

Discovering New Markets: Utilizing USA Trade[®] *Online*

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Today's Speakers

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Foreign Trade Division

*The U.S. Census Bureau measures the nation's
People, Places, and our Economy*

www.census.gov

Fundamentals of Exporting

Created by the Foreign Trade Division of the U.S. Census Bureau, this in-depth webinar series provides the tools necessary for a strong foundation in the fundamentals of exporting.

Discovering New Markets: Utilizing USA Trade *Online*

The second webinar in the 8-part series

http://www.census.gov/newsroom/releases/archives/news_conferences/webinars_exporting.html

Foreign Trade Division

The **Foreign Trade Division** is the *official* source for U.S. export and import statistics and is responsible for issuing regulations governing the reporting of all export shipments from the United States.

Trade Statistics

➤ Exports

- Measure of the total movement of goods and services out of the U.S. to foreign countries.

➤ Imports

- Measure the arrival of goods and services into the U.S. from other countries

➤ Balance of Trade

- $\text{Exports} - \text{Imports} = \text{Balance of Trade}$

U.S. International Trade

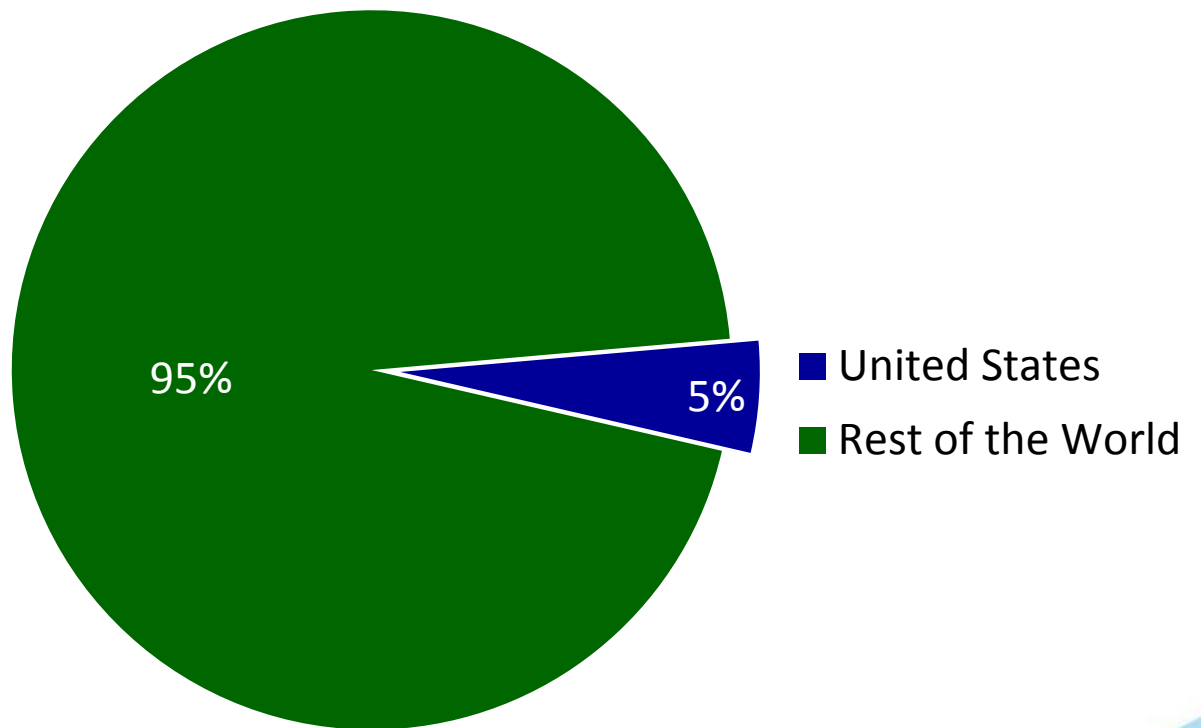


In 2011, the U.S. exported **\$2.1 trillion** in goods and services to 240 markets worldwide.

International Market

Did you know...?

95% of all consumers are outside of the United States.



USA Trade[®] Online

USA Trade Online (www.usatradeonline.gov) is the **official** online source of U.S. merchandise trade statistics

The screenshot shows the USA Trade Online website. On the left is a vertical navigation menu with red buttons for: Home, Log-In Now, FREE TRIAL, GET EMAIL UPDATES, Account Maintenance Renew Here!, Subscribe Now!, About USA Trade Online, USA Trade Online Training Videos, 2012 Release Schedule, Export Concordance, Import Concordance, Schedule B Search Engine, Guide To Foreign Trade Statistics, Other Foreign Trade Data Products, Census Bureau's Online Privacy Policy, Browser Requirements, Global Reach Blog, HELP, Frequently Asked Questions, Contact Us, and Site Map. At the bottom of the menu is the United States Census Bureau logo and the 'Powered by Beyond 20/20' logo.

