



U.S. Small Business  
Administration

# Helping Small Business Go Global

**Office of International Trade**

**A Webinar for Businesses**

**July 29, 2020**

For audio dial **888-606-9535** and enter passcode **2500724#**  
To submit questions, email **[international@sba.gov](mailto:international@sba.gov)**

# Agenda



**Loretta Greene**  
**Associate Administrator**  
**SBA**

- **Introduction**  
Loretta Greene, Associate Administrator for International Trade
- **USMCA and Trade Opportunity**  
Sarah Bonner, SBA's Office of International Trade
- **Company Success – HMA Fire LLC**  
Evan Wing, Chief Executive Officer
- **Get Help from SBA**
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Sarah Bonner, SBA's Office of International Trade
  - **Grants to find international buyers**  
Sarah Bonner, SBA's Office of International Trade
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Mike Fazio, SBA's Office of International Trade
- **Q&A** – email [international@sba.gov](mailto:international@sba.gov)

# U.S.-Mexico-Canada Agreement



**Sarah Bonner**  
**Export Policy Advisor**  
**Office of International**  
**SBA**

As of July 1, 2020, USMCA entered into force for the largest export markets for U.S. small businesses **Mexico** and **Canada**.

USMCA updates, modernizes and rebalances NAFTA with new commitments benefiting small businesses:

- **Customs and Trade Facilitation:**
  - Expands the scope of binding advanced rulings by customs authorities on treatment of goods at importation.
- **Services:**
  - U.S. small business services now have market access across North America without requirements for a foreign office or foreign representative.
- **Digital Trade:**
  - Creates a prohibition on digital taxes.
- **Agriculture:**
  - Creates new access including removal of discriminatory treatment of U.S.-origin wine in British Columbia;
  - USMCA maintains NAFTA's existing zero-tariff treatment and significantly expands U.S. access to Canada's dairy market.
  - Includes cooperation on agriculture biotechnology.
- **Intellectual Property:**
  - U.S. small businesses now have full national treatment for their copyrights and related rights in North America.

# USMCA: Small Business Tools



USMCA recognizes the importance of the agreement working for U.S. small businesses:

## **The Small and Medium Sized Enterprise Chapter**

- Each country now provides information sharing online platforms on USMCA.
- Creates a small business dialogue to hear from SMEs.
- Forms a committee to ensure small business concerns are being considered.

## **Practical Tools to Help You Use USMCA**

- Explore [www.sba.gov/tradetools](http://www.sba.gov/tradetools) for resources and tools for trading with Mexico and Canada and other small business export destinations.
- Access all three official USMCA information sharing sites through [www.trade.gov/usmca](http://www.trade.gov/usmca).
- Find U.S. rules and contact the USMCA Center at CBP, <https://www.cbp.gov/trade/priority-issues/trade-agreements/free-trade-agreements/USMCA>.
- The FTA Tariff Tool can help determine your products tariff rate and rule of origin, <https://beta.trade.gov/fta>.
- Visit <https://www.sba.gov/local-assistance> for business counseling, market research and export plan reviews or contact SBA's International Trade Ombudsman Hotline toll-free (855) 722-4877 and [international@sba.gov](mailto:international@sba.gov).

# USMCA: Elements to Claim Origin



Under USMCA, you can now identify your Certification of Origin on **any document** (i.e. a commercial invoice, email, etc.)

To make a claim the document must include these **9 provisions** found in Annex 5-A Minimum Data Elements in Chapter 5 “Origin Procedures” :

1. Importer/Exporter or Producer (indicate which is certifier)
  2. Name and Address of Certifier
  3. Name and Address of Exporter
  4. Name and Address of Producer
  5. Name and Address of Importer (if known)
  6. Description and HS Tariff Classification of the Good
  7. Specific Origin of Criteria
  8. Blanket Period (certification is valid up to 12 months in the case of multiple shipments of identical goods)
  9. Authorized Signature and Date with the certification statement in [Annex of Chapter 5](#)
- Must describe the originating good in **sufficient detail to enable its identification**; and meet the requirements in the Uniform Regulations.
  - USMCA also provides for **electronic submission** and **electronic or digital signatures**.
  - USMCA provides commitments around **procedures for correcting errors**.
  - Reduces formalities using your own documents/record keeping systems, while reducing opportunities for errors between documents.
  - Exporters and Indirect Exporters (Producers) and Importers can self-certify that goods and materials qualify according to the rules in Chapter 4 “Rules of Origin” of USMCA.

# USMCA: Expanded Advance Rulings



Under USMCA you can ask US, Canada and/or Mexico for rulings on how your product will be treated when shipped in advance on:

- ✓ **Tariff classification;**
  - ✓ **Customs valuation;**
  - ✓ **Origin of goods;**
  - ✓ **Quota**, and other issues agreed upon
- Provides certainty about treatment and costs before you ship.
  - Rulings must be provided **within 120 days** upon complete request.
  - Learn more on Procedures for the US, Mexico and Canada:  
<https://www.cbp.gov/trade/nafta/guide-customs-procedures/advance-ruling-procedures>
  - Where to find **advance rulings online:**
    - USA: <https://rulings.cbp.gov/home>
    - Canada: <https://www.cbsa-asfc.gc.ca/import/ar-da/ar-da-eng.html>
    - Mexico: *Under construction*
  - An advance ruling applies to the ruling requester **throughout the country where the advance ruling request was made..**

# Company Success



**HMA FIRE**

# Company Success



## Evan Wing Chief Executive Officer

HMA Fire, LLC  
400 Quality Ct.  
Fall River, WI 53932

HMA was officially formed in 2003 and partnered with the US Air Force to develop ultra-high pressure (UHP) technology for firefighting.

