



TradeSource

Help Abroad for U.S. Companies

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Issue 6

Help From Federal Agencies: Expanding to New Markets

"Fifty-eight percent of United States exporters export to a single market—usually Canada or Mexico.¹ Expanding to multiple markets is a straightforward way for American companies to grow their bottom line. The federal government has a global network of experts and the right programs to help you do just that!"

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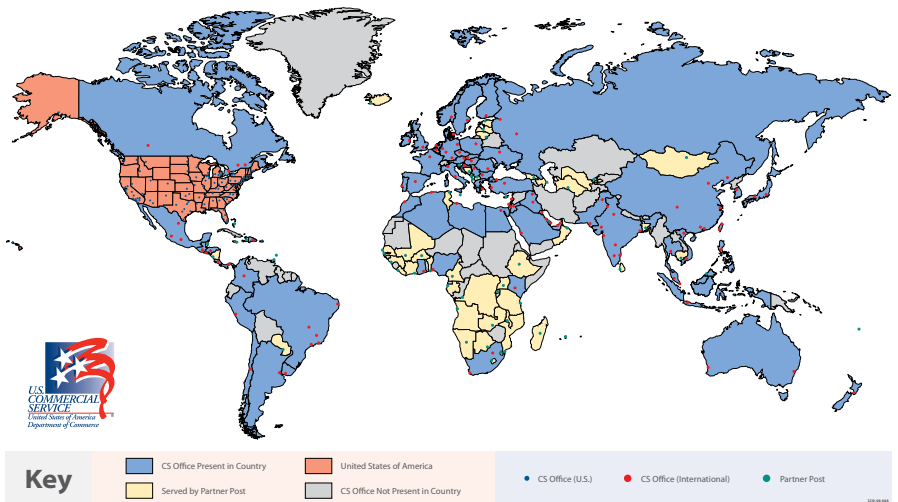
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GO GLOBAL



Expanding to New Markets—Con.

While the prospect of entering new markets may seem daunting, you should know that a global network of federal government representatives stands ready to promote your exports and unlock your firm's export potential. With "boots on the ground" in countries across the globe, the Departments of Commerce, State, and Agriculture are ready to serve as your sales partner overseas. On the map on the previous page, the Department of Commerce's U.S. Commercial Service is located in each of the countries shaded in blue and collaborates closely with the Department of State Economic Officers in the Partner Posts shaded in yellow. The Department of State has also launched the Direct Line to American Business encouraging U.S. companies to participate in live briefings

hosted by our ambassadors and U.S. mission teams. The Department of Agriculture's (USDA) Foreign Agricultural Service also has a network of 96 offices abroad providing the full range of commercial services.

Stateside, the U.S. Commercial Service and State Regional Trade Groups that work in partnership with the USDA help you target the right markets in the first place. Finally, as you seek to build new business partnerships in new markets, the Export-Import Bank of the United States (Ex-Im Bank) can level the playing field by enabling you to extend open account terms to prospective and current buyers.

¹ Source: "A Profile of Importing and Exporting Companies, 2009-2010," Exhibit 4a, U.S. Census Bureau, published April 2012.

Help From the U.S. Commercial Service: You Already Have a Sales Partner Overseas

by Daniel Saba, U.S. Commercial Service

U.S. Commercial Officer Paul Kullman has served at American missions in China, Brazil, Belgium, and Mexico, as well as the Export Assistance Center in Minnesota. He is currently on assignment in Washington, DC, to develop Export.Gov, version 2.0, the federal government's one-stop shop for U.S. exporters. He recently discussed how the U.S. Commercial Service's international posts could help U.S. businesses sell their goods and services overseas.

How would you describe the Commercial Service's mission?

The U.S. Commercial Service promotes American exports through its network of offices abroad. We focus mainly on small- and medium-sized businesses, which unlike many larger firms, often do not have the knowledge or resources needed to export abroad. In some sense, we serve as their overseas representative to provide the resources they need to tap into

markets abroad—whether they are entirely new to exporting or seek to expand their exports to other countries. The core of our service really is our locally engaged staff; they know the local language, business customs, industry sectors, and key contacts, which are essential to successfully exporting overseas.



