

# TradeSource

February 2019  
Issue 18

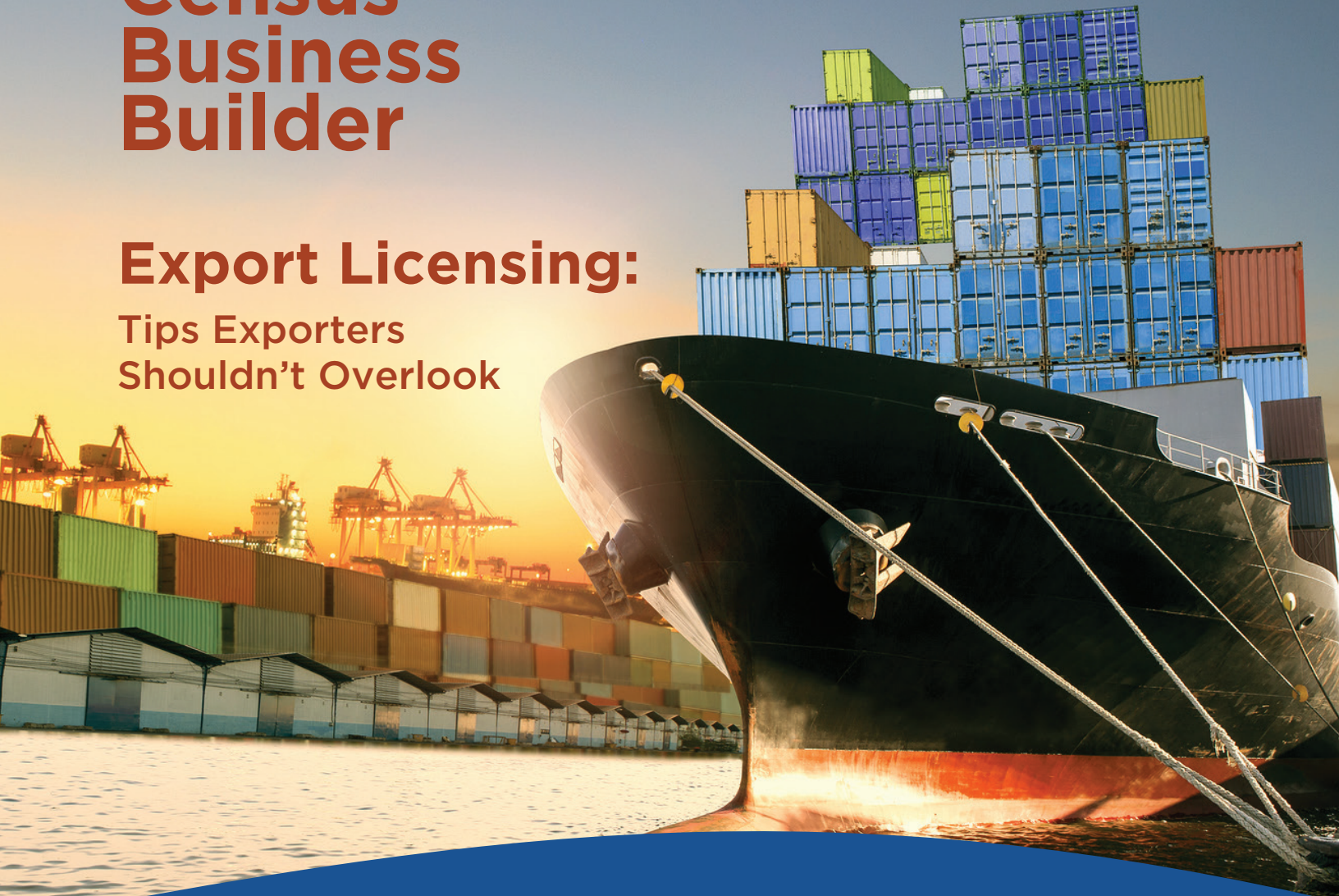
NEW U.S. Census Bureau tool

## Global Market Finder

## Census Business Builder

## Export Licensing:

Tips Exporters  
Shouldn't Overlook





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## Become Savvy and Knowledgeable in Exporting

In this issue, you will learn about resources from the U.S. Census Bureau, including data tools, such as Global Market Finder and Census Business Builder 2.5. In addition, there are other agencies contributing to this issue that give financial tips, tools for small businesses or those new to exporting, finding market growth, and export control and licensing. These agencies include EXIM Bank of the United States, the Bureau of Industry and Security, the U.S. Commercial Service, and the Small Business Administration. These agencies along with the Census Bureau provide guidance and assistance to help you optimize your business strategies for market growth in a global economy. Please feel free to contact the various specialists featured in this issue for assistance or to clarify any uncertainties you may have regarding your export business operations. As you start the new year, we want to provide you access to information and resources that will help you achieve market growth and become savvy and knowledgeable about exporting.