The main content area features a banner with the text 'On time. On demand. Online.' and 'USA Trade[®] Online'. Below the banner is a 'Show me the trade data!' button with a 'click here' link. A secondary link says 'Click here to access the trade data.' followed by 'You are logged in as U.S. Census Bureau'.

The heading 'USA Trade[®] Online' is followed by the sub-heading 'The Official Source for U.S. Merchandise Trade Data'. The main text reads: 'The Foreign Trade Division of the U.S. Census Bureau is pleased to bring you USA Trade Online! With this dynamic service, you can access current and cumulative U.S. export and import data for over 18,000 export commodities and 24,000 import commodities. USA Trade Online provides trade statistics using the Harmonized System (HS) up to the 10-digit level and the North American Industry Classification System (NAICS) commodity classification codes up to the 6-digit level. Subscribe to USA Trade Online and obtain monthly and annual trade statistics at the district and port level, as well as state exports! Using this powerful tool, learn how to build customized reports and charts that will keep you on the leading edge of your competition.'

Contact information is provided: U.S. Census Bureau • Economics & Statistics Administration • U.S. Department of Commerce, 1-800-549-0595 (option 4) • 301-763-2311 • ftd.data.dissemination@census.gov

A large yellow box at the bottom of the screenshot contains the URL www.usatradeonline.gov.

Commodity Classification

USA Trade *Online* incorporates the following product classifications:

- Harmonized System (HS)
 - Schedule B - <https://uscensus.prod.3ceonline.com/>
 - HTS - <http://hts.usitc.gov/>

- North American Industry Classification System (NAICS)
 - NAICS Product Search - <http://www.census.gov/eos/www/naics/index.html>

USA Trade *Online* Data Offerings

Data Level	HS	NAICS	Measures
District Level Annual Data 1992 – present (HS) 2002 – present (NAICS) Monthly Data 2002 – present	2-, 4-, 6- and 10-digit	3-, 4-, 5- and 6-digit	HS: Total Value, Quantity and Unit Price NAICS: Total Export Value, Domestic Export Value, Foreign Export Value, General Imports for Consumption Value, General Imports CIF Value, Imports for Consumption Customs Value, Imports for Consumption CIF Value, and Balance of Trade
Port Level Annual and Monthly Data 2003 – present	2-, 4- and 6-digit	N/A	Total Value, Vessel Value, Vessel SWT, Air Value, Air SWT, Containerized Vessel Value and Containerized Vessel SWT
State Level Annual and Monthly Data Exports 2002 – present Imports 2008 – present	2-, 4-, 6-digit	3- and 4-digit	Total Value, Vessel Value, Vessel SWT, Air Value, Air SWT, Containerized Vessel Value and Containerized Vessel SWT

Standard Report

Use the Standard Report to customize every aspect of your trade report with as little or as much detail as you want.

Data Source Selection
Welcome to USA Trade [®] *Online*.

Data are available through May 2012

Harmonized System (HS) District-level Data

Standard Report	Imports	Exports
Trade By Commodity	Imports	Exports
Country By Commodity	Imports	Exports

Data are available through May 2012

Harmonized System (HS) Port-level Data

	Imports	Exports
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Data are available through May 2012

State Export Data (Origin of Movement)

	HS	NAICS
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Data are available through May 2012

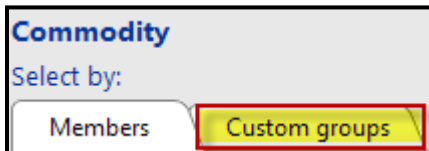
Commodity Selection

Select the products you want to analyze using one of the following:

