such as war, revolution, seizure of goods, revocation of import license, and foreign exchange inconvertibility).

Furthermore, the policy helped DemeTech increase international sales by extending competitive credit terms to their buyers. This way buyers would not have to pay cash in advance.

"Ex-Im Bank insurance enabled us to offer better terms to customers," said DemeTech President and CEO Luis M. Arguello. "We were able to convert small buyers into big buyers and to begin selling in about 15 additional countries. In just 2 years, we've increased our work force from 15 to more than 40 employees, and we expect to grow to 100 employees over the next 2 years."

"From December 1, 2009, through April we have doubled our sales, thanks to Ex-Im Bank financing," Arguello said. "By the end of 2010, we expect our sales will have increased 70 to 100 percent compared to 2009."

Arguello learned about this government support when he attended a course on exporting offered by the Commerce Department's Commercial Service in Florida about 2 years ago. Both Ex-Im Bank and the Small Business Administration (SBA) participated in the event, as did commercial lenders, insurance brokers, and other private sector entities. As a result of the meeting, DemeTech became a user of Ex-Im Bank's multibuyer insurance and SBA's Export Working Capital Program financing. Thus, the seminar led to a wonderful discovery of government support. DemeTech now

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**Exports Are Booming With Government Financial Support!—Con.**

has a better cash flow as it gets advanced funds to produce the export while obtaining insurance to ensure buyer payment after shipment.

Your company can also grow its international sales, as Ex-Im Bank is committed to helping small businesses. Ex-Im Bank is the official export credit agency of the United States. It authorized a record \$4.4 billion—nearly

21 percent of the bank's total authorizations—in direct support of U.S. small businesses as primary exporters in fiscal year 2009. The Ex-Im Bank approved 2,540 transactions that were made available for the direct benefit of small-business exporters. These transactions represented 88 percent of the total number of transactions approved.

Small businesses interested in learning more about Ex-Im Bank's

export financing products may contact their nearest regional office by dialing, toll-free, 1-800-565-EXIM and selecting option 2. To find and register for upcoming Ex-Im Bank seminars, visit [www.exim.gov/seminars](http://www.exim.gov/seminars). To learn more about Ex-Im Bank export credit insurance and other trade finance products, visit [www.exim.gov/smallbiz/guide\\_intro.html](http://www.exim.gov/smallbiz/guide_intro.html).

## “Export 101” Training Videos

By Richard Preuss, U.S. Census Bureau

The Census Bureau's Foreign Trade Division and the International Trade Administration (ITA), which are organizations within the Department of Commerce, have worked together to create a series of training videos to make exporting easier for thousands of U.S. businesses. A year-long effort that featured collaboration between the two organizations produced a dozen instructional videos to help businesses overcome the mistaken public perception that exporting is too risky, complex, or reserved only for large companies. These instructional videos arrived in time to complement Secretary of Commerce Locke's role in President Obama's National Export Initiative.

The “Export 101” training videos are an efficient, cost-effective way for the Department of Commerce to reach out to the U.S. export community to help them understand the rules and requirements for exporting and at the same time not intimidate them from trying to export. The goal was to make sure exporters followed the rules while also promoting exports as a way to grow their business and create new jobs. The more exporters understand their requirements, the more timely and accurate the Census Bureau's foreign trade data will be. This will make the trade numbers a more powerful tool for exporters to use in identifying new international markets.

The videos focus on the following topics:

- Understanding and following the *Foreign Trade Regulations (FTR)*
- Filing and using the Automated Export System (AES)
- Classifying products with the proper Schedule B classification
- Using the North American Free Trade Agreement (NAFTA) Certificate of Origin
- Understanding tariffs and taxes
- Accessing and using the U.S. foreign trade statistics

In the first 5 months of release, the videos have had almost 50,000 viewings. The Census Bureau and the ITA have heard from countless exporters who have expressed their appreciation for this new approach. In addition, exporters and other federal agencies have asked the Census Bureau and the ITA to add videos to the series. As a direct result of this feedback, eight new videos were added to the series in June 2010, bringing the total number of training videos to 20.

