

# TradeSource

January 2022  
Issue 24



**Federal  
Resources for  
Global Market  
Expansion**

**Manufacturing Day  
Celebrations**

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## Resources to Help You Flourish Globally

Over the past 2 years, the pandemic has impacted businesses in ways by which many obstacles could not be predicted. In this issue, we feature content stemming from our collaborations with federal agencies (U.S. Small Business Administration, U.S. Commercial Services, Export-Import Bank of the United States, Manufacturing Expansion Partnership, and the U.S. Department of State). You will learn about federal resources for global market expansion, access to capital, building supply chains, and more. Also, continuing in the spirit of our Manufacturing Day celebrations, enjoy the U.S. Census Bureau America Counts stories and agency collaborations on manufacturing featuring resources and services designed to help grow your business.

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## The First Step in Export Planning



# Let the U.S. Commercial Service Help Identify Potential Markets for Your Product or Service

*By Curt Cutlice, senior communications specialist, International Trade Administration, U.S. Department of Commerce*

A great way to start your export planning is through the U.S. Commercial Service, the trade and investment promotion arm of the U.S. Department of Commerce's International Trade Administration. With more than 100 offices across the United States and locations in more than 75 international markets, we offer customized market research, Country Commercial Guides (CCG), and a range of other tools and resources to help your company identify the most appropriate markets for your product or service.

### Market Research Is Key to Export Success

A successful export plan must first critically review and assess foreign demand for your product. Effective market research can put you on the right path and help eliminate export inefficiencies. Our international offices and industry teams provide a large and continuously updated collection of free market research (CCG and market intelligence program) on [trade.gov](https://www.trade.gov), the federal government's export portal. In addition, we offer the following customized market intelligence for U.S. exporters of U.S. goods and services for a modest fee.

### Country Commercial Guides (Free)

The CCG are your resource for how to do business in an international market. Updated annually by trade experts at U.S. embassies and consulates, the guides provide critical insights into economic conditions, leading sectors, selling techniques, regulations, business travel, and more. CCG are available for more than 140 markets. Check them for information on tariff and nontariff barriers, export controls, import requirements and documentation, product standards, and trade agreements.

### Market Intelligence Program (Free)

Our trade professionals in more than 75 international offices help keep you informed about new and trending opportunities in key markets through our market intelligence program. We leverage years of experience and connections to continuously produce reliable news and updates on changing market conditions and industry trends, as well as timely and actionable business opportunities. Follow the hyperlink to select countries for which to receive [market intelligence](#) on various industry opportunities.

### How-to-Export Videos/Market Research (Free)

When doing your market research, make sure your sources are reliable. View our conducting market research web page and video on how to find market data, information, and analysis. You will also want to familiarize yourself with the steps in market research: developing your research questions, conduct research, review potential markets, and develop an export plan.

### Customized Market Intelligence (For a Modest Fee)

- Customized market research answers your questions about an overseas market including market trends and size, customary distribution and promotion practices, market entry requirements, regulations, product standards and registration, key competitors, and potential agents, distributors, or strategic partners.
- The Initial Market Check is an initial assessment of the market potential of a product or service in a targeted market. The service gauges the potential of a specific product or service in a market by gathering feedback from up to five industry participants and provides recommendations on whether to pursue the target market.
- Rural America's Intelligence Service for Exporters (RAISE) helps rural businesses identify new markets, find industry-specific market intelligence, and identify potential business partners in a country. RAISE reports provide businesses with actionable market intelligence using high-quality subscription data tools, coupled with the on-the-ground knowledge of U.S. Commercial Service staff located in the U.S. embassies and consulates around the globe.

### Why Export With the U.S. Commercial Service?

Exporting can be profitable and good for the bottom line. In today's global economy, exporting is not just an option for many businesses—it's a necessity.

- If a U.S. business is only selling domestically, it's missing out on the 95 percent of world consumers who live outside of the United States. In many industries, competitors also may be selling internationally.
- Exporting enables firms to diversify their portfolios, which can help them weather changes and smooth business cycles in the domestic and world economies. By spreading the risk, businesses can boost their competitiveness and bottom line.
- Many small- and medium-sized firms have yet to export. According to the U.S. Census Bureau, 59 percent of all U.S. exporters sell to only one foreign market. Many of these firms could benefit by making their first export sale or expanding into new markets.