# Global Market Finder

<go.usa.gov/xP7hS>



**Global Market Finder** is a new U.S. Census Bureau tool that helps companies identify potential export markets for their products and visualize commodity exports globally. This interactive tool is free, easy to use, and represents the most accurate, most complete, and most detailed trade data available.

**Features include:**

A **keyword search** function for commodity names and 10-Digit Harmonized System Codes for all of the over 9,000 current items in the Schedule B.

Find Your Schedule B Commodity Code <sup>?</sup>  
(Enter Keywords or a Commodity Code)

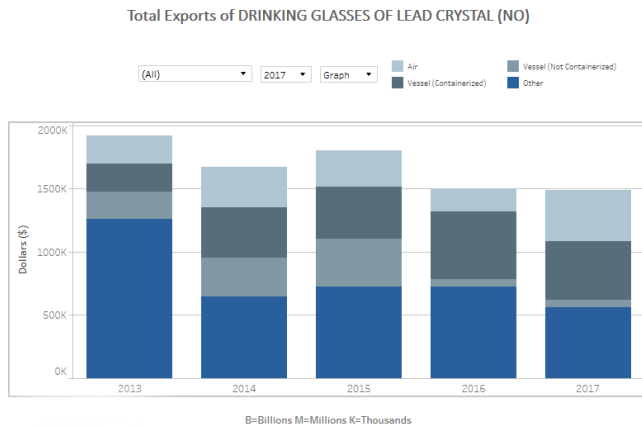
Schedule B Code	Description
8518500000	ELECTRIC SOUND AMPLIFIER SETS (NO)
8518901000	TELEPHONE HANDSET AND REPEATER PARTS (X)
8518903000	MICROPHONE PARTS, LOUDSPEAKER PARTS, AMPLIFIER PARTS & HEADPHONE PARTS (X)
8519200000	SOUND RECORDING/REPRODUCING APPS OPERATED BY COINS, BANKNOTES, BANK CARDS, TOKENS OR BY OTHER MEANS OF PAYMENT (NO)
8519301000	TURNTABLES WITH AUTOMATIC RECORD CHANGING MECHANISM (NO)

A **map of trade** identifying trade partners for each year of the most recent 5 years and highlighting the top five in each commodity.

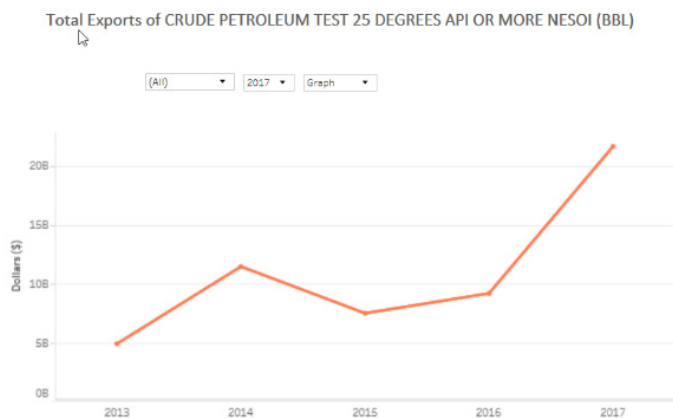


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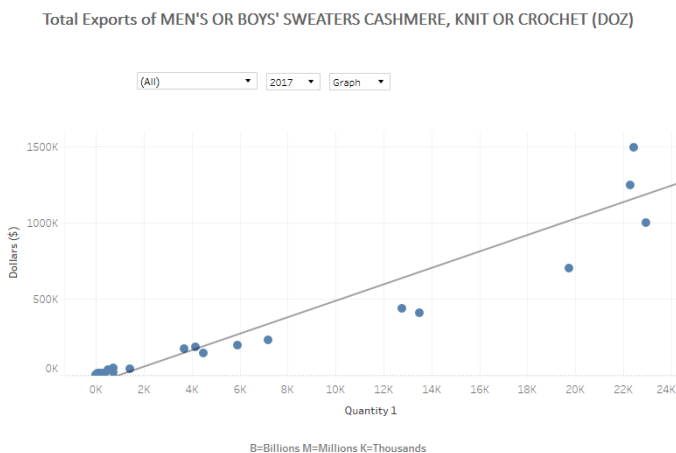
Five years of detailed information about the **method of transportation**, including breakouts of exports via containerized and air transport.