- Commodity Selection Tree
- Search Box
- Create a Custom Commodity Group

<input type="checkbox"/>	<input type="checkbox"/>	03 Fish, Crustaceans & Aquatic Invertebrates	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	04 Dairy Prods; Birds Eggs; Honey; Ed Animal Pr Nesoi	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	0401 Milk And Cream, Not Concentrated Or Sweetened	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	0402 Milk And Cream, Concentrated Or Sweetened	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	0403 Buttermilk, Yogurt, Kephir Etc, Flavord Etc Or Not	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	0404 Whey & Milk Products, Sweetened Etc. Or Not, Nesoi	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	0405 Butter And Other Fats And Oils Derived From Milk	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	0406 Cheese And Curd	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	0407 Birds' Eggs, In Shell, Fresh, Preserved Or Cooked	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	0408 Birds' Eggs, Not In Shell & Yolks, Fresh, Dry, Etc	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	0409 Honey, Natural	✓	✗
<input type="checkbox"/>	<input type="checkbox"/>	040900 Honey, Natural	✓	✗
	<input type="checkbox"/>	0409000020 Honey, Natural, Packaged For Retail Sale (kg)		
	<input checked="" type="checkbox"/>	0409000025 Comb Honey And Honey Packaged For Retail Sale (kg)		
	<input type="checkbox"/>	0409000050 Honey, Natural, Nesoi (kg)		

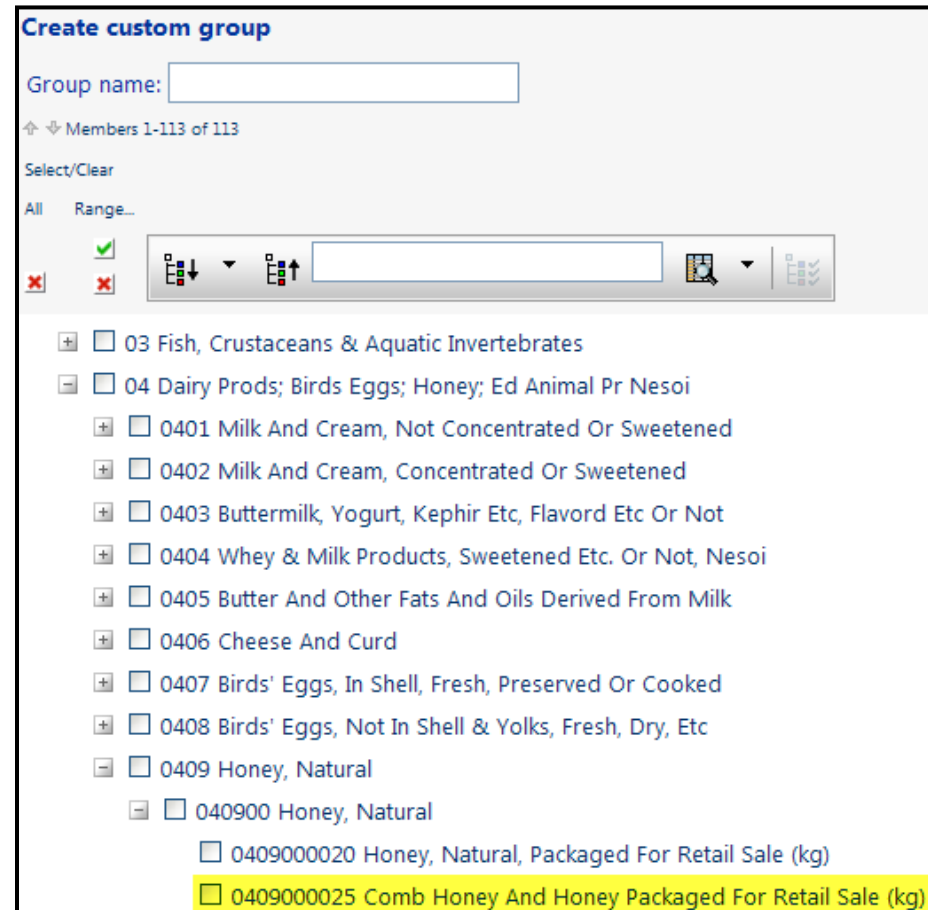
Custom Groups



Click the **Custom groups** tab to create your own distinctive groupings.

Also available for the following options:

- Country
- State
- Port
- District



Country Selection

Country Options:

- World Total and Individual Countries
- Geographic Regions
- International Organizations and Trade Agreements

The screenshot displays a web-based interface for selecting countries. At the top, it says "Country" and "Select by:". Below this are two tabs: "Members*" (selected) and "Custom groups". Under "Members*", it shows "Members 1-27 of 27". There are "Select/Clear" buttons and a "Default member: World" indicator. A "Members by level" section shows a grid of checkboxes for "All" and "Range...". The main area is a tree view of country options:

- World Total (Default member)
- All Geographic Regions (World Total)
- Africa
- Asia
 - Asia Near East
 - Asia - South
 - Asia - Other
- Australia and Oceania
- Europe
- North America
- South/Central America
- International Organizations
- Unidentified Countries
- International Organizations and Trade Agreements
 - APEC - Asia Pacific Economic Co-operation
 - ASEAN - Association of Southeast Asian Nations

Managing Time Selection

Monthly, annual and year-to-date time options available

➤ Monthly and Annual Selection Tree

➤ **Time Series Sets**

Members Time series *

Select/Clear
All Range...