The U.S. Commercial Service's global network of trade professionals assist with international business development needs with the goal of increasing U.S. exports. As a solution provider, we help find potential partners and customers, assist with strategic planning, and provide foreign market/industry intelligence, website globalization, customized services, and expertise in resolving trade issues. We also offer a range of information products, webinars, and trade events. To get started, visit [trade.gov](https://www.trade.gov).





## Small Business Administration

### When It's Time to Grow, Think SBA!

*By Stephen Stephen Sullivan, senior international trade specialist,  
U.S. Small Business Administration*

When you are ready to turn from recovery to growth, we'd like to remind our incredible U.S. small- and medium-sized businesses that there is more assistance to be tapped from the U.S. Small Business Administration (SBA).

For those businesses looking to increase global market sales, SBA's Office of International Trade can support your U.S. small business in three main areas: (1) counseling and training, (2) finding international buyers, and (3) accessing financing to support global sales.

Counseling can be accessed in person through a number of SBA resources. For those companies just getting started in the global marketplace and looking to begin export business planning, we recommend reaching out to a Small Business Development Center (SBDC). There are SBDC networks in every state and certified international trade counselors in every network.

For small businesses confronting trade barriers or challenges to global expansion, SBA's Office of International Trade offers the International Trade Hotline at 855-722-4877 or e-mail to <[international@sba.gov](mailto:international@sba.gov)>. You will be able to communicate directly with a trade specialist that will connect you to appropriate resources.

For those confronting financing challenges for export expansion, SBA has export finance managers across the country that provide counseling on international payment methods and strategies for export financing.

SBA's Office of International Trade also hosts a Trade Tools for International Sales web page to help small businesses explore opportunities in other markets, learn about U.S. trade agreements, find information on regulations and laws, and explore programs and services for small businesses that want to go global.

To support finding international buyers, SBA's State Trade Expansion Program (STEP) provides financial awards to state and territory governments to help small businesses:

- Learn how to export.
- Participate in foreign trade missions and trade shows.
- Obtain services to support foreign market entry.
- Develop websites to attract foreign buyers.
- Design international marketing products or campaigns ... and more!

This could include access to funds to cover costs for various U.S. Commercial Services such as the Gold Key or fees associated with EXIM Credit Insurance.

STEP has been particularly supportive of website globalization and e-commerce advancements as COVID-19 heavily impacted international business travel. An excerpt from an interview with a North Carolina company that has taken advantage of STEP is included at the end of this article.

Finally, SBA export finance programs provide lenders with a loan guaranty to facilitate small business lending to companies expanding internationally. These three programs: Export Express, the Export Working Capital Program loan, and the International Trade Loan give exporters greater flexibility in negotiating export payment terms and support investments in capacity, and can position the business for international success.

SBA export finance managers work closely with banks to help facilitate access to capital. They can work with your bank to access SBA guarantees or help you find a bank that is currently utilizing the SBA guarantee.

**Turn to SBA’s STEP Grant to Globalize Your Website**

The following excerpt from a May 2021 interview of Jonathan Szucs, president of Advance Superabrasives of Mars Hill, North Carolina, illustrates the value of utilizing a STEP grant to globalize your website:

Q: As part of exporting, when did the digital/online world come into play for your business success?

Jonathan: For several years prepandemic, Advanced Superabrasives had been approached by the U.S. Department of Commerce, by our Small Business Technology Development Center, our state trade promotion agencies to say, “You guys really need to look at globalizing your website.” And for years we kind of put it off. Then the pandemic hit and we couldn’t do what is the core to our business, which is to actually visit customers. All of that just immediately stopped, and so we reevaluated looking at our website globalization and we said, “You know what, no better time than now to get it going.”

Q: Explain what you mean when you say that you globalized your website?

Jonathan: Yes, so when we think of the internet, and we think that “dotcom” is global and it is. But what dotcom really means to the rest of the world—is the United States. So when I talk about globalizing the website, I’m not only talking about translating it properly, I’m talking about hosting it in a foreign country. For instance, we created a Mexican “.mx” website so our customers, distributors, and reps could go to [asiwheels.mx](http://asiwheels.mx).