As part of the overseas U.S. Commercial Service, how do you work with offices in the United States?

We cooperate closely with the domestic U.S. Commercial Service offices known as U.S. Export Assistance Centers (USEACs). USEACs are usually the first stop for our American clients. Our USEACs help clients focus on what they want to achieve, and one of the trade specialists will help the businessperson

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You Already Have a Sales Partner Overseas—Con.

figure out which overseas post, and even which commercial officers, can best help the client. The overseas office, be it in Mexico, China, or France, picks up the ball from there and works out an export plan by finding a distributor or a buyer, providing information on market trends and opportunities, or assisting with trade shows or missions.

What are some examples of issues that U.S. businesses discuss with overseas offices?

Overseas offices often help U.S. business people understand the business customs of the country they are exporting to—how to approach a person, how to broach a topic, or how to follow up with a client. They also discuss typical business concerns such as complications with shipping and customs, payment terms, and how to follow up with good service.

What specific export services do you provide, and how might they be different from those of the USEACs?

Our offices are essentially the boots on the ground. The domestic offices sell the service to the client in the United States and then we execute the service overseas. Take our Gold Key Service for instance, our domestic offices explain what that service is and how it will help our client. Once the client purchases the service, we identify and screen foreign business partners for that client.

What would be the three top things that a U.S. company should know to help them export successfully?

Due diligence, due diligence, and due diligence! I have seen a number of situations in which the American business person starts exporting to a country because his son has a friend in college who, in turn, has an uncle in a far-flung town overseas who thinks that he knows the market for the U.S. product. It is not surprising that a few years later that the American business person comes knocking on our door because

he or she is having all kinds of trouble being paid or protecting his intellectual property. We can serve as a reality check for our clients, to make sure that they are doing their due diligence. In fact, we offer the International Partner Search to check on a potential foreign partner's credit worthiness or business reputation.

Could you give us some examples of export success stories you have worked on?

When I was in Mexico, I worked with a small U.S. firm that had experimented in Indonesia with a fungus on sugar cane roots. It doubled the crop yields. My office put the company in front of about 300 sugar cane growers in Mexico to explain how the process worked and how it was successful in Indonesia. Many of the growers bought this product, and we expect more sales in the future.

Another example is a U.S. training company that wanted to enter the Chinese market. The owner had read a market research report that I had written about the training sector's potential and he came to our office with programs in business, IT, and English. We helped the firm open a center in Beijing and eventually it expanded across China.

In both cases, the key elements were our fully understanding the product or service, knowing what the business opportunities were at that time in the particular overseas market, informing our client on how best to enter the market, and then matching our client with the right people in the market.

What is the National Export Initiative?

Announced in 2010 by President Obama, the National Export Initiative (NEI) aims to double U.S. exports within 5 years, thereby promoting economic growth in the United States and with our trading partners. In support of this effort, we are launching a revised Export.gov Web site, which will include, among other advantages, two innovative new features. One is

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You Already Have a Sales Partner Overseas—Con.

MyExport, which will allow customers to create a personalized page on the Web site to keep information on exports. The other new feature is the communities in which we will have exporters participating in these communities to discuss specific topics, such as the Brazilian aerospace market or Canadian medical equipment market. Export.gov, version 2.0, will be the federal government's one-stop shop for U.S. exporters.

What would you like people to know about the U.S. Commercial Service?

The U.S. Commercial Service offers our clients high-quality and low-cost export service. Once a business takes advantage of our export services in one market, it can easily replicate that partnership around the world. We do not chalk up any success until our clients successfully export, so we want to see our clients through to the end.

Tony Ceballos, Director of U.S. Commercial Service Office in Philadelphia, Discusses Helping Companies Export

Help From the U.S. Commercial Service: The Role of Domestic International Trade Specialists

As director of the U.S. Commercial Service in Philadelphia, Tony Ceballos oversees a staff of trade specialists who work to help Eastern Pennsylvania and Delaware companies export their goods and services. Last year, the office facilitated millions of dollars in U.S. export sales, contributing to economic and job growth.