Export value in a **time series** for individual commodities and the ability to **focus on trends** in exports to individual trade partners.



Five years of **unit price** information for individual commodities with trade partner detail.



Feel free to contact us with any comments about the Global Market Finder at:

Phone: 1-800-549-0595, Option 4

E-mail: [eid.international.trade.data@census.gov](mailto:eid.international.trade.data@census.gov)

# An Update on *Census Business Builder 2.5*

By Andrew W. Hait, Economist, U.S. Census Bureau

The U.S. Census Bureau provides a wealth of data that exporting and importing companies can use, but finding, accessing, and using these data can often be challenging. Enter *Census Business Builder: Small Business Edition*. This tool was specifically designed to help businesses access these key data to better understand their markets.

## Census Business Builder (CBB) at a Glance

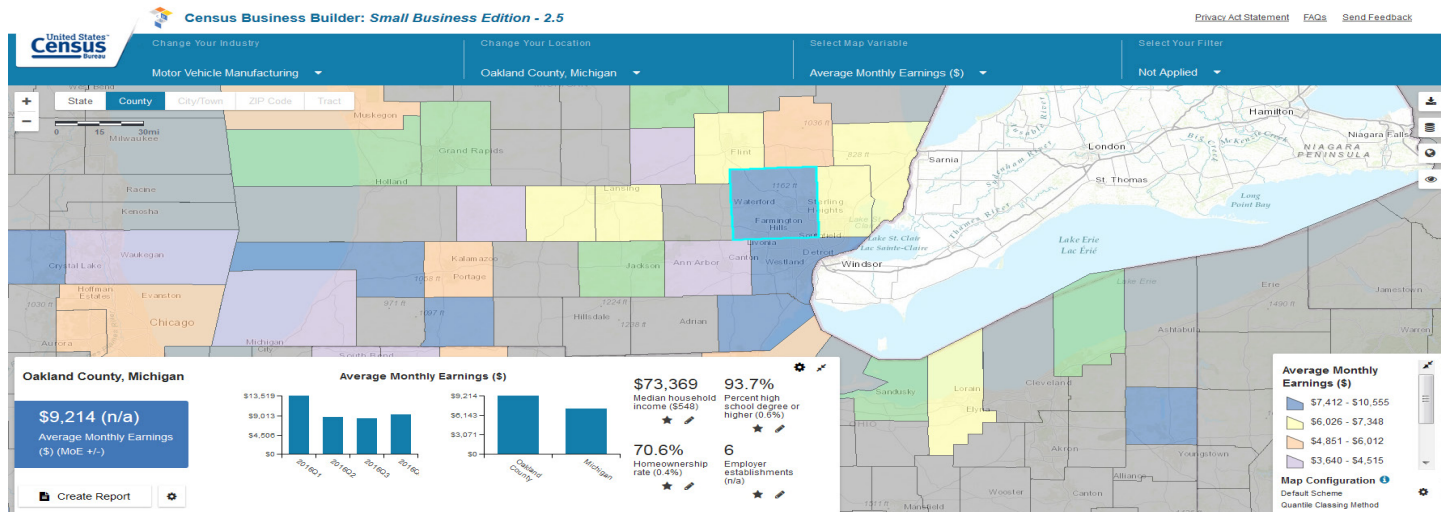
CBB includes key demographic, socioeconomic, and housing data from the Census Bureau and consumer spending data from Esri. These data are shown at the state, county, city/town, ZIP code, and census tract levels.

Information on the number of businesses, employment, payroll, and revenue are also provided down to the ZIP code level. CBB also includes data on the total value of imports and exports for selected agriculture, mining, and manufacturing industries and farms data from [USDA-NASS](#) at the state level. All of these data are shown in interactive maps and in customizable and downloadable reports.