Q: Have you seen results?

Jonathan: Absolutely! We have already surpassed all of last year’s sales in Mexico in the first 4 months of this year—and it’s not just 2020. I actually went back to compare, because I said, “2020, that’s a mulligan year. That’s the pandemic year.” So let’s look at 2019, let’s look at 2018.

I can tell you we surpassed 2019’s and 2018’s numbers in the first 4 months of this year. My distributors and reps in Mexico have told me they have gone from cold calling customers to having 10 validated requests for quotes per week. So that is a tremendous difference. And in Canada we’re seeing similar results. We’re on pace to obliterate any records of sales to Canada in 2021. So yes, we’re seeing huge results, and a lot of requests for quotes.

To listen to the interview in its entirety, please follow the link to the YouTube video <[www.youtube.com/watch?v=MMpGuvDZOrE&feature=youtu.be](https://www.youtube.com/watch?v=MMpGuvDZOrE&feature=youtu.be)>.

More information on contacts for the State Trade Expansion Program (STEP) Grant is available at <[www.sba.gov/step](http://www.sba.gov/step)>.

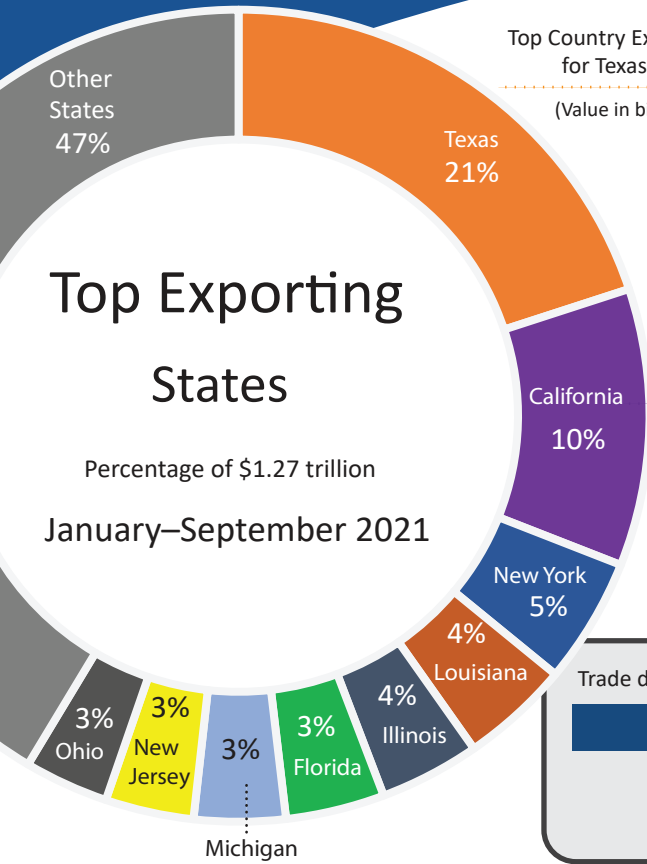


Jonathan Szucs, president  
Advanced Superabrasives, Inc.  
Mars Hill, North Carolina

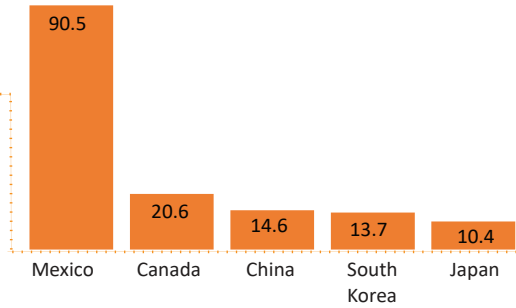


# International Trade

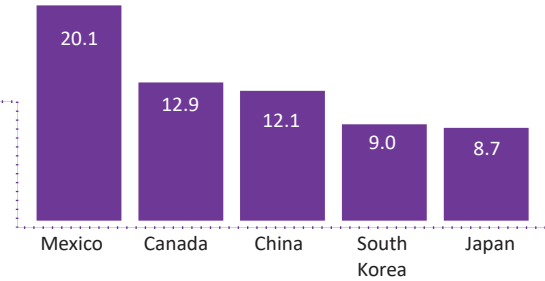
Measuring the U.S. Economy



Top Country Exports for Texas  
(Value in billions)