How do Commercial Services offices help businesses export?

When it comes to exporting, we have no "one-size fits all" solution, so the value of the services of the U.S. Commercial Service is in how we tailor each solution to the individual needs of the client company. We provide everything from export counseling and international partner searches to market research and help in navigating customs and documentation issues. The U.S. Commercial Service also participates in hundreds of trade events around the world.

What are examples of issues that businesses discuss with their local trade specialists?

Let's say you were looking for the proper marketing channel

to sell your product or service abroad. The first thing a trade specialist would do is help you establish a target market where your product would be the most receptive. The next step would be to help develop a strategic plan and market entry strategy. Once a relationship with a reliable foreign buyer is established, we would verify the legal aspects of the partnership. One of the last issues to discuss would be how your business would be paid for your products. We would recommend that U.S. Commercial Service client companies work to ensure repayment by getting export



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The Role of Domestic International Trade Specialists—Con.

insurance—or if they choose to offer terms—make sure the export is supported by an export guarantee.

How do Commercial Services offices work with stakeholders and members of Congress?

Offices throughout the U.S. Commercial Service network work with key trade and finance agencies such as the Small Business Administration, U.S. Export-Import Bank, and Overseas Private Investment Corporation, to create start-to-finish export strategies for our clients. Additionally, the nationwide District Export Councils (DECs), comprised of local business leaders, mentor U.S. companies and provide referrals to the U.S. Commercial Service's nationwide network. Our offices regularly facilitate congressional support of trade promotion through export award

presentations, company visits, VIP visits, and export seminars.

What is one thing you would like people to know about the U.S. Commercial Service?

We are a global business partner for U.S. businesses, helping them step-by-step through the export process, from the United States into the hands of a potential buyer, with access to a network of resources worldwide. Our client's success is our success. We measure our performance based on successful export sales or international agreements that we help to facilitate. Therefore, every U.S. Commercial Service trade professional is committed to helping small businesses find their best market and walk them through the export process.

Help From the U.S. Commercial Service: The World Is Open for Your Business



The World is Open for Your Business

Find the Best International Markets for Your Company

E-commerce, trade agreements, and more trade finance options have dramatically increased access to markets around the world—making it easier and less risky for U.S. firms to export. Every year, the U.S. Commercial Service helps thousands of companies export goods and services worth billions of dollars. Let us help you find the best markets for your business.

Proven Trade Expertise

Our global network of trade professionals is located throughout the United States and in U.S. Embassies and Consulates in more than 70 countries. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with lucrative opportunities and increase your bottom line.

Trade Counseling

- Develop effective market entry and sales strategies.
- Understand export documentation requirements and foreign import regulations.
- Navigate U.S. government export controls, compliance, and trade financing options.

Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with industry and government decision makers in your target market(s).

Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.

Commercial Diplomacy

- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.
- Access U.S. government trade advocacy for your foreign government procurement bids.

Contact us today to connect with a world of opportunity.

Visit export.gov or call 800-USA-TRADE.

U.S. Commercial Service—Connecting you to global markets.

Standard Services

SME* (exporters)	SME* (new-to-export)	Large Enterprise
Gold Key (Matchmaking)		
\$700	\$350	\$2,300
International Company Profile (Due Diligence)		
\$600	\$350	\$900
International Partner Search (Pre-screened Business Contacts)		
\$550	\$350	\$1,400
Featured U.S. Exporter (Overseas Web Promotion)		
\$150	\$75	\$300
Business Service Provider (Web Listing of Export Services)		
\$300	\$300	\$600

Customized Services

We offer a range of customized assistance with export promotion, international market research, and finding international partners. For current pricing and options, please contact your local trade professional.

Contact information for each of our offices is available on export.gov.

Commercial News USA

Showcase magazine for American-made products and services. For details, visit thinkglobal.us/advertiser/rates.php.