## What's New in Version 2.5?

Version 2.5 adds some new and revised content and features that users have been asking for, including:

- New Residential Building Permits data from our [Building Permits Survey](#). These data include the number of structures and units and the value of the permits. The data are shown for permit issuing areas, which includes counties and cities/towns.
- Updated demographic data (changed from 2016 to 2017).



(Map showing average monthly earnings for Motor Vehicle Manufactures for Detroit area counties.)

## How can I use CBB for my business?

Importing and exporting companies can use the data in CBB to identify additional customers and markets as well as potential suppliers. Companies can also use CBB to compare the employment, payroll, and revenue of their business (and their operating ratios) to the data for other businesses like them to identify possible areas of improvement.

## How can I learn more?

For more information about CBB, visit the [CBB Web site](#). To help us shape future versions of CBB, please use the “Send Feedback” link that appears at the top right of CBB to submit your comments.

If you have questions about how to most effectively use CBB or to request training or other assistance, please contact me at 301-763-6747 or <Andrew.w.hait@census.gov>.



## Understanding International Trade

The U.S. Census Bureau is the official source for U.S. export and import statistics, regulations governing the reporting of all export shipments from the United States and a host of other trade related topics.

### Foreign Trade Regulations (FTR)

- Understand your roles and responsibilities when transmitting Electronic Export information (EEI) to the Automated Export System (AES). [www.census.gov/foreign-trade/regulations/index.html](http://www.census.gov/foreign-trade/regulations/index.html)
- Learn about the differences between a routed and standard export transaction.
- Know when to file a Voluntary Self-Disclosure (VSD).

### ACE AESDirect

- Learn best practices when filling your EEI in the AES. <https://ace.cbp.dhs.gov/>
- Understand Partnership Government Agencies (PGAs) requirements and triggered data elements.
- Access user guides and resources to better help you file EEI.

### ACE Export Reports

- Complete the Census Bureau's vetting process and get access to the export reports feature in the Automated Commercial Environment (ACE).
- Leverage the ACE Export Reports feature to manage compliance and oversee export filings at the company level.

### Trade Data

- Utilize the Global Market Finder, a data visualization tool that provides detailed international trade in goods statistics for specific commodity codes, countries of destination, and modes of transportation. [www.census.gov/library/visualizations/interactive/export-markets.html](http://www.census.gov/library/visualizations/interactive/export-markets.html)
- Access current and cumulative U.S. export and import data with the free data tool, USA Trade Online. <https://usatrade.census.gov/>
- Classify your commodity using the Schedule B search engine. [www.census.gov/scheduleb](http://www.census.gov/scheduleb)



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## Trade Publications

- Get international trade data updates and products from the Global Reach Blog.  
<[www.census.gov/newsroom/blogs/global-reach.html](http://www.census.gov/newsroom/blogs/global-reach.html)>
- Find trending topics on international trade from our TradeSource newsletter issued every January and July.  
<[www.census.gov/foreign-trade/aes/documentlibrary/index.html#aes\\_newsletters](http://www.census.gov/foreign-trade/aes/documentlibrary/index.html#aes_newsletters)>

## U.S. Census Bureau Broadcast Message

- Stay connected with the latest on international trade by subscribing to e-mail updates on our Web site. You will receive notifications on new blog posts, TradeSource releases, upcoming outreach events, and enhancements and updates to the AES. Get e-mail updates!

## Webinars

- View our recorded and archived Webinars which provide free training and updates on features within the ACE, the Foreign Trade Regulations, and more.  
<[www.census.gov/foreign-trade/outreach/index.html](http://www.census.gov/foreign-trade/outreach/index.html)>
- Connect with other agencies and organizations we partner with such as the Bureau of Industry and Security, U.S. Customs and Border Protection, Small Business Administration, International Trade Administration, EXIM Bank, and the State Department that offers a wide range of trade related topics.