Top Country Exports for California  
(Value in billions)

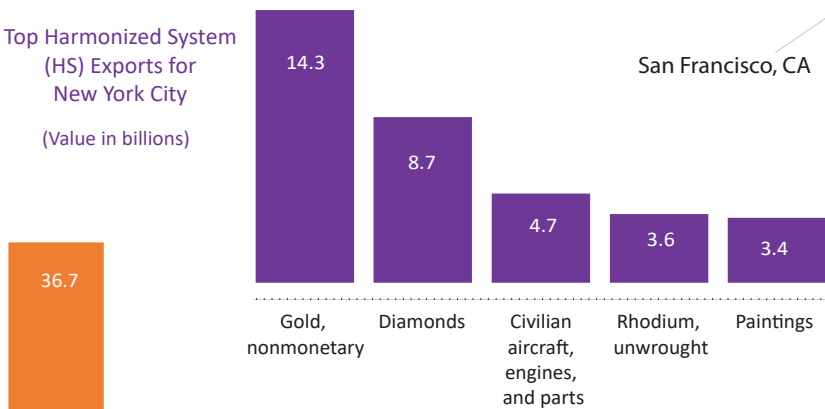


Trade data like this, and much more, are available at

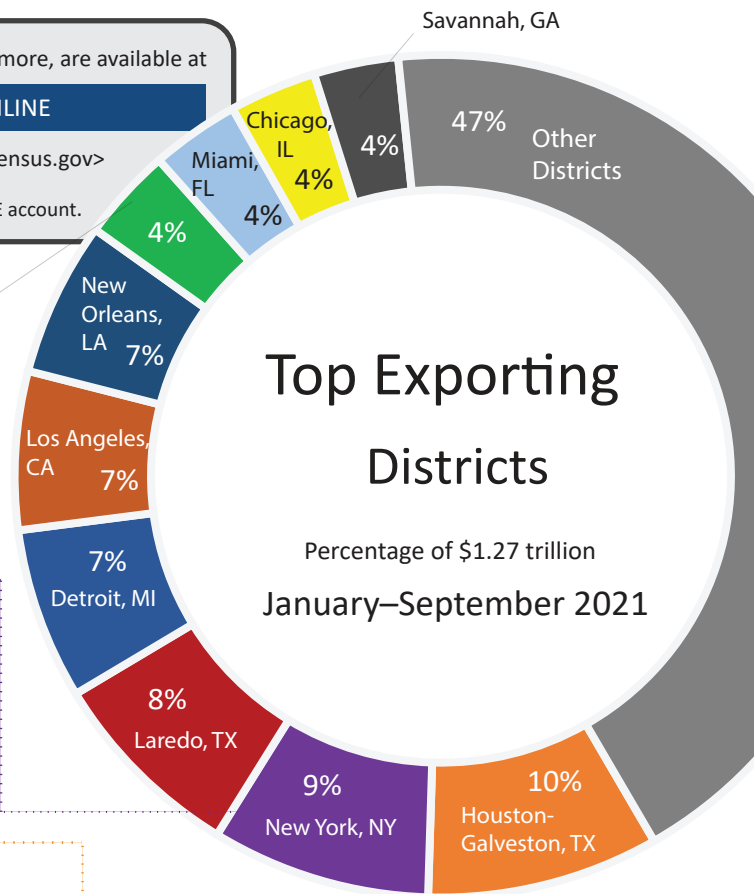
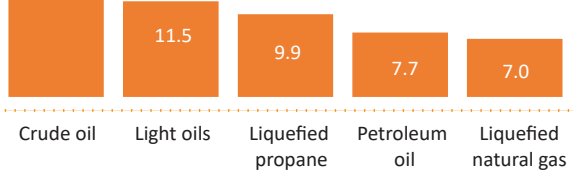
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Go to [www.usatrade.census.gov](http://www.usatrade.census.gov)  
to sign up for your FREE account.