* A Small or Medium-sized Enterprise (SME) is defined as a firm with 500 or fewer employees, or which is self-certified as a small business under the regulations of the U.S. Small Business Administration; a large company is defined as a firm with more than 500 employees. Subsidiaries are classified based on the size of the parent company.

The World Is Open for Your Business—Con.

U.S. Offices

Alabama Birmingham	Delaware Served by Philadelphia, PA	Kentucky Lexington Louisville	Nevada Las Vegas Reno	Oklahoma Oklahoma City Tulsa	Texas Austin El Paso Fort Worth Grapevine Houston McAllen Midland San Antonio
Alaska Anchorage	District of Columbia Served by Arlington, VA	Louisiana New Orleans Shreveport	New Hampshire Portsmouth	Oregon Portland	Utah Salt Lake City
Arizona Phoenix Scottsdale Tucson	Florida Clearwater Fort Lauderdale Jacksonville Miami Orlando Tallahassee	Maine Portland	New Jersey Newark Trenton	Pennsylvania Harrisburg Philadelphia Pittsburgh	Puerto Rico San Juan
Arkansas Little Rock Rogers	Georgia Atlanta Savannah	Maryland Baltimore	New Mexico Santa Fe	Rhode Island Providence	Vermont Montpelier
California Bakersfield Cabazon Fresno Inland Empire Los Angeles (Downtown) Los Angeles (West) Newport Beach North Bay Oakland Sacramento San Diego San Francisco San Jose Ventura County	Hawaii Honolulu	Massachusetts Boston	New York Buffalo Harlem Long Island New York Rochester Westchester	South Carolina Charleston Columbia Greenville	Virginia Arlington Richmond
Colorado Denver	Idaho Boise	Michigan Detroit Grand Rapids Pontiac Ypsilanti	North Carolina Charlotte Greensboro Raleigh	South Dakota Sioux Falls	Washington Seattle Spokane
Connecticut Middletown	Illinois Chicago Libertyville Peoria Rockford	Minnesota Minneapolis	North Dakota Fargo	Tennessee Knoxville Memphis Nashville	West Virginia Charleston Wheeling
	Indiana Indianapolis	Mississippi Jackson	Ohio Akron Cincinnati Cleveland Columbus Toledo		Wisconsin Milwaukee
	Iowa Des Moines	Missouri Kansas City St. Louis			Wyoming Served by Denver, CO
	Kansas Wichita	Montana Missoula			
		Nebraska Omaha			

International Offices

Afghanistan Kabul	China Beijing Chengdu Guangzhou Shanghai Shenyang	Germany Berlin Düsseldorf Frankfurt Munich	Israel Tel Aviv	Morocco Casablanca	Russia Moscow St. Petersburg	Ukraine Kiev
Algeria Algiers	Colombia Bogotá	Ghana Accra	Italy Milan Rome	Netherlands The Hague	Saudi Arabia Dhahran Jeddah Riyadh	United Arab Emirates Abu Dhabi Dubai
Argentina Buenos Aires	Costa Rica San José	Greece Athens	Japan Osaka-Kobe Tokyo	New Zealand Wellington	Serbia Belgrade	United Kingdom London
Australia Perth Sydney	Croatia Zagreb	Guatemala Guatemala City	Jordan Amman	Nigeria Lagos	Singapore	Uruguay Montevideo
Austria Vienna	Czech Republic Prague	Honduras Tegucigalpa	Kazakhstan Almaty	Norway Oslo	Slovak Republic Bratislava	Vietnam Hanoi Ho Chi Minh City
Belgium Brussels	Denmark Copenhagen	Hong Kong	Kenya Nairobi	Pakistan Islamabad Karachi Lahore	South Africa Cape Town Johannesburg	West Bank Jerusalem
Brazil Belo Horizonte Brasília Recife Rio de Janeiro São Paulo	Dominican Republic Santo Domingo	Hungary Budapest	Korea (South) Seoul	Panama Panama City	Spain Madrid	
Bulgaria Sofia	Egypt Cairo	India Ahmedabad Bangalore Chennai Hyderabad Kolkata Mumbai New Delhi	Kuwait Kuwait City	Peru Lima	Sweden Stockholm	Taiwan Kaohsiung Taipei
Canada Calgary Montreal Ottawa Toronto	El Salvador San Salvador	Indonesia Jakarta	Lebanon Beirut	Philippines Manila	Switzerland Zurich	Thailand Bangkok
Chile Santiago	European Union Brussels	Iraq Baghdad	Libya Tripoli	Poland Warsaw	Turkey Ankara Istanbul Izmir	
	Finland Helsinki	Ireland Dublin	Malaysia Kuala Lumpur	Portugal Lisbon		
	France Paris		Mexico Guadalajara Mexico City Monterrey	Qatar Doha		
				Romania Bucharest		