To view the videos, go to [www.census.gov/trade](http://www.census.gov/trade). Click on the Export Training Videos link and enjoy the show!

To download the videos for direct transfer to DVD, go to [ftp://ftp2.census.gov/outgoing/ftd/AES/uscsvideos/uscs\\_videos.iso](ftp://ftp2.census.gov/outgoing/ftd/AES/uscsvideos/uscs_videos.iso).

# Interactive Concordance for Export Commodity Classification Systems




By Janet Freas, U.S. Census Bureau

Every month the Census Bureau's Foreign Trade Division (FTD) releases the official trade statistics of the United States in its publication *FT-900: U.S. International Trade in Goods and Services*, available at [www.census.gov/foreign-trade/data/](http://www.census.gov/foreign-trade/data/). The statistics are collected based on the 10-digit Harmonized System (HS) code. The first six digits of the HS code are standardized classification codes, per international agreement. Once collected, the data are reorganized and aggregated into other 10-digit commodity classifications and published in the *FT-900*.

Keeping track of a specific commodity across the various classification systems can be difficult. To add to the complexity, classification systems are updated periodically, usually annually. To help data users traverse from one system to another, the FTD developed the Interactive Concordance to easily find and classify commodity codes and then convert them to another classification system. The interactive concordance is found on the FTD Web site at [www.census.gov/foreign-trade/reference/codes/index.html#concordance](http://www.census.gov/foreign-trade/reference/codes/index.html#concordance).

The interactive concordance bridges several commodity classification systems: HS, End-Use, Standard International Trade Classification (SITC), Advanced

## Classification Systems

| System  | Source  | Purpose   |
|---|---|---|
| <b>Harmonized System (HS)</b>                         | U.S. Census Bureau (exports) and U.S. International Trade Commission (imports)                                  | Detailed trade data classification, collection, and publication |
| End-use   | Bureau of Economic Analysis  | Correlate with National Income Accounts (GDP)                   |
| Standard International Trade Classification (SITC)    | United Nations               | U.N. International standard                                     |
| North American Industry Classification System (NAICS) | U.S. Census Bureau          | Correlate with U.S. domestic manufacturing data                 |

Technology, and North American Industrial Classification System (NAICS). With separate export and import concordances, data users may use drop-down menus to choose a classification system and year.

Users can either browse the commodity codes or search for a specific code. The concordance contains the commodity classification descriptions, corresponding numeric codes, and quantity designations. This serves as a handy tool to drill down to a specific commodity when data mining.

For database-oriented users, the export and import concordance files are available for downloading from the Census Bureau's Web site: [www.census.gov/foreign-trade/download/concordance/comm\\_month/](http://www.census.gov/foreign-trade/download/concordance/comm_month/).

If you need more information or have questions about the concordance files, please contact the FTD's Data Dissemination Branch by phone at 301-763-2311 or by e-mail at [ftd.data.dissemination@census.gov](mailto:ftd.data.dissemination@census.gov).

# Using Commodity Lines: When to Combine, Separate, or Exempt From Filing

By Ken Soo, U.S. Census Bureau

How do you report the Electronic Export Information (EEI) when multiple Harmonized System (HS) /Schedule B numbers are involved? How can you tell whether filing is required for a particular commodity? Use this step-by-step approach to properly report these items.

## Items can be filed into three options:

- Separate commodity lines, if the HS/Schedule B numbers are the same but some merchandise is of domestic origin and some is of foreign origin.

- Combine commodity lines, if the HS/Schedule B numbers are the same and origin is either domestic or foreign but not mixed.
- Exempt from filing, if the value is \$2,500 or under per HS /Schedule B number and merchandise does not require an export license.