Edit time series set

Name: Annual

Periodicity: Annual

Show in reverse order:

Year-to-date aggregations:

Ending period: Most recent

Number of periods in series: 5

Step value: 1

Exclude ending period:

Display: Values

Update time series Cancel Help

View Your Report

Completed Customized Report

Commodity	0409000025 Comb Honey And Honey Packaged For Retail Sale (kg)					
Time	2012 through May		2011		2010	
Measures	Value (Dollars)	Quantity	Value (Dollars)	Quantity	Value (Dollars)	Quantity
Country	↑ ↓ [2] [3]	↑ ↓ [2] [3]	↑ ↓ [2] [3]	↑ ↓ [2] [3]	↑ ↓ [2] [3]	↑ ↓ [2] [3]
World Total	4,939,279	1,413,300	10,436,419	3,014,860	7,648,889	2,259,025
Yemen	1,330,370	303,427	2,512,845	566,867	1,989,736	471,351
Japan	641,373	148,907	1,077,370	249,437	845,496	204,786
Kuwait	499,050	127,538	504,277	206,021	715,135	294,629
Philippines	455,414	184,049	602,582	242,266	465,307	188,469
Israel	411,684	81,200	972,131	247,100	252,735	60,900
United Arab Emirates	364,131	150,013	747,240	288,830	965,895	344,203
Indonesia	357,045	147,096	445,606	180,922	104,708	40,462
Hong Kong	155,285	31,183	241,671	71,959	81,094	17,214
Saudi Arabia	129,475	53,341	3,020	680		
Mexico	121,049	49,869			6,492	2,322
Bahrain	58,608	24,145	35,753	14,729	77,823	32,061
Singapore	58,028	20,786	113,243	38,594	53,660	18,651
Poland	55,692	22,944				
Barbados	43,462	7,126	38,544	8,030	11,881	4,729
Panama	42,752	6,968	48,096	7,537		
Guyana	37,860	7,020	29,138	3,756	19,821	2,940

Additional Features

➤ Sort

➤ My Reports

- Automatic Monthly Updates
- Saves Custom Groups
- Searchable

➤ Download

- XML for Excel
- Comma-delimited

Commodity	0409000025 Comb Honey And Honey Packaged For Retail Sale (kg)					
Time	2012 through May		2011		2010	
Measures	Value (Dollars)	Quantity	Value (Dollars)	Quantity	Value (Dollars)	Quantity
Country	↑ ↓ [i2] [i3]	↑ ↓ [i2] [i3]	↑ ↓ [i2] [i3]	↑ ↓ [i2] [i3]	↑ ↓ [i2] [i3]	↑ ↓ [i2] [i3]
World Total	4,939,279	1,413,300	10,436,419	3,014,860	7,648,889	2,259,025
Yemen	1,330,370	303,427	2,512,845	566,867	1,989,736	471,351
Japan						204,786
Kuwait						294,629

Public reports My reports

Data Source Selection
Welcome to USA Trade @ **Online**.

Data are available through May 2012

Harmonized System (HS) District-level Data
Standard Report [Imports](#) [Exports](#) [Exports](#) [Exports](#)

Save report

Title:

Folder:

Notes:

OK Cancel Help

View as: **Table** Chart

Quick and Easy

Create a comprehensive trade report in 3 steps

1. Select Trade by Commodity
2. Select the Product(s)
3. View the Report

Data Source Selection
Welcome to USA Trade [®] *Online*.

Data are available through April 2012

Harmonized System (HS) District-level Data

Standard Report [Imports](#) [Exports](#)

Trade By Commodity [Imports](#) [Exports](#)

Commodity

Select by: [Show report](#) [Return to D](#)

Members Custom groups

Members 1-98 of 98

Select/Clear Select/Clear

Members by level All Range...