Find detailed contact information for each of our offices at export.gov.

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Help From the U.S. Department of State: A Global Platform to Support U.S. Business Overseas

By Todd P. Schwartz, U.S. Department of State, Commercial and Business Affairs

In October 2011, Secretary of State Hilary Clinton told the Economic Club of New York that she planned to put “Economic Statecraft” at the heart of America’s foreign policy agenda. Since then, every element of the Department of State, from our embassies and consulates overseas to our headquarters in Washington, DC, has focused on this question: How can we better assist U.S. businesses overseas?

Economic Statecraft is not just about exports, of course. The United States has a great interest in reducing poverty and increasing opportunity worldwide, because these can contribute to political and economic stability. In the context of the President’s National Export Initiative, the Department of State has a key role in helping American business grow overseas and create jobs here at home.

The unique strength of the Department of State is our global platform of embassies, consulates, and other diplomatic offices overseas staffed by professionals who know their markets. In close collaboration with Foreign Commercial Service and Foreign Agricultural Service colleagues and under the direction of our Ambassadors, our economic officers lead the charge in tracking trends and opportunities, addressing market barriers and regulatory and legal impediments, encouraging investment in the United States, promoting tourism, and helping resolve differences and disputes. Most importantly, our missions are our eyes and ears on the ground, collecting up-to-the-minute information on the local business climate and new opportunities.

Until recently, the only way to tap into this reservoir of current information on overseas business opportunities was to visit the U.S. Embassy. Now the Direct Line to American Business program encourages U.S. companies to participate in live briefings hosted by our Ambassadors and U.S. mission teams, often joined by senior government officials from that country.

Direct Line

U.S. embassies and consulates host Direct Line webinars or conference calls on topics of importance to American businesses—from a broad overview of the business climate to an in-depth discussion on the impact of new legislation or a detailed analysis of a specific sector. Recent calls have examined partnership possibilities in Kuwait’s education sector, infrastructure projects in Brazil, and agribusiness prospects in Kosovo. After a brief overview and guided discussion, participants ask questions to get further insights from our experts in the field and the foreign government officials directly responsible for planning and procurement in these areas. You can see a list of past calls, register for upcoming calls, and sign up for e-mail alerts at www.state.gov/e/eb/directline/.

Help for Your Business

Another new tool making it easier for American firms to explore commercial opportunities overseas is the new Business Tab found at the top of the Web site homepage of every U.S. embassy and consulate. Clicking on the Business Tab gives visitors access to a wealth of data and information, from documents such as our annual Country Commercial Guide and Investment Climate Statement to contact addresses for mission staff, local business associations, and other U.S. government agencies such as the U.S. Export-Import Bank that can help companies export to new markets. You can find links to all our embassy and consulate Web sites by visiting www.state.gov.

The State Department’s support for U.S. business abroad extends from providing timely information about the commercial prospects in each country through Direct Line and Business Tab, to guidance on investing and exporting overseas in conjunction with other U.S. departments and agencies, to the successful conclusion of business deals through advocacy and dispute resolution. Promoting the interests of the private sector, especially small- and medium-sized enterprises that are trying to establish a new foothold overseas or broach an export market for the first time, is just one way the Department of State works to advance America’s interests around the world.