Top Harmonized System (HS) Exports for New York City  
(Value in billions)



Top Harmonized System (HS) Exports for Houston-Galveston  
(Value in billions)





# Manufacturing Day Celebrations



## Manufacturing Innovation: The Celebration Continues

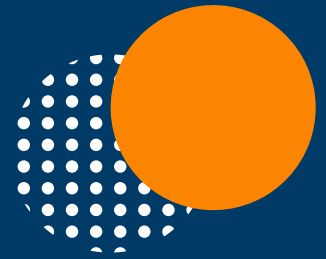
The trade promotion team (U.S. Commercial Services, Export-Import Bank of the United States, U.S. Small Business Administration, Manufacturing Extension Partnership, and the U.S. Census Bureau) presented a five-part webinar series in celebration of Manufacturing Week in October. The webinars presented a diverse group of companies that shared their testimonies on how using federal agency resources had a positive impact on their business growth. The series provides insight on attracting new markets, building supply chain operations, access to capital, global expansion opportunities, and more. You are only a click away from accessing the presentations, transcripts, and recordings from the five-part webinar series originally offered on Thursday, September 30, 2021 (and every Thursday in October 2021). Plus, you have access to resources, programs, tools, and contacts from each agency if you should need further support.

Manufacturing Week webinars are available at [www.nist.gov/blogs/manufacturing-innovation-blog/celebration-doesnt-end-after-manufacturing-month](http://www.nist.gov/blogs/manufacturing-innovation-blog/celebration-doesnt-end-after-manufacturing-month).





# Manufacturing Sector



Manufacturing Week is a celebration started by the U.S. Census Bureau that expands upon the traditional Manufacturing Day launched by the Manufacturing Institute in 2011. Manufacturing Week occurs in September, but the resources that we provide to promote it are yours to use every day of the year! Our premier resource is the compilation of tools, knowledge, and data available on the Manufacturing Week webpage hosted by the Census Bureau. We have assembled new and useful resources related to the manufacturing sector and compiled them in an easy-to-use format. “Manufacturing Stories” will take you to the America Counts stories that relate directly to manufacturing, and new titles will continue to appear as new stories are written about the topic. “Manufacturing Visualizations” and “Manufacturing Trainings” receive the same treatment, so be sure to add this URL to your web browser favorites or bookmarks.



Conveniently curated and arranged, all these great resources are available at [www.census.gov/topics/business-economy/manufacturing.html](http://www.census.gov/topics/business-economy/manufacturing.html).



# Directorate Defense Trade Control

## Using Technology to Meet Mission

*By the Directorate Defense Trade Control Communications Team, U.S. Department of State*

The mission of the Directorate for Defense Trade Controls (DDTC) is to ensure that commercial exports of defense articles and defense services advance U.S. national security and foreign policy objectives. Early in 2020, the directorate launched the evolutionary Defense Export Control and Compliance System (DECCS) application suite to modernize our processes and increase mission success. These online tools streamline the user experience, transitioning away from paper and pen submission processing to modern, cloud-based solutions. Using these tools, DDTC partners can now securely submit forms digitally, and access up-to-the-minute status information. DECCS is now the single source for all communications regarding the Registration, Licensing, Commodity Jurisdictions, and Advisory Opinions applications. With the use of this modern platform, both DDTC and our partners are finding it easier to meet our mission.

To ensure that the DDTC community is familiar with DECCS and its functionality, the directorate has made it a priority to engage with industry customers and partners. Through webinars (hosted jointly with the U.S. Census Bureau), defense industry conference presentations, outreach efforts, and online documentation and videos, DDTC is striving to ensure all users can reap the benefits available within DECCS. These initiatives range from collecting feedback from industry, to continuously updating system functionality and customer service practices.

### DECCS Updates

The IT modernization team has been working since the release of DECCS to make it even more efficient, making improvements to many aspects of the program such as seamless registration payments and adding a license copy feature in the Licensing application.

### Registration

The Registration application has had several updates since the launch of DECCS. The most noteworthy improvement involves how to submit a registration and related payment. Organizations are no longer required to send payment along with a paper submission. All submissions are now handled electronically, allowing DDTC to provide feedback and requests for information before finalizing a registration. Payment is required only after a registration has been approved. The system guides the user throughout the process, providing improved tracking capability by issuing immediate confirmation of receipt.