Default member: All Commodities Tip: Use "Expand all" dropdown list to expand to a given

bicycles

Country		World Total	Drag dimensions here so they do not show as a row or column in table				
Time		May 2012	April 2012	April 2012 - May 2012 Gro...	May 2012 YTD	May 2011 YTD	May 2011 YTD - May 2012 Y...
Commodity	Measures						
8712002600 Bicycles Havin...	Value (Dollars)	7,006,399	9,817,374	-28.63	46,020,223	31,411,918	46.51
	Quantity	9,005	11,283	-20.19	53,153	48,348	9.94
	Unit Price	778.06	870.10	-10.58	865.81	649.70	33.26

Trade by Commodity

Live Demonstration

NAICS-Based Statistics

NAICS-Based Reports at the District-Level offer:

- Product and Industry Groupings
- Exports, Imports and Balance – Side by Side

Commodity	111 Agricultural Products		
Time	2012 through May		
Measures	Total Export Value	General Imports Customs V...	Balance
Country	↑ ↓ [i²] [i³] [i₄]	↑ ↓ [i²] [i³] [i₄]	↑ ↓ [i²] [i³] [i₄]
World Total	29,175,655,408	13,958,434,251	15,217,221,157
China	7,806,199,231	222,332,313	7,583,866,918
Mexico	3,825,304,697	4,312,980,109	-487,675,412
Japan	3,051,382,117	8,238,749	3,043,143,368
Canada	3,017,027,623	1,584,767,966	1,432,259,657
Korea, South	1,532,506,241	13,619,539	1,518,886,702
Taiwan	724,320,413	24,818,034	699,502,379

USA Trade *Online* Subscription

- 7-day Trial - Free
- One Week Subscription - \$25
- One Month Subscription - \$75
- One Year Subscription - \$300
- Federal Depository Libraries - Free

Additional Training Tools

- Webinars
- Export training videos
- Global Reach Blog
<http://globalreach.blogs.census.gov>

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The official blog of the U.S. Census Bureau's Foreign Trade Division

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U.S. Exports of Goods Continue to Grow

Posted on March 12, 2012

SHARE

One of the primary tools of the [National Export Initiative \(NEI\)](#) is the U.S. merchandise trade statistics captured by the [Foreign Trade Division](#) of the U.S. Census Bureau. Examining the trade statistics provides a business with the information needed to make efficient and effective decisions for their export strategy. The statistics may also be used to evaluate the current and historical trends of U.S. exports and imports.

Total

- Other Countries Have Exporter Data Too?? (551)
- USPPI Trade Term of the Month (249)
- U.S. Exports of Goods Continue to Grow (237)
- Clarification Of Routed Export Transactions (199)

The table below displays the top five U.S. export commodities (NAICS-based) with the highest growth rate from 2009 – 2011, based on total dollar value in millions. By studying the data, we can see that over that two-year period, U.S. exports of goods have increased **40.2%**. Iron ores registered the largest individual increase at 274.0%. Cattle (206.0%), coal (164.7%), swine (152.9%), and cotton (151.2%) completed the top five.

Foreign Trade

Main About Foreign Trade Data AES Regulations Reference Defini

Important Links

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

Related Sites

- Business and Industry
- Briefing Room

VIDEOS

- [Export Compliance and Regulations](#)
- [Reporting Electronic Export Information \(EEI\)](#)
- [Using Trade Data for Export Planning and Strategy](#)
- [Trade Agreements](#)
- [Mandatory AES](#)

March 2012 Trade Numbers

Deficit: \$51.8 Billion
Exports: \$186.8 Billion
Imports: \$238.6 Billion

Next release: June 8, 2012
[Complete Release Schedule](#)

Upcoming Seminars and Workshops

June 5-6, 2012
AES Compliance, Glen Ellyn, Illinois

For More Information

- **Media Inquiries:**
 - Public Information Office: 301-763-3030

- **FTD Call Center: 800-549-0595**
 - Option 1 – AES Assistance
 - Option 2 – Commodity Classification Assistance
 - Option 3 – Regulations Assistance
 - **Option 4 – Data Dissemination Branch**

- **Fax: 301-763-8835**

- **E-mail: ftd.data.dissemination@census.gov**

Questions?



Upcoming Webinars

For more information or to sign up for our next webinar go to:

http://www.census.gov/newsroom/releases/archives/news_conferences/webinars_exporting.html

- **All Products Have a Classification Number — Learn How to Find Yours:** *August 8, 2012*
- **Foreign Trade Regulations — Demystifying the Rules of Exporting:** *August 22, 2012*
- **Filing Export Information Electronically — The ABCs of AES:** *September 5, 2012*
- **Your Free Tools of Trade — AESDirect and AESPcLink:** *September 19, 2012*
- **Getting it Right the First Time — How to Avoid Common Penalties:** *October 3, 2012*
- **What is a Foreign Trade Zone and How Can It Help You?:** *October 17, 2012*