Help From the U.S. Department of Agriculture (USDA): Promoting Exports of Food and Agricultural Products

By Patrick Kerrigan, U.S. Department of Agriculture, Foreign Agricultural Service

The USDA's Foreign Agricultural Service (FAS) offers a variety of programs to help promote exports of food and agricultural products. The FAS's overseas offices support industry efforts to develop markets by providing market intelligence and introducing U.S. exporters to potential foreign customers. The FAS's global network of 96 offices covering 163 countries helps U.S. exporters focus on the future. These offices are staffed by agricultural attaches and locally hired staff that are the eyes, ears, and voice for U.S. Agriculture around the world. The FAS overseas staff introduce U.S. sellers to potential international customers, provide access to host government officials, and provide country, commodity, and trade policy updates. This first-hand intelligence helps exporters make informed decisions about how and where to grow their business. The FAS overseas offices support a host of activities including international and reverse trade missions, trade exhibitions, export financing, trade negotiations, and technical assistance and support of small- and medium-sized enterprises.

The USDA continues to expand its public-private partnership with U.S. agricultural trade organizations, such as the State Regional Trade Groups (SRTGs), to support U.S. companies in building and maintaining commercial markets overseas. The SRTGs work in partnership with the FAS and consist of four regional nonprofit trade organizations offering a broad range of comprehensive export services. These services are designed to assist agricultural companies with the entire exporting process—from learning the fundamentals of exporting to identifying overseas opportunities and finding

potential distributors. The SRTG promotional activities are coordinated with the FAS and include trade missions, trade exhibitions, export seminars, and small- and medium-sized enterprise branded product promotions. For more information about the FAS's overseas offices and the SRTG services, visit the FAS Web site at www.fas.usda.gov/agx/exporter_assistance.asp.

The USDA's export success is based on a strong private-public partnership and effective trade events focused on expanding the introduction of U.S. suppliers to foreign buyers in venues such as domestic and international trade shows and reverse trade missions. Small- and medium-sized enterprises have benefited substantially from these efforts. In 2011, 2,437 foreign buyers visited the United States to purchase \$1.3 billion worth of agricultural products. Those buyers were brought to the United States thanks to 303 reverse trade missions organized by the USDA export program partners. In 2011, these program partners helped 2,313 small- and medium-sized enterprises make a first time export sale.

The USDA efforts have helped to create an environment resulting in record U.S. exports that help grow our rural economy. These successes positively influence job growth, and record exports have positioned the USDA to be a significant contributor to the President's goal of doubling exports by the end of 2014. To be successful in the long-term, exporters must have a diversity of markets they can look to. And that is why the FAS works around the globe, not just in mature markets, but in fragile and developing markets, the markets of tomorrow.

Help From the U.S. Export-Import Bank: Your Buyer Likes Open Account Terms—and So Will You!

by Stevan Horning, Export-Import Bank of the United States (Ex-Im Bank)

Financing Closes the Deal

If this is true in domestic business, it applies all the more to exporting! If you can offer your buyer terms that he or she wants, you can complete the sale.

Stiff competition for sales in the global marketplace means you need a tiebreaker. Your buyer's reluctance to use his local credit card or pay cash-in-advance is the first resistance you meet. Since foreign credit agencies exist to offer terms via their companies to your potential customers, foreign producers might win the business you want. However, if your customer really wants your quality American product, then the Ex-Im Bank offers terms to level the playing field for your company.

Compete for Sales and Create Jobs

Jobs multiply when business grows. The U.S.'s most promising frontier for economic expansion lies in her exporting. Remember that 95 percent of consumers live outside the United States; now consider also that only one percent of America's small businesses export at all. That is why in 2010 our nation tackled the goal of doubling export volume by 2015. It signifies your opportunity.

Entrepreneurs who export should learn about how Ex-Im Bank can help them extend open account terms to prospective and current buyers; that's our specialty! The same trade finance product helps both parties: while the bank provides payment protection to you the exporter, it enables you to offer open terms to buyers. Ex-Im Bank exists to support your business.

In this article, we zero in on the topic of offering financial support to buyers. The main trade finance product we discuss under this topic is export credit insurance. First, let us look back at some basic principles.