**For international trade assistance, contact us at 1-800-549-0595 and select the following options:**

### **Data Collection Branch, Option 1**

Export filing, AES and AESDirect  
[askaes@census.gov](mailto:askaes@census.gov)

### **Micro Analysis Branch, Option 2**

Commodity Classification  
[eid.scheduleb@census.gov](mailto:eid.scheduleb@census.gov)

### **Trade Regulations Branch, Option 3**

Regulatory Matters (FTR) & VSDs  
[itmd.askregs@census.gov](mailto:itmd.askregs@census.gov)

### **Macro Analysis Branch, Option 4**

Trade Data and USATrade Online  
[eid.international.trade.data@census.gov](mailto:eid.international.trade.data@census.gov)

### **Trade Outreach Branch, Option 5**

Export Reports & Outreach activities  
[itmd.outreach@census.gov](mailto:itmd.outreach@census.gov)  
[exportreports@census.gov](mailto:exportreports@census.gov)

# Wine or Beer?

By Taylor Martin, Survey Statistician, U.S. Census Bureau



## Where did all the alcohol go?

Do you prefer enjoying a good wine or an ice-cold beer? You may know your drink of choice, but do you know which one was exported at a higher rate from January through June in 2018? [USA Trade Online](#) provides all this information free of charge so you can find how much of your favorite beverage was exported from the United States on an annual or even monthly basis.



In the first half of 2018, the United States exported more beer than wine. In fact, we exported 371 million liters of beer compared to 178 million liters of wine.

Where did all the alcohol go? The top countries importing U.S. beer and wine can be found below.

Exports of Beer	
Country	Millions of Liters
Mexico	151
Chile	50
Canada	33

Exports of Wine	
Country	Millions of Liters
United Kingdom	66
Canada	31
Belgium	11

The data were pulled by using the first four digits of the Schedule B number, also known as Schedule B headings. The wine heading is 2204 “Wine of Fresh Grapes...” and the beer heading is 2203 “Beer Made from Malt.” For additional information on Schedule B numbers, please see the [Finding Your Schedule B Number](#) blog.

If you are not a beer or wine drinker, there are data on other beverages such as whiskey, soft drinks, and milk! To learn more about U.S. exports or imports, check out [USA Trade Online](#) for detailed statistics or contact the Macro Analysis Branch at 1-800-549-0595, Option 4.





## Introduction to the U.S. Department of Commerce's Export Controls



### Export Controls

A message from the U.S. Department of Commerce's Bureau of Industry and Security (BIS) on export controls:

Are you interested in sending products overseas, but you're not sure what U.S. laws or regulations to review? Or did you try to ship your products, only to find out that you need an export license?

Export regulations apply to organizations of all sizes, including one-person operations and private individuals exporting items to family and friends. BIS regulates exports of most commercial items and some defense items through the Export Administration Regulations (EAR).

BIS has developed the following online tools to assist small businesses and those companies new to exporting to better understand their responsibilities when it comes to exporting:

#### Small Business Web Page

BIS has developed a Web page dedicated to small businesses. The Web page provides an introduction to the requirements of the EAR and features a new BIS training video "Export Controls: A Quick Start Guide" that provides the basic information an exporter needs to know to get started with the EAR.

The page also offers a new mechanism to contact one of BIS's regulatory counselors by e-mail at [smallbiz@bis.doc.gov](mailto:smallbiz@bis.doc.gov).

While anyone can submit their questions to us via this form, it is a direct and easy way for small companies, individuals, and those new-to-export controls to get assistance.

#### Online Training Room

Brand new training videos are now available on the BIS Online Training Room. Have you heard the terms Export Control Classification Number, ECCN, or EAR99, but don't exactly know what they mean? Check out "Export Controls: Classifying Your Item" for a clear and concise answer.

#### BIS Introductory Brochures

BIS updated several introductory guides, and they are all available for download from the BIS Web site. Visit the Export Control Basics page for the following brochures:

- Introduction to the Commerce Department's Export Controls
- How to Determine an Export Control Classification Number
- Frequently Asked Questions to Export Licensing Requirements

All of these online resources are available at [www.bis.doc.gov/smallbiz](http://www.bis.doc.gov/smallbiz) with one click of the mouse. Feel free to forward these resources to colleagues and customers to spread the word of export compliance!