Follow the steps to identify whether to **separate, combine,** or **exempt** from filing:

**Step 1.** Review the invoice and find the HS/Schedule B number for each item. Indicate each item with a “D” if manufactured domestically and “F” if foreign.

**Step 2.** Combine the values of the items with the same HS/Schedule B and same D/F indicator.

**Step 3.** Keep in mind that each unique Schedule B is a separate commodity line.

**Step 4.** Determine which commodity line(s) in your shipment need to be filed by value. Each commodity line valued at \$2,500 or less is exempt from filing if reporting is not required by federal regulation.

**Step 5.** If the commodity line has two or more items, combine the quantities (if either or both measures are required), the gross weights, and the values to obtain the combined totals.

## Example: Sample Invoice

Using the steps outlined above, this invoice classifies items by Schedule B code, origin of goods (“F” for foreign or “D” for domestic), and then combines, separates, or exempts into commodity lines for proper entry in the EEI.

### Sample Invoice

| Item       | Schedule B | F/D | Qty | Value | Wgt |
|------------|------------|-----|-----|-------|-----|
| Car Parts  | 8708401110 | D   | 34  | 2432  | 42  |
| Boat Parts | 8901100000 | D   | 3   | 8000  | 2   |
| Car Parts  | 8708401110 | D   | 2   | 465   | 25  |
| Bike Parts | 8714920000 | F   | 1   | 2350  | 2   |
| Boat Parts | 8901100000 | F   | 3   | 8000  | 2   |



### Properly Reporting the EEI

| Commodity Line      | Schedule B | F/D | Qty | Value | Wgt |
|---------------------|------------|-----|-----|-------|-----|
| 1 Car Parts         | 8708401110 | D   | 36  | 2897  | 67  |
| 2 Boat Parts        | 8901100000 | D   | 3   | 8000  | 2   |
| 3 Boat Parts        | 8901100000 | F   | 3   | 8000  | 2   |
| Exempted Bike Parts | 8714920000 | F   | 1   | 2350  | 2   |

When part of a shipment requires filing the EEI and part is exempt, a citation must be annotated on the first page of the bill of lading, air waybill, export shipping instructions, or other commercial loading documents as required by the *Foreign Trade Regulations* (15 CFR Part 30, Subpart A, 30.7). The citation should read as follows:

**Remainder of shipment NOEEI 30.37(a)**

## Meet Foreign Buyers Without Leaving the United States

By Blanche Ziv, U.S. Commercial Service

### Commercial Service Boosts International Attendance at U.S. Trade Shows

More foreign buyers are coming to U.S. trade shows as a result of increased efforts of the Commercial Service's International Buyer Program (IBP). The trade promotion arm of the Department of Commerce's International Trade Administration, the Commercial Service is supporting President Obama's National Export Initiative (NEI) and American industry's export efforts by recruiting prescreened foreign buyers and bringing them to selected trade shows in the United States. In 2010 and 2011, the IBP will be working with a record number of venues and sponsors to connect American companies with international buyers.

Commenting on these activities, Suresh Kumar, Assistant Secretary of Commerce and Director General of the Commercial Service, said "As part of the NEI, we have made it our goal to increase the number of international attendees to IBP events by 25 percent, and in doing so, increase export sales from U.S. companies. International diversification is a real key to weathering the global economy, and President Obama is committed to

giving U.S. companies all the tools they need to increase exports that support economic growth and jobs for Americans."

### Average \$1 Billion in Sales from IBP at Trade Shows

The IBP program builds on a solid track record. In 2009, the Commercial Service recruited hundreds of delegations comprised of

### Get More Out of Your Trade Show Investment

*The Commercial Service's International Buyer Program makes it easy to meet international buyers without leaving the United States. Watch our new video series to learn how American companies and international buyers are leveraging this program at <[www.export.gov/ibp](http://www.export.gov/ibp)>.*

thousands of international buyers who attended approximately 35 trade shows. These shows represented all types of manufacturing and service sectors, including agribusiness, information technologies, energy, plastics, automotive, packaging, consumer goods, textiles, medical, and many others.