Conquer Two Persistent Challenges

Both exporter and buyer should win. Successful exporting happens when two key challenges meet their match:

- **Extended credit to buyer**—Because your buyer has a cash flow problem, you want to offer him terms. He says yes to your product or service; then the time lag begins. He must wait for you to produce it, wait for it to arrive by slow boat, wait for it to sell or produce cash flow. Often that takes several months. Can you give him enough time so he can pay you?

You know open lines of credit pose risks to you. Because Ex-Im Bank exists to support your business, we cover risks that other lenders or insurance companies cannot or will not. If you have export working capital, your cash flow problem is solved at least in the short-term. Your risk regarding the foreign buyer, however, concerns his ability or willingness to pay you. The Bank eases your worry by guaranteeing that you will be paid. Once your buyer negotiates a sales contract with you, you can offer him "open account" terms (typically 180 days, up to 360 days) supported by our insurance.

- **Payment protection**—Here is the second challenge: you the exporter need to be paid for what you ship. This insurance also covers that continuing risk. You want a guarantor who will pay you if your buyer does not. You must bear upfront costs and considerable risk when you ship a large order to an unfamiliar buyer. Uncertainty is the most formidable barrier to your trade. Ex-Im, your U.S. government-backed bank, can erase much uncertainty by covering certain risks to your transaction, such as political risks (war, strikes, or disruptions of service) and commercial concerns (bankruptcy, currency fluctuations).

Ex-Im Bank Takes the Worry Out of Exporting

Suppose your distributor in India wants to buy a thousand of your refrigerators—export success! "But there's one hitch," he tells you. "I can't pay cash in advance and

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Your Buyer Likes Open Account Terms—and So Will You!—Con.

my credit card is too expensive. Can you wait on repayment until I've sold them all here?" You have cash flow problems, too, and your risk is greater than his risk. His bank will not cover the risk and neither will yours. So you ponder it: can you afford to tie up your capital while your refrigerators await customers in Mumbai's department stores? Will you let your customers' payment delays stymie your whole export business?

No. Instead, you have talked with export counselors at an Ex-Im's Regional Export Finance Center and you have learned how the bank's array of financial tools can close the deal for you. You have followed our trade finance manager's good advice and have purchased export credit insurance and whatever else you need.

Five months later, your distributor in Mumbai e-mails you, "Good news! I have sold all your refrigerators. Now can you send me a thousand more for my cousin's shops in Bangalore?" Thanks to our insurance, both of you succeed. Ex-Im Bank has insured your foreign accounts receivable. You have established an open account so the foreign buyer can keep on purchasing more from you without hassle.

The Bank Quickly Helps You Seize Your Opportunities

You would rather not wait weeks, let alone months, for insurance approval. We know that. That is why Ex-Im Bank developed its award-winning product, **Express Insurance**. Can you believe **5 days**? The bank provides streamlined policy quotes **online** and can deliver credit decisions on foreign buyers within 5 work days on policies up to \$300,000. This removes the fear-factor both for you and for your buyer.

To sum it up, the big idea of export credit insurance is this: it limits your risk while relaxing your buyer—keeping him in a buying mood, so to speak. With instruments it has created, Ex-Im Bank can support both parties in a transaction: you the exporter and your foreign buyer. Not only does the bank offer comprehensive solutions, it also does so very quickly. Moreover, the bank anticipates your needs throughout the business cycle: pre-export, production, and shipping phases during varying terms of repayment, and when you expand and repeat sales.

Ex-Im Bank supports not only small business transactions, but also large complex ones. The bank can help the international buyer of your big-ticket capital goods and services. We will offer details about capital goods and services financing, for example, in a later issue of this newsletter.

Where Do I Start for Export Success?

Start your export success by getting advice from local experienced Export Finance Managers, just call 800-565-3946 or go to www.exim.gov/smallbusiness. Select a product to protect your sales, which may involve either an entire export portfolio or a single buyer.

