



## Beginning Exporter's Resource Guide

### {A} NEW TO EXPORT, NEW BUSINESS OR START UP COMPANY

Check your company's readiness to start exporting with this short questionnaire:

- Your score will help you to assess your export readiness, and identify areas your business needs to strengthen to improve its export activities.

[http://hq-intranet04.ita.doc.gov/bid/export\\_questionnaire.asp](http://hq-intranet04.ita.doc.gov/bid/export_questionnaire.asp)

Assess your current export business potential:

- *Breaking Into the Trade Game* – This free book is available online and will help your company decide if exporting is right for you.

[http://www.sba.gov/idc/groups/public/documents/sba\\_program\\_office/oit\\_bitg3rd\\_full.pdf](http://www.sba.gov/idc/groups/public/documents/sba_program_office/oit_bitg3rd_full.pdf)

Export resource book – with forms & examples – free and online:

- *Basic Guide to Exporting* – This book provides information regarding the foundations of exporting, from developing an export strategy to making international contacts. <http://www.unzco.com/basicguide/index.html>

Small Business Administration- International Trade Resources & Assistance-

- *International Trade Online Library:*

[http://www.sba.gov/localresources/district/or/or\\_itresources.html](http://www.sba.gov/localresources/district/or/or_itresources.html)

For guidance in formulating a business plan/export strategy:

- This link offers some valuable insight into developing an export plan. The Tools & Resources section of this page proves to be especially helpful and informative.

[http://www.export.gov/exportbasics/exp\\_001734.asp](http://www.export.gov/exportbasics/exp_001734.asp)

For export / import business start-up help, contact info & web site:

- Portland SBDC, Tom Lowles, (503) 978-5088 or [tlowles@pcc.edu](mailto:tlowles@pcc.edu).
- Publications on Importing from U.S. Customs & Border Protection website:

<http://www.cbp.gov/xp/cgov/toolbox/publications/trade/>

*Oregon Small Business Development Centers* – A network of 20 offices with free, confidential business counseling services to small and start-up businesses on all questions related to business regs, licensing, etc.

For more information, visit: [www.bizcenter.org](http://www.bizcenter.org)

*SCORE, Counselors to America's Small Business* – Free assistance from successful, retired executives that will help you develop your business plan. To find the SCORE nearest you, please visit: <http://www.score.org/>

### {B} EARLY STAGE EXPORT BUSINESS

Identifying the right market *for you* is an important step to succeeding in exporting:

- This link provides information to help your company identify the best international markets for your products or services. (The market research links are helpful.)

[http://www.export.gov/exportbasics/exp\\_001737.asp](http://www.export.gov/exportbasics/exp_001737.asp)

Prepare to enter your market:

[http://www.export.gov/exportbasics/exp\\_001738.asp](http://www.export.gov/exportbasics/exp_001738.asp)

## Market Research

Plan your market entry the right way – use market research to learn your product’s potential in a given market, the best prospects for success, and the market’s business practices before you first export.

[http://www.buyusainfo.net/adsearch.cfm?search\\_type=int&loadnav=no](http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no)

## Sell to your market:

[http://www.export.gov/exportbasics/exp\\_001740.asp](http://www.export.gov/exportbasics/exp_001740.asp)

## {C} MORE ESTABLISHED EXPORTERS

The U.S. Commercial Service and the U.S. Small Business Administration operate a one-stop center for access to federal export assistance programs, including export business counseling:

- The U.S. Export Assistance Center offers export finance, international market research, international trade seminars and webinars, and assistance with international market regulatory issues.. Please visit the Our Services page at our website: [www.buyusa.gov/oregon/services.html](http://www.buyusa.gov/oregon/services.html).
- Securing export financing- this page will help you explore financing resources and options at your disposal.  
[http://www.export.gov/exportbasics/exp\\_001739.asp](http://www.export.gov/exportbasics/exp_001739.asp)
- *Export Legal Assistance Network (ELAN)* – Free legal advice on specific issues related to exporting, available ONE TIME ONLY, contact our office for referral.  
<http://www.export-legal-assistance.org>
- Information and resources on export documentation, packaging, labeling, and shipping to get your products/services to your market of interest.  
[http://www.export.gov/exportbasics/exp\\_001736.asp](http://www.export.gov/exportbasics/exp_001736.asp)