

NSBA/SBEA Issue Briefing

Exporting 101: Overcome Your Fears

Follow-up Questions

Question: I need to find representatives to help sell our product in foreign countries. What is the best way to do this?

The Department of Commerce's [Gold Key Program](#) is helpful. Also, contacting your [U.S. Export Assistance Center](#) (USEAC) could be helpful.

Question: Our firm has been representing exporters to the Caribbean and Latin American Basin for over 20 years, focusing mainly on power quality solutions. We are interested in connecting with other potential exporters who would like to penetrate the region. Is there a program or other means that helps connect companies like I am describing that would like to export with those that have established a presence?

Try mining for contact prospects by beginning at export.gov/Caribbean.

Question: In North America we sell our escalator products to elevator maintenance companies, transit authorities, airports, department stores and others who install our parts on existing. How can we locate or search for companies that maintain escalators and do not know that our company offers products equal to the original equipment manufacturer at a reduced price? There are no specific SIC codes for escalator parts.

Contact your local [USEAC](#) to determine if they can put you in touch with others in this business.

Question: How does the import taxes/tariffs affect sales from the US to Europe/Asia, and is there a way to prepay or estimate these tariffs on individual orders?

Contact a freight forwarder for help on this. NSBA and SBEA members get a discount when they ship with UPS – [click here](#) for details.

Question: Can you please talk more about letters of credit and the documents needed in order to get paid. Many banks now require the business owner or someone in the company to have good or excellent credit before they will issue an L/C. Can you also discuss the passport and visa requirements to enter certain countries?

For obtaining Letters of Credit, the required documents vary with each transaction. For a general discussion of Letters of Credit, reference the book "[Dictionary of World Trade](#)". Also, contact the international department of a bank and discuss it with them.

To learn more about passport/visa requirements, first you can call a local travel agent and ask them; second, you can reference the book or on-line resource, "[The Global Road Warrior](#)".

Question: Is being CERTIFIED to ISO 9001 absolutely necessary to do business overseas?

No

Question: My company distributes chocolate candy across the USA to public & private clients. This is temperature critical, time sensitive, commodity. We would like to export overseas and to Latin America. What do you suggest?

Pick some target countries and contact the [U.S. Commercial Service](#) representative in that country with your questions.

Contacting the [USEAC](#) nearest you would also be helpful.

Question: How can I find out what the need is for countries overseas as far as products or/and services they may need?

Start by searching [export.gov](#)

Question: I am looking at exporting American products to Southern Africa and marketing myself as a sourcing agent. I cannot get South African companies to use my services - what am I doing wrong? I understand the South African market and chose to work exclusively in this sector.

Contact the people at [www.buyusa.gov/southafrica](#) and discuss your situation with them.