The bank can assist you by offering products for risk protection, for extending credit to buyers, for working capital, and for term financing. Learn more about competitive financing for your exports and for your foreign buyers by visiting the link www.exim.gov.

About Ex-Im Bank

Ex-Im Bank's roots go back to 1934. Now we are an independent federal agency that helps create and maintain U.S. jobs by filling gaps in private export financing at no cost to American taxpayers. In the past 5 years (from fiscal year 2008), Ex-Im Bank has earned nearly \$1.6 billion above the cost of operations for U.S. taxpayers. The bank provides a variety of financing mechanisms, including working capital guarantees, export-credit insurance, and financing to help foreign buyers purchase U.S. goods and services.

Ex-Im Bank approved \$35.8 billion in total authorizations in FY 2012—an all-time bank record. This total includes more than \$6.1 billion directly supporting small-business export sales—also a bank record. Ex-Im Bank's total authorizations are supporting an estimated \$50 billion in U.S. export sales and approximately 255,000 American jobs in communities across the country. For more information, visit www.exim.gov or contact Stevan Horning at Stevan.Horning@exim.gov or 202-565-3200, ext. 3206.

U.S. International Trade in Goods and Services

Help From the U.S. Census Bureau: Changes in Technology Lead to Process Improvements of the FT-900 Report

Accelerated Release...

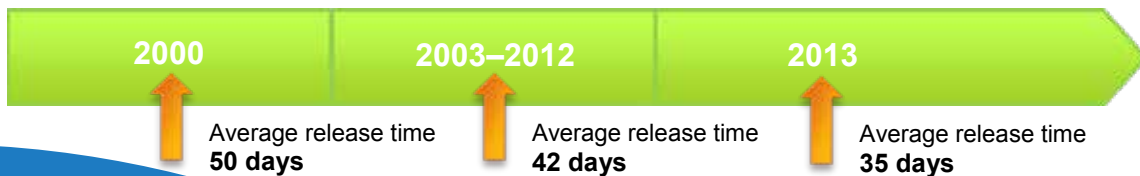
Beginning in March 2013, the monthly U.S. International Trade in Goods and Services (FT-900) report will be available an average of 35 calendar days after the end of the reference month. This accelerates the monthly release of the FT-900 report by approximately 1 week. See the new monthly release schedule below.

The anticipated acceleration of these releases will allow government agencies and private industry to access vital economic data 34–36 days after the reference month for more efficient economic analysis and decision-making.

The U.S. Census Bureau and the Bureau of Economic Analysis were able to initiate this accelerated release schedule because of changes in technology leading to processing improvements.

...Coming in 2013

This release, along with the other 15 key economic indicators, is now available on the Census Bureau's first mobile app, America's Economy, launched in August 2012. The app, which is available for both Android and Apple mobile device users, combines statistics from the U.S. Department of Commerce's Census Bureau, Bureau of Economic Analysis, and the U.S. Department of Labor's Bureau of Labor Statistics. To download, visit www.census.gov/mobile/.



2013 Release Dates	
January	3/7/2013
February	4/5/2013
March	5/2/2013
April	6/4/2013
May	7/3/2013
June	8/6/2013
July	9/4/2013
August	10/8/2013
September	11/5/2013
October	12/4/2013

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U.S. Department of Commerce

- U.S. Census Bureau
 - Foreign Trade Division www.census.gov/trade
 - Trade Data www.usatradeonline.gov
 - AESDirect www.aesdirect.gov
 - Schedule B Search Engine <https://uscensus.prod.3ceonline.com/>
- International Trade Administration
 - Export.gov
 - tcc.export.gov
 - trade.gov
- Bureau of Industry and Security
 - bis.doc.gov

Export-Import Bank of the United States

- exim.gov/products

U.S. Small Business Administration

- sba.gov/sbdc

U.S. Department of Agriculture/Foreign Agricultural Service

- fas.usda.gov/trade

U.S. Trade Representative's Office

- ustr.gov/eNews

U.S. Department of State

- www.pmdtc.state.gov

U.S. Department of the Treasury—Economic and Trade Sanctions

- treas.gov/ofac