## Export Licensing: Tips Exporters Shouldn't Overlook

By Curt Cultice, Senior Communications Specialist,  
U.S. Commercial Service

Each year, the U.S. Department of Commerce receives thousands of inquiries from businesses looking to export, many of which involve licensing questions. The Commerce Department's Bureau of Industry and Security (BIS), together with other U.S. government agencies, is responsible for export licensing and controls. BIS export licenses may be required for items (commodities, software, or technology) with proliferation, military, or terrorist uses, or which warrant control for other reasons. Export licensing requirements can apply to a wide array of products. A license may also be required because of the end use or end user. Items not licensed by BIS may still require a license from other agencies, including the State Department for defense articles and services subject to the International Traffic in Arms Regulations, which are listed on the United States Munitions List (USML). When it comes to determining whether your export might need a license, there are a few sometimes overlooked aspects that U.S. businesses should be aware of before they export. After reading, go to our video [Web page](#) to find out more about export licensing.

- **Don't make any assumptions.** For example, just because you are exporting a small amount of a commodity, sending it to a friendly country or e-mailing software doesn't mean you shouldn't check to see if an export license is needed. Screen all the parties to your transaction.

- **Review the control lists carefully.** The USML and the BIS-administered Commerce Control List (CCL) include not only complete systems and key parts and components, but also raw materials, production equipment, and other related items.
- **Different levels of technology can affect where you can export.** The level of a product's technology and market destination can be important factors as to whether an export license might be needed. For example, BIS authorized one U.S. exporter of high-end infrared technology to sell a certain level of its technology to Country A, but denied the company's request for a license to export the same level of technology to Country B. The company received authorization to export a less technologically sophisticated product to Country B instead.
- **Be aware of "deemed" export licensing requirements.** Transferring technology to a foreign person in the United States is just like exporting to a foreign country. If an export license is required to export that technology to a specific country, a license requirement will also apply to transfer the technology to a citizen of that country while that person is in the United States. People with U.S. permanent residence and people granted status as "protected individuals" are exempt from the "deemed" export rules.

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- **Don't forget about re-exports.** For U.S.-origin items, U.S. export regulations extend beyond the initial export out of the United States. A re-export of a U.S.-origin item from one foreign destination to another, including use aboard a vessel in multiple territorial waters, can also trigger a license requirement. Such scenarios can be built into an export license, so when applying for export licenses, remember to keep the larger picture in mind, rather than only the initial export.
- **Protect your items against transfer and transshipment.** Foreign buyers are not allowed to resell a controlled item without prior authorization, so protect your company by filling out the destination control statement on your commercial invoice. This legal statement signifies the exports are destined to the end-user indicated in all the shipping documents and cannot be transferred or transshipped by the foreign buyer without permission from the U.S. government agency with jurisdiction over the licensed item. If you find out that the item has been resold, you should report that fact to the U.S. government agency with jurisdiction over the item.

- **Be aware of criteria for transactions agreed upon under the Incoterm "Ex Works."** Under Ex Works, the foreign buyer only becomes responsible for determining licensing requirements and obtaining any required licenses when a specific writing has been obtained first by the U.S. seller from the foreign buyer stating they (the foreign buyer) assume this responsibility. Simply stating the sale is being completed under "Ex Works" does not comply with this requirement. See [Section 758.3\(b\)](#) of the Export Administration Regulations for more details on this requirement.
- **Remember that help is available.** BIS has counseling desks, located in Washington, DC, and California, which are staffed Monday through Friday during business hours by BIS personnel. The contact information is as follows:
  - Washington, DC: (202) 482-4811
  - Irvine, CA: (949) 660-0144
  - Santa Clara, CA: (408) 998-8806

You can also e-mail your question to [<ECDOEXS@bis.doc.gov>](mailto:ECDOEXS@bis.doc.gov).

*Does your product or service require an export license?*

*Learn more about the export licensing process by viewing our [export regulations video](#) and [Web page](#) which links to the [Bureau of Industry and Security, U.S. Commercial Service](#), and other key resources.*



# More EXIM FAQs: Here's What Exporters Want to Know About EXIM Support

*By Sharyn Koenig, Managing Director, EXIM and Elizabeth Thomas, Business Development Specialist, EXIM*

On May 16, 2018, Export-Import Bank of the United States (EXIM) Managing Director Sharyn Koenig spoke on the interagency Webinar "Get Paid!" educating exporters on how to increase competitiveness in foreign markets while ensuring that exporters get paid by their foreign buyers. The session generated a lot of interest and discussion about how EXIM supports international sales for companies of all sizes. Here is Part II of the things exporters want to know about EXIM support for small businesses.