Additionally, DDTC recently implemented system notifications for the registration application. Useful reminders are e-mailed to stakeholders associated with the DECCS account at various stages of the registration life cycle. For instance, when a registration payment is due within DECCS, the registration point-of-contact is e-mailed, informing them that the registration is ready for payment.

## Licensing

Thanks to user feedback, the Licensing application has had several updates and user interface modifications. The main dashboard was redesigned to restructure the search tools, making the layout easier to operate in order to quickly find a specific license. Per recommendations, a shortcut to the ELISA system was added to the main Licensing dashboard. Users can now directly access ELISA from within DECCS, alleviating the need to search for the web page manually. Once DECCS was released, DDTC provided OpenAPI documentation for all online Licensing forms, allowing teams to interact with the application through their own automated systems.

DDTC has also added the copy license feature to the Licensing application. There are certain use cases in which users will need to create a copy of a completed license. On the track status and main licensing dashboards, DECCS users can click the copy license feature to create an exact duplicate of the form. Of note—attachments are the only information that do not transfer when copying licenses.

## Self-Service Updates

Since the release of DECCS in early 2020, the DDTC Help Desk and Response Team have addressed over 73,000 requests for technical assistance, nonauthoritative guidance, and rules and process clarification. While the requests provided a direct line of support, they also guided further system upgrades. Based on this feedback from users, DDTC modernized the DECCS self-service portal in April 2021. The enhanced functionality allows users to see the status of their cases as part of their personal DECCS dashboard. The application alerts users when additional information is being requested by an analyst. There is also a chat feature, opening another channel of communication between users and the support teams.

The feedback also guided development of knowledge management documentation available through DECCS and the DDTC website. As users submit requests in the system, DECCS captures and reports detailed information on the topics creating the most confusion. This has allowed DDTC to glean valuable data on trends and led to the publishing of multiple user guides, walkthrough videos, presentation slide decks, and over 250 DECCS-related FAQs in the last 18 months. The current scope of available documentation covers every area of functionality within the system. Due to the updates to the help system and the additional reference material readily available, the number of submitted support requests have steadily decreased.

## Website Updates

In addition to DECCS functionality upgrades, DDTC currently has team members engaged in a website redesign effort. The goal is to enhance clarity and ease of use for all users by updating content, improving the readability and structure of the pages, and managing the content by employing best practices of website design. The team is working through the website in a phased approach based on priority and high-traffic pages and will announce the release of the updates soon.

As DECCS evolves, it continues to be an invaluable tool for all users (internal and external). It is through tools and services like this that DDTC strives to address the needs of its partners and to always meet its mission.

For additional information, please visit the Directorate of Defense Trade Controls website at [www.pmdtcc.state.gov/ddtc\\_public](http://www.pmdtcc.state.gov/ddtc_public) or contact a member of the PM DDTC Project Team by e-mail at [pm\\_ddtcproject@state.gov](mailto:pm_ddtcproject@state.gov).



# Contact Information

International Trade Helpline	
Global Reach 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)	
<b>Assistance With the Automated Export System, Option 1</b> Monday-Friday 7:30 a.m.-6:00 p.m. (Eastern Time) 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) 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) E-mail: < <a href="mailto:emd.askregs@census.gov">emd.askregs@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) 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) E-mail: < <a href="mailto:exportreports@census.gov">exportreports@census.gov</a> >	
Automated Export System (AES) Partnership Agencies	Websites
The e-mail addresses below are not secure. Confidential company information should not be sent to these addresses.	
<b>U.S. Customs and Border Protection (CBP), Trade Enforcement and Facilitation</b>  For general questions: < <a href="mailto:ofo-export-cargo@cbp.dhs.gov">ofo-export-cargo@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 <span style="float: right;">202-344-3277</span>	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.pmdtc.state.gov">www.pmdtc.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 <span style="float: right;">202-482-4811</span>  Western Regional Office, Newport Beach, CA <span style="float: right;">949-660-0144</span>  Western Regional Offices, San Jose, CA <span style="float: right;">408-998-8806</span>	
<b>Directorate of Defense Trade Controls, U.S. State Department, Washington, DC</b>  Response Team <span style="float: right;">202-663-1282</span> D-Trade Questions <span style="float: right;">202-663-2838</span>	