During the last 2 years, an average of \$1 billion dollars in annual U.S. export sales directly resulted from IBP presence at these shows.

Fifty-eight percent of all U.S. exporters sell only to one market, perhaps because they think that the effort to broaden export markets can be expensive and time consuming. That is where the Commercial Service comes in. The IBP makes it easy for U.S. exhibitors to meet foreign buyers face-to-face at the trade shows, saving time, money, and other resources.

At the shows, trade specialists from the Commercial Service manage an International Business Center. Foreign buyers can meet and negotiate with sellers in this area and obtain advice on appropriate matches, using the facility as a launching pad to productively "walk the show floor." U.S. exhibitors also use the center, taking advantage of the interpreter services and face-to-face export coun-

selling provided by Commercial Service trade professionals who work in the foreign delegations' markets and accompany foreign delegations to the show.

For the list of shows participating in the 2010-2011 IBP, please see <[www.export.gov/ibp](http://www.export.gov/ibp)>.

# Connect to Export Success With the Commercial Service

By Jennifer Stone Marshall and Gary Rand, U.S. Commercial Service

As part of a competitive U.S. firm, you're always thinking about how to grow your business. Chances are, you're one of thousands of companies that are turning to foreign markets to boost sales. But you realize there is more you can do.

## A Model for Success

According to a recent Commercial Service study on the attitudes and behaviors of U.S. exporters, the most successful exporting firms—those that have achieved over 20 percent of their annual revenue from international sales and whose international sales have grown by an average of 10 percent per year—do the following:

- Export to more than 10 countries
- Do not limit exports to Canada and/or Mexico
- Consider China or other Asian countries as their top foreign markets
- Use foreign representatives, agents, and distributors
- Have international revenue targets
- Identify specific target countries and markets for expansion
- Have an aggressive attitude toward sales
- Use the export assistance services of the Department of Commerce

## Drivers of Export Success

Though high-quality products or services and responsive customer service are vital to exporting success, the study indicates that another key driver is the mastery of the “marketing and planning” and the “mechanics” aspects of exporting.

Export mechanics are the nuts and bolts of exporting, for example, preparing shipping documentation, protecting intellectual property, managing payments and financing, complying with foreign and U.S. laws, and ensuring production capacity. Most companies master the mechanics of exporting because doing so is necessary to complete transactions. They also utilize the many sources for assistance in this area, such as freight forwarders and transportation companies.

Yet, according to the study, it's the mastery of the marketing and planning activities that mostly drives export success. Marketing and planning activities make up the strategic work that separates the proactive exporter from the reactionary exporter. These activities include conducting market research, developing international business plans, marketing and selling internationally, and finding business partners and customers.

There are stumbling blocks to effective planning and marketing, however. The greatest challenges are finding prospect lists,

identifying key sources of growth (countries, products, sales channels), and finding distributors and representatives. Overcoming these challenges is critical to the success of any export plan.

## A Valuable Connection

**That's where the Commercial Service comes in.** In addition to helping companies with export mechanics, our trade specialists located in offices across the country will work with you to find new markets, identify partners, and successfully complete export sales. And once we help you achieve success, we will continue to work with you to find business opportunities in your next new market.

## Start Today

- If you've exported a few times, or are making limited international sales in response to Web inquiries, you've taken an important first step toward the long-term success of your company. Visit the Exporting 101 section at [www.export.gov/exportbasics](http://www.export.gov/exportbasics) and use our Export University 101 Webinar to map out your next steps.
- If exporting is already part of your business plan and you're looking for new markets, visit [www.export.gov/salesandmarketing/index.asp](http://www.export.gov/salesandmarketing/index.asp) to explore opportunities in other countries or regions.

