

LIVINGSTON

GROWING YOUR BUSINESS THROUGH EXPORTS AND IMPORTS

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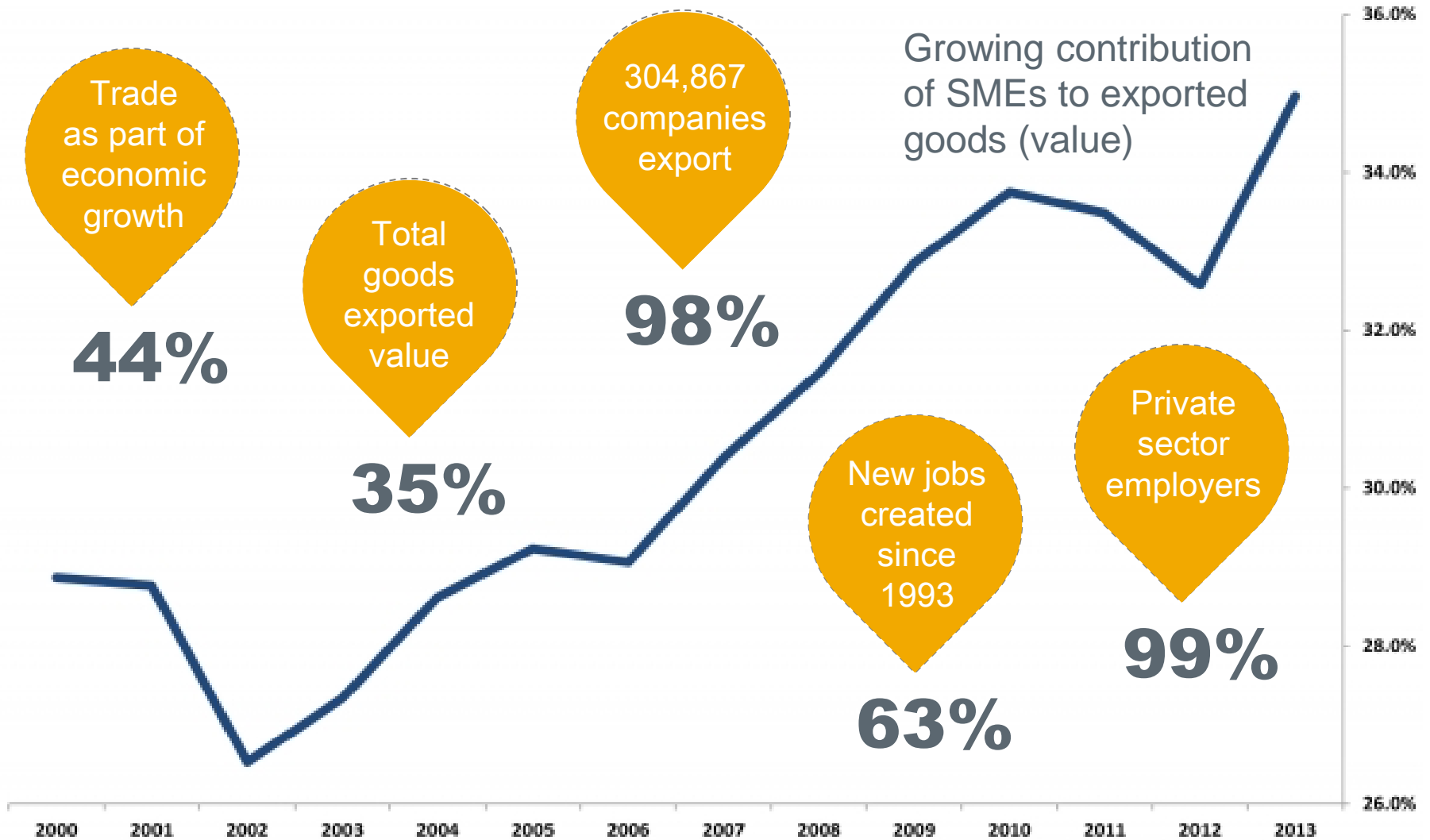
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Entrepreneurs

- Believe in a dream
- Willing to take risks
- Explore opportunities
- Innovative / creative



Small business helps drive the U.S. economy



Importance of trade for small businesses

Making exporting and importing work for you:

