



International Trade: Resources in **California** for global entrepreneurs and their lenders

Getting Started with Exporting

Export.gov is the Federal government's one-stop source of information on the how-to's of exporting – <http://export.gov/begin/> Registering on the web site gives your free access to all of its resources.

Small Business Administration (SBA) offers a free, on-line **Export Business Planner**. It is an interactive, all-in-one guide, reference, and tool for developing your own export plan – <http://www.sba.gov/exportbusinessplanner>

California's 14 state-funded **Centers for International Trade Development (CITD)** offer training programs, 1-on-1 counseling, market research on international trade, and the chance to meet foreign buyers – <http://citd.org/>

Small Business Development Centers (SBDC's) – <http://californiasbdc.org/> – and **SCORE** (Service Corps of Retired Executives) – <http://www.score.org/> – and **Minority Business Development Agency (MBDA) Business Centers** – <http://www.mbda.gov/main/global-business> offer classes & counseling to new and experienced businesses.

EXPORTECH offers intensive, customized training and mentoring to groups of 4+ **manufacturers** with assistance in country selection, regulations, logistics, and intellectual property protection – <http://www.cmtc.com/exporting>

The Northern California **World Trade Center** based in Sacramento offers export support and educational programs – <http://www.norcalwtc.org/> – as does the San Diego World Trade Center – <http://www.wtcsd.org/>

Developing Your Export Market

California has 15 **US Export Assistance Centers (USEAC)** staffed by **US Commercial Service** experts on foreign trade who also help provide market leads through the US embassy network – <http://export.gov/california/>

State Trade and Export Program (STEP). With funds from SBA, the State of California provides matching grants to businesses for export readiness training, trade shows, and trade missions – <http://californiastep.org/>

Western United States Agricultural Trade Association (WUSATA)'s "FundMatch Program" makes matching grants up to \$300,000 to US firms exporting goods with a majority US ag commodity content (by weight) to pay for overseas marketing efforts, such as trade shows – <http://www.wusata.org/>

Financing Your Export Costs

SBA Office of International Trade – <http://www.sba.gov/content/export-loan-programs> SBA provides enhanced **loan guarantees** to lenders when they make loans to small businesses involved in direct (& indirect) exporting. Typically, 90% guaranties are provided compared with SBA's usual 75% for domestic loans:

- **International Trade Loan (ITL)** – term loans up to \$5 million for fixed assets, working capital, or debt refinancing projects that increase exporting and improve the competitive position of the exporting business.
- **Export Working Capital Program (EWCP)** – revolving export working capital credit lines up to \$5 million.
- **Export Express** – fast-track, smaller (≤ \$500,000) revolving lines and term loans for export development.

Export-Import Bank of the US – <http://www.exim.gov/smallbusiness/> ExIm (a Federal agency) provides working capital **loan guarantees**, **export insurance** and limited **direct loans** (up to \$500,000) for transactions involving majority-US-content exports. Most ExIm programs have no upper limit on business size or loan/transaction size.

Overseas Private Investment Corporation (OPIC) – <http://www.opic.gov/> This Federal agency offers both financing & insurance for US-owned business setting up operations in developing foreign markets.

USDA Foreign Agricultural Service – <http://www.fas.usda.gov/programs/export-credit-guarantee-program-gsm-102> USDA's GSM-102 guarantees letters of credit by foreign banks to support the purchase of US agricultural goods.

USDA Rural Development – <http://www.rurdev.usda.gov/CA-BCPrograms.html> – offers guarantees on loans to rural businesses as well as specifically targeted grants for value-added and energy projects.

Export Policy and Initiatives

National Export Initiative NEXT: <http://trade.gov/neinext/>

Export Nation: <http://www.brookings.edu/research/interactives/export-nation>

Global Cities Initiative: <http://www.brookings.edu/about/projects/global-cities>

In California, efforts are underway in Los Angeles, Sacramento, San Diego, and Fresno.

Getting Started

A Basic Guide to Exporting: <http://export.gov/basicguide/>

Export tutorials: <http://globaledge.msu.edu/reference-desk/export-tutorials>

Free online export training: <http://tradeport.org> & <http://www.export-u2.com>

International Trade Administration's YouTube channel: <http://www.youtube.com/user/TradeGov/featured>

Evaluating Foreign Markets

County-by-country export guides: "export.gov/countryname" – e.g. <http://www.export.gov/japan/>

Food & ag country guides (not just wine): <http://www.calwinexport.com/market-information/export-guides>

Global market insights (by country, market, industry): <http://globaledge.msu.edu/global-insights>

Country/market potential comparison tools: <http://globaledge.msu.edu/tools-and-data>

Trade shows where you can meet foreign buyers: <http://www.export.gov/ibp/>

Country-specific tariff & tax guide: http://export.gov/logistics/eg_main_018142.asp#P89_3686

Free trade agreements: <http://www.export.gov/fta/>

Shipping Exports

Logistics and INCOTERMS: <http://www.export.gov/logistics>

Finding a freight forwarder: http://export.gov/logistics/eg_main_018144.asp & <http://www.ncbfaa.org/>

Export Regulations and Compliance

Export regulations and licensing requirements: <http://www.export.gov/regulation/>

Bureau of Industry & Security: <http://www.bis.doc.gov/> (primary contact for export license requirements)
(San Jose: 408-998-8806; Newport Beach: 949-660-0144; or email ecdoexs@bis.doc.gov)

Consolidated Screening List (parties you can't export to): http://export.gov/ecr/eg_main_023148.asp

Export reporting requirements (Automated Export System): <http://www.census.gov/foreign-trade/aes/>

Find your Schedule B number: http://export.gov/logistics/eg_main_018119.asp & <https://uscensus.prod.3ceonline.com/>

Intellectual Property Protection

Intellectual property protection: <http://www.stopfakes.gov/>

Intellectual Property Academy: <http://patents.uspto.gov/learning-and-resources/global-intellectual-property-academy>

Export Finance

Trade Finance Guide: <http://export.gov/tradefinanceguide/>

Finding an export credit insurance broker: <http://www.exim.gov/tools-for-exporters/broker-and-lender-locator>

ExIm's "Global Credit Express" direct loans: <http://www.exim.gov/what-we-do/working-capital/global-credit-express>

ExIm's Country Limitation Schedule: <http://www.exim.gov/tools-for-exporters/country-limitation-schedule>

Tax incentive for exporters: IC-DISC (Interest Charge Domestic International Sales Corporation)

E-Exporting

E-commerce exporting: <http://www.export.gov/sellingonline/>