***The Commercial Service—Connecting you to global markets.***



## Where Will America's Small Businesses Find New Customers?

By Bob Dillier, U.S. Small Business Administration

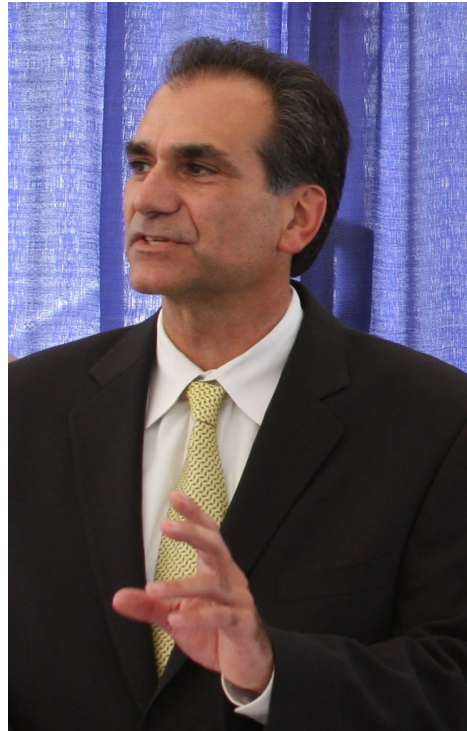
Since 96 percent of the world's customers live outside the United States, clearly a large part of the economic future lies in exporting.

That's what Dan Nanigian, managing director of Nanmac, Inc., a Massachusetts small business manufacturing temperature sensors, thought before the company sold its first product to China in 2003. Since then, Nanmac's international sales are on track to reach \$1.7 million for fiscal 2010, up from slightly more than \$300,000 in 2004. Additionally, the company work force has grown from 12 employees in 2004 to 26 today.

Those efforts led to Nanmac being named the Small Business Administration's (SBA's) 2010 Small Business Exporter of the Year during National Small Business Week in May.

To sell goods in China, Nanmac developed a multipronged strategy, including a localized Web site fully translated into simplified Chinese, a fully translated CD catalog, and aggressive recruitment and training of overseas distributors along with training seminars in China. Nanmac is currently using the same blueprint to expand into Latin America, Singapore, and Russia.

The company did receive help in developing its strategy to break into exporting. Julia Dvorko, the Central Massachusetts regional director at the Massachusetts Export Center, was Dan Nanigian's counselor. The Massachusetts Export Center is part of the Massachusetts Small Business



*Dan Nanigian, managing director of Nanmac Corp., Framingham, Mass., was named SBA's 2010 Small Business Exporter of the Year during national Small Business Week.*

Development Center (SBDC). "He found us on the Web site like a lot of clients do. And then he came to an open house," said Dvorko.

More than 30 SBDCs nationwide partner with SBA to provide counseling and training to entrepreneurs. To locate an SBDC near you, go to [www.sba.gov/services/counseling/index.html](http://www.sba.gov/services/counseling/index.html).

A large part of Dvorko's counseling small businesses consists of helping owners and managers overcome fears of exporting. "A lot of businesses are afraid to get into exporting. They don't know anything about it. The national

focus may expand interest. Small businesses interested in expanding need to look for new customers through exporting. While customers in the U.S. were reducing, customers in other countries were growing."

Like Nanmac, though, small businesses should take advantage of government's emphasis and special resources to encourage exporting. Dvorko said, "There are several advantages to meeting with an export counselor."

"We can help point them in the right direction, analyze their strengths and weaknesses, develop a marketing mix and distribution model. Point them in the right direction and identify allocation of resources," Dvorko added.

But small businesses should realize that breaking in to exporting cannot be treated as an afterthought. To succeed, small businesses must devote considerable time and effort, just like they do when cultivating U.S. customers.

"Small businesses need to develop in-house expertise," said Dvorko. "They can't rely on others. There needs to be a separate budget, and they need to visit the foreign markets where they want to do business."