## **I sell U.S.-originated capital equipment and my foreign buyers want several years to pay for it. I cannot afford to carry the receivable for this long. What can I do?**

EXIM has relationships with commercial banks that are willing to finance the buyer for you. Once the commercial lender verifies that your buyer is creditworthy for the amount of the sale, and you present the shipping documents to the lender, they cash you out and create a promissory note between themselves and your buyer, under which your buyer pays the bank in semiannual installments. EXIM supports this transaction by protecting your commercial lender from nonpayment by your buyer.

## **My bank excludes receivables generated by international sales from my borrowing base. Is there a way to convince my bank to include them?**

The bank excludes your foreign receivables because they are uncollectable in the event that your buyer defaults. With an export credit insurance policy from EXIM, your receivables from international sales are protected from nonpayment by international buyers. The proceeds of the insurance policy are assigned to the lender, so if a buyer does not pay and a claim is paid, proceeds of that claim are paid to your lender.

## **My foreign buyer is requiring that I open a stand-by letter of credit for 10 percent of the contract price as a performance bond. That's a sizeable amount of cash for a small company. Is there anything EXIM can do to help?**

Yes! EXIM's Working Capital Loan Guarantee provides a guarantee to the commercial lender that is making you a loan to support export sales. Allowable use of funds under the Working Capital Loan Guarantee includes bid and performance bonds **and** you only need to collateralize the loan at 25 percent of the face value of the stand-by letter of credit. So if your buyer wants you to open a letter of credit for \$100,000, you need only collateralize \$25,000 of the \$100,000.

## **My foreign distributors have been clients for years. We give them open account credit terms and don't feel the need to insure them. Once in a while, however, they need a shipment which puts them over the credit limit we have established for them and we worry that the buyer may default. What can we do?**

There are two things to think about. First, EXIM's single-buyer export credit insurance policy covers single or multiple shipments to one buyer, for a specific dollar amount and during a set period of time (up to 12 months), which you specify. But please, please, please consider insuring all of your open account credit term receivables. Our best clients are companies that had long-term, trusted relationships with foreign buyers who one day could not pay. Unless you have visibility into their books, you don't really know what's happening with their financials. Export credit insurance is not a sign of distrust, it is a prudent strategy to protect your company's financial assets.

## **My foreign buyer is requesting payment in his local currency instead of U.S. dollars. Can I still be protected against nonpayment?**

Under EXIM's export credit insurance policies, you may invoice in several hard currencies without prior approval including Canadian dollars, British pound sterling, Japanese yen, French francs, German deutschemarks, Swiss francs, and Euros. Preapproval is required to invoice in other currencies.

Would you like to learn more? Please contact Elizabeth Thomas, <[elizabeth.thomas@exim.gov](mailto:elizabeth.thomas@exim.gov)>, to discuss EXIM programs and resources to grow your export business.

In addition, the Export-Import Bank of the United States 2019 Annual Conference will occur on March 28-29, 2019, at the Omni Shoreham Hotel, 2500 Calvert Street, NW, Washington, DC, 20008.

# Find Profit in Preparation!

## Be Prepared!

*By William Houck, Trade Finance Regional Manager, Small Business Administration*

Most companies do a good job of finding export markets when they take advantage of the data services provided by the U.S. Census Bureau and the match-making services offered by the U.S. Commercial Service or their state economic development offices. But, many completely forget about the costs of doing business overseas and, if not prepared to address those costs before sitting down with prospective buyers, can lose valuable sales opportunities.

These costs can range from simply having to change the language on materials or labels on products, to having to deal with economies of scale to economically fill orders. Some companies have the ability to cover these costs through excess cash flow; however, many, especially small businesses, don't have such capacity. This is why the U.S. Small Business Administration (SBA) has export loan guarantee programs that can support any export-related funding challenges.

In brief:

When companies understand how to take advantage of these programs and systematically use them and export credit insurance prior to negotiating a contract, they can realistically experience sustainable revenue growth exceeding 5 percent annually.



To learn more, please contact the SBA export finance regional manager covering your state by clicking on [www.sba.gov/tools/local-assistance/eac](http://www.sba.gov/tools/local-assistance/eac) or you're welcome to contact me, Bill Houck, by e-mailing [william.houck@sba.gov](mailto:william.houck@sba.gov).