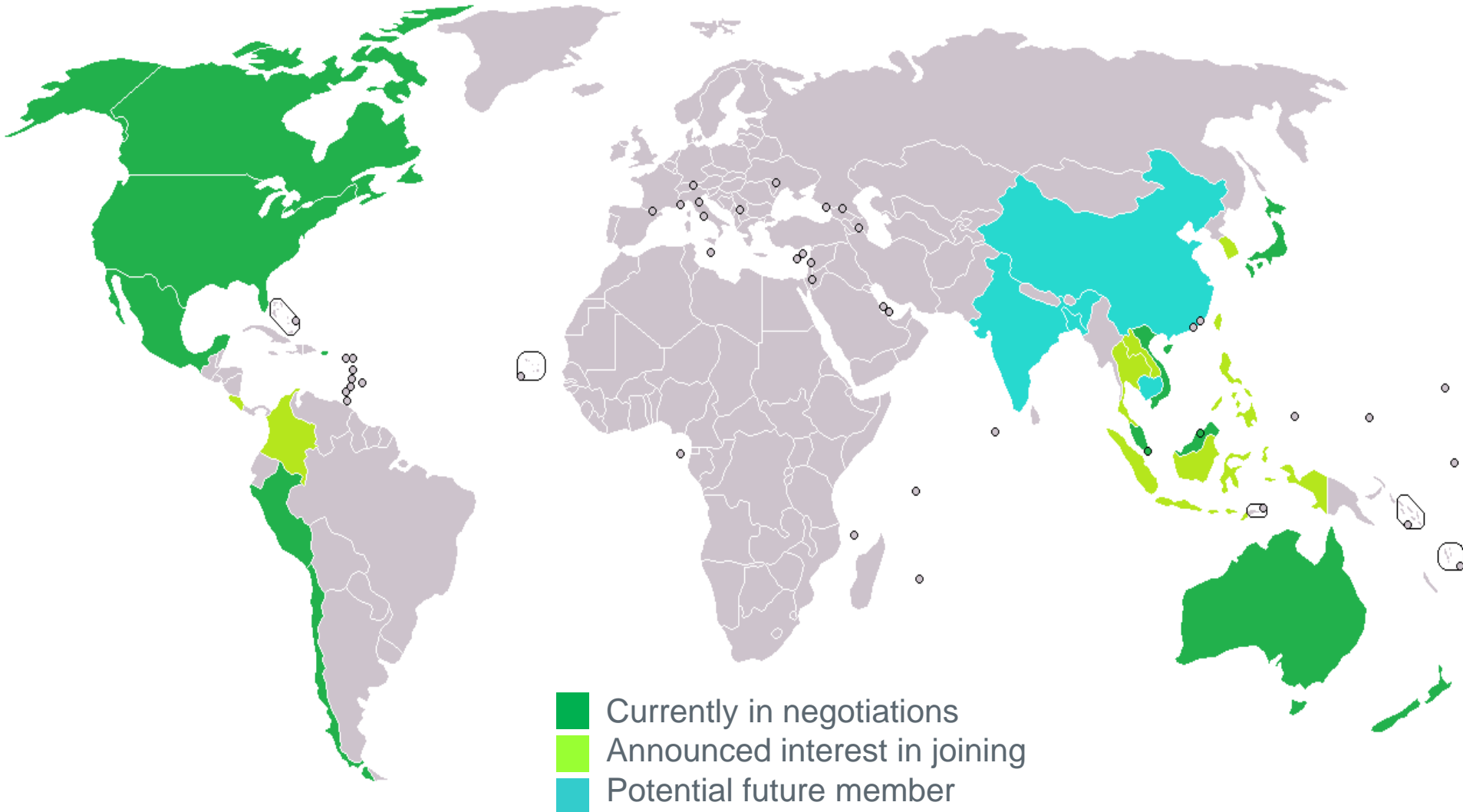
- Tap into new customers
- Lower your cost of manufacturing
- Import source materials at world prices
- Diversify revenue and cost risk