In addition to looking at [www.export.gov](http://www.export.gov) or calling 1-800-USA-TRADE, small businesses can learn more about SBA's programs to "Take Your Business Global" at [www.sba.gov/international](http://www.sba.gov/international).

## Did you know post office (P.O.) box addresses are not allowed?

The *Foreign Trade Regulations* (15 CFR Part 30, Subpart A, 30.6) require that the address of the United States Principal Party in Interest (USPPI) be reported as the physical address of the company (number, street, city, state, ZIP Code). The regulations state that “no post office box number” may be used when reporting the address. The full street address provides a more accurate location of where the goods actually begin the journey to the port of export. A post office box address provides only the location of the post office. Reporting the full and accurate address and ZIP Code of where the goods begin the journey to the port of export assists the Census Bureau’s Foreign Trade Division with providing data users more accurate information for “Origin of Movement (State and the Metropolitan Area)” reports.

Currently, the Automated Export System (AES) does not filter ZIP Codes that are associated only with post office boxes. Beginning January 1, 2011, new edits will be added to the AES to return a fatal error if a P.O. box ZIP Code is reported for the address of the USPPI. Please make any necessary changes to the addresses being used when filing your Electronic Export Information (EEI).

## Contact Information

### **AESDirect Technical Support (toll-free)**

Every day, 7 a.m.–7 p.m. ET

Voice: 877-715-4433

Fax: 301-562-7795

E-mail: [boc-support@tradegate2000.com](mailto:boc-support@tradegate2000.com)

### **Foreign Trade Division Call Center**

**800-549-0595** (see menu options below)

The e-mail addresses below are not secure. Confidential company information should not be sent to these addresses.

#### ***Automated Export System Branch, Menu Option 1***

Monday through Friday

7:30 a.m.–6:30 p.m. ET (new hours)

Fax: 301-763-6638

E-mail: [askaes@census.gov](mailto:askaes@census.gov)

#### ***Commodity Analysis Branch (Schedule B/HTS Classification), Menu Option 2***

Monday through Friday

8:30 a.m.–6:00 p.m. ET

Fax: 301-763-4962

E-mail: [ftd.scheduleb@census.gov](mailto:ftd.scheduleb@census.gov)

#### ***Regulations, Outreach, and Education Branch, Menu Option 3***

Monday through Friday

8 a.m.–7:30 p.m. ET

Fax: 301-763-4610

E-mail: [ftdregs@census.gov](mailto:ftdregs@census.gov)

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**Contact Information—Con.****Foreign Trade Division (all branches)**

Secure Fax: 301-763-8835

This fax number is for confidential company information (i.e., data requests). Please include a cover sheet with the name and/or branch phone number to whom the fax should be delivered.

**AES Partnership Agencies****U.S. Customs and Border Protection (CBP)**

Trade Enforcement and Facilitation

For questions regarding CBP, Used Vehicles, and decrementation of State Department licenses contact Robert Rawls, Program Manager, 202-344-2847.

E-mail: [robert.rawls@dhs.gov](mailto:robert.rawls@dhs.gov) or [manifest.branch@dhs.gov](mailto:manifest.branch@dhs.gov)

**Bureau of Industry and Security (BIS)**

Help Desk, Washington, DC

202-482-4811

Western Regional Office, Los Angeles/Newport Beach, CA

949-660-0144

Western Regional Office, San Jose, CA

408-351-3378

**Directorate of Defense Trade Controls**

U.S. State Department, Washington, DC

Response Team

202-663-1282

D-Trade Questions

202-663-2838

**Web sites**

U.S. Census Bureau, Foreign Trade

[www.census.gov/trade](http://www.census.gov/trade)

Global Reach Blog

<http://blogs.census.gov/globalreach/>

U.S. Customs and Border Protection

[www.cbp.gov](http://www.cbp.gov)

Bureau of Industry and Security

[www.bis.doc.gov](http://www.bis.doc.gov)U.S. State Department, Directorate of  
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