## Contact Information

International Trade Helpline	
ITMD blogs: <a href="http://www.census.gov/newsroom/blogs/global-reach.html">www.census.gov/newsroom/blogs/global-reach.html</a> 800-549-0595 (see menu options below)/*Secure fax: 301-763-8835 (all branches)	
<b>Assistance With the Automated Export System, Option 1</b> Monday–Friday 7:30 a.m.–6:00 p.m. (Eastern Time) Fax: 301-763-6638 E-mail: <a href="mailto:askaes@census.gov">askaes@census.gov</a>	<b>Assistance With Commodity Classification, Option 2</b> Monday–Friday 8:30 a.m.–5:00 p.m. (Eastern Time) Fax: 301-763-4962 E-mail: <a href="mailto:eid.scheduleb@census.gov">eid.scheduleb@census.gov</a>
<b>Assistance With Regulatory Guidelines, Option 3</b> Monday–Friday 7:00 a.m.–5:00 p.m. (Eastern Time) Fax: 301-763-4610 E-mail: <a href="mailto:itmd.askreg@census.gov">itmd.askreg@census.gov</a>	<b>Assistance With Information on Trade Data, Option 4</b> Monday–Friday 8:30 a.m.–5:00 p.m. (Eastern Time) Fax: 301-763-4962 E-mail: <a href="mailto:eid.international.trade.data@census.gov">eid.international.trade.data@census.gov</a>
<b>Assistance With Trade Outreach, Census Vetting, and Export Reports Authorization, Option 5</b> Monday–Friday 8:00 a.m.–6:00 p.m. (Eastern Time) Fax: 301-763-8835 E-mail: <a href="mailto:itmd.exportreports@census.gov">itmd.exportreports@census.gov</a>	
<p>*The secure fax number is for confidential company information (i.e., data requests). Please include a cover sheet with the name and/or branch phone number to whom the fax should be delivered. The e-mail addresses below are not secure. Confidential company information should not be sent to these addresses.</p>	

AES Partnership Agencies	Web Sites
<b>U.S. Customs and Border Protection (CBP), Trade Enforcement and Facilitation</b>  For general questions: <a href="mailto:OFO-import-exportcontrol@cbp.dhs.gov">OFO-import-exportcontrol@cbp.dhs.gov</a> For vehicle questions: <a href="mailto:cbpvehicleexports@cbp.dhs.gov">cbpvehicleexports@cbp.dhs.gov</a>  David Garcia, Program Manager Outbound Enforcement and Policy Office of Field Operations E-mail: <a href="mailto:david.uscs.garcia@cbp.dhs.gov">david.uscs.garcia@cbp.dhs.gov</a> 202-344-3277	Export-Import Bank of the United States <a href="http://www.exim.gov">www.exim.gov</a>  U.S. Department of Agriculture Foreign Agriculture Service <a href="http://www.fas.usda.gov">www.fas.usda.gov</a>  U.S. Department of Commerce Bureau of Industry and Security <a href="http://www.bis.doc.gov">www.bis.doc.gov</a>  International Trade Administration <a href="http://www.export.gov">www.export.gov</a> <a href="http://www.trade.gov">www.trade.gov</a>  U.S. Census Bureau International Trade Management Division <a href="http://www.census.gov/foreign-trade">www.census.gov/foreign-trade</a>  U.S. Department of Homeland Security U.S. Customs and Border Protection <a href="http://www.cbp.gov">www.cbp.gov</a>  U.S. Small Business Administration Office of International Trade <a href="http://www.sba.gov/international">www.sba.gov/international</a>  Small Business Development Centers <a href="http://www.sba.gov/sbdc">www.sba.gov/sbdc</a>  U.S. State Department Directorate of Defense Trade Controls <a href="http://www.pmdtdc.state.gov">www.pmdtdc.state.gov</a>  U.S. Treasury Department Office of Foreign Assets Control <a href="http://www.treas.gov/offices/enforcement/ofac">www.treas.gov/offices/enforcement/ofac</a>
<b>Bureau of Industry and Security (BIS)</b>  Help Desk, Washington, DC 202-482-4811 Western Regional Office, Los Angeles/Newport Beach, CA 949-660-0144 Western Regional Office, San Jose, CA 408-351-3378	
<b>Directorate of Defense Trade Controls, U.S. State Department, Washington, DC</b>  Response Team 202-663-1282 D-Trade Questions 202-663-2838	