Trade opportunities for small businesses

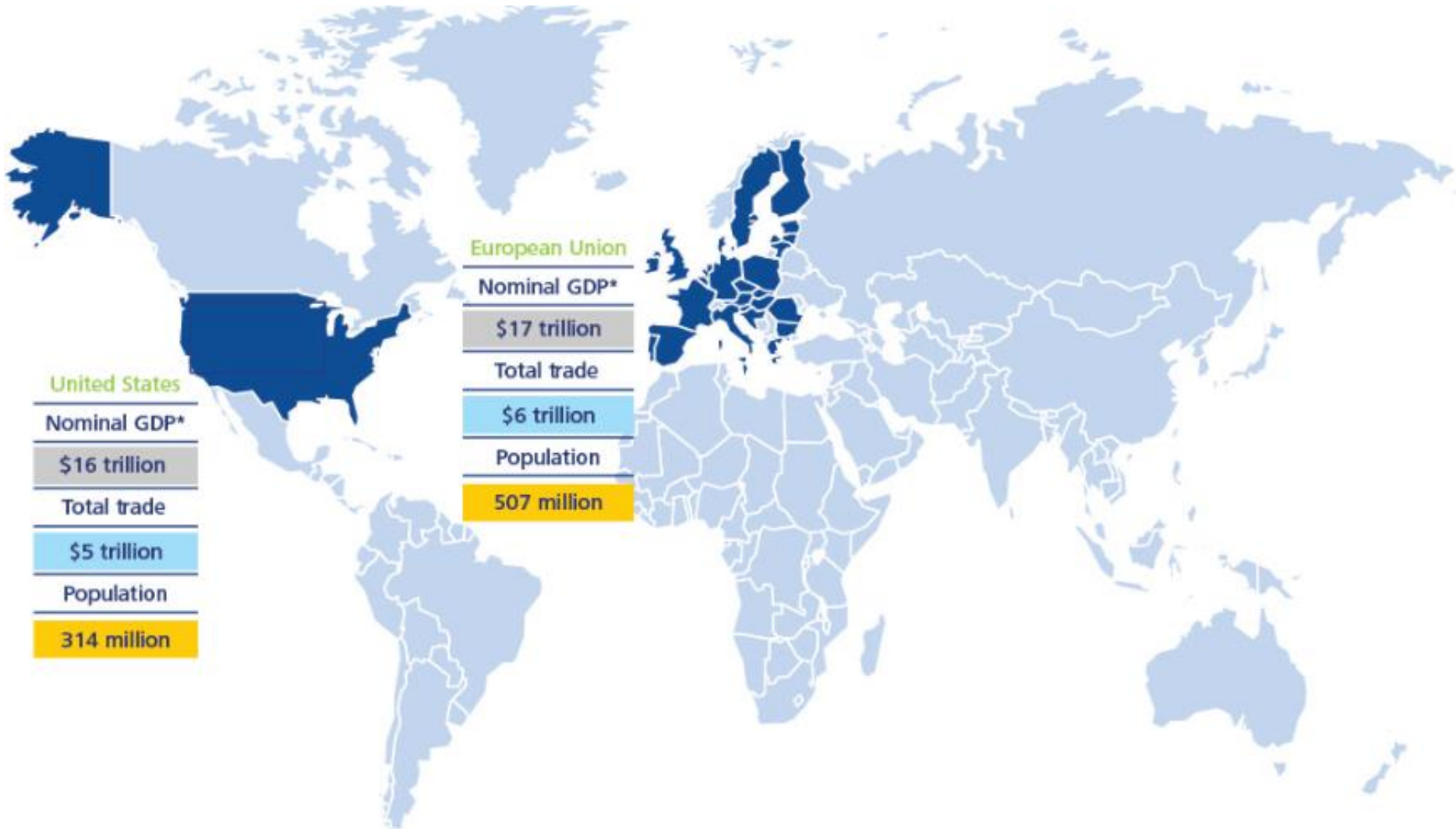
Making it easier:

- FTAs lower tariffs and simplify compliance
- 14 trade agreements with 20 countries in place
- Potential new FTAs include
 - TransPacific (TPP)
 - TransAtlantic (TTIP)
- Pending legislation advances FTAs and Eximbank

Trade opportunities: Trans-Pacific Partnership (TPP)



Trade opportunities: Transatlantic Trade and Investment Partnership (TTIP)



How to get started

Taking steps in the right direction:

- Online resources
- Training and counselling
- Conduct market research
- Find buyers
- Financing
- Understanding compliance

Goal: Know point of order to delivery

Elements of compliance

“Correct” and “accurate” will count:

1. Finding out if you qualify for FTAs
2. Paying proper duties and taxes
3. Filing correct documents and permits for Government agencies
4. Ensuring not doing business with “restricted parties”

Understand the challenges and risks

Take the time to figure it out:

- Understand what's required
- Understand obvious and hidden risks

Obvious risks

- Border delays:
 - Carrier / warehouse costs
 - Impact on customers
 - Wasted time and money
- Non-compliance penalties

Hidden risks

- Increased taxes
- Bad reputation
- Flagged by Customs / harder to export / more inspections
- Customs audits

Lessons learned

- 11 shipments in 4 years
- Customs audit
- Wrong tariff code





Lessons learned

- FTA opportunities
- Classification and PGAs
- Technology

How to approach trade

Learn. Listen. Leverage:

- Learn about potential markets for your product
- Listen to the those who can help you prepare
- Leverage experts so you can focus on your business

QUESTIONS?

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