From our headquarters in Fall River, Wisconsin, HMA Fire has entered a new era of growth and innovation. HMA remains the leading manufacturer of UHP technology in the fire service, with hundreds of units currently in service.

Our team remains true to our roots in rigorous scientific discovery and technological innovation with the goal of making firefighting faster, safer, and more efficient.

**CHALLENGE:** Responding to international interest for HMA's advanced firefighting technology.

**SOLUTION:** SBA STEP Grant funded Trade Venture to Guadalajara and Mexico City (courtesy WEDC).

**RESULT(S):** Strong international pipeline. Export expansion strategy (ExporTech).

**HMA**  **FIRE**





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**Response Time: 1:51**

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# HMA FIRE

**Web site:** [www.hmafire.com](http://www.hmafire.com)

**Phone:** 844-855-FIRE (3473)

**Email:** [sales@hmafire.com](mailto:sales@hmafire.com)





# The SBA Can Help You Go Global

1



## Advice to Get You Started

Find a Local Advisor at [sba.gov/local](https://www.sba.gov/local)

2



## Grants to Find International Buyers

See if your state/territory offers grants at [sba.gov/international](https://www.sba.gov/international)

3



## Financing for Your International Sales

Contact your local export finance manager at [sba.gov/international](https://www.sba.gov/international)

# Advice to Get You Started



**Sarah Bonner**  
**Export Policy Advisor**  
**Office of International**  
**SBA**

Search [sba.gov/local](https://www.sba.gov/local) to find:

- A local mentor with **SCORE**
- Advice and counseling from your local **Small Business Development Center**
- Support for women entrepreneurs at your local **Women's Business Center**
- Support for veteran entrepreneurs at your local **Veteran's Business Outreach Center**

**Contact** SBA's Office of International Trade:

- Call SBA toll free (855) 722-4877
- Email [international@sba.gov](mailto:international@sba.gov)

# Grants to Reach International Buyers



The **State Trade Expansion Program** or STEP provides grants to U.S. states/territories to help small businesses to go international.

Your small businesses may qualify for a grant and/or training to:

- Cover expenses to:
  - Participate in virtual trade missions
  - International Partner Search Plus Virtual Introductions
  - Website optimization for global sales
  - Obtain services to support foreign market entry including market research and initial market check to determine opportunities
  - Training workshops (e.g. ExporTech)
- Translate websites to attract foreign buyers
- Design marketing media and more



Visit [sba.gov/international](https://www.sba.gov/international) to find out if your state/territory is participating in SBA's State Trade Expansion Program.

# Financing Your International Sales



**Mike Fazio**

**Export Finance Manager**

**Office of International Trade**

**SBA**

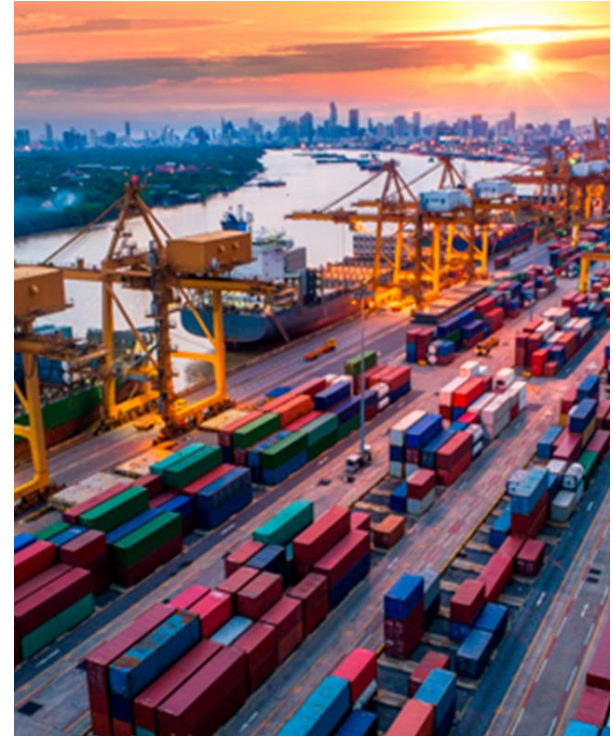
Loan options:

- **Export Express** for export development
  - \$500,000 limit
- **Export Working Capital** to fulfill your export orders
  - \$5 million limit
- **International Trade Loan** for expanding your overseas sales capacity
  - \$5 million limit

# Financing Your International Sales





Examples of uses:

- Offer **payment terms** to customers to make your bid more competitive
- Proactive **marketing**
- Purchase **machinery or equipment** to meet international demand for your product
- Finance **foreign accounts receivables**



Contact your local export finance manager at [sba.gov/international](https://www.sba.gov/international)

# SBA Disaster Assistance in Response to the Coronavirus

	<p><b>Paycheck Protection Program</b> This loan program provides loan forgiveness for retaining employees by temporarily expanding the traditional SBA 7(a) loan program.</p>	<p><a href="https://www.sba.gov/PaycheckProtection">SBA.gov/PaycheckProtection</a> Apply through <u>lender</u> Find a lender close to you at the above link</p>
	<p><b>EIDL Loan</b> This loan provides up to \$10,000 of economic relief to businesses that are currently experiencing temporary difficulties.</p>	<p><a href="https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/economic-injury-disaster-loan">SBA.gov/funding-programs/loans/coronavirus-relief-options/economic-injury-disaster-loan</a> Apply online at: <a href="https://www.sba.gov/Disaster">SBA.gov/Disaster</a></p>
	<p><b>SBA Express Bridge Loans</b> Enables small businesses who currently have a business relationship with an SBA Express Lender to access up to \$25,000 quickly.</p>	<p><a href="https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/sba-express-bridge-loans">SBA.gov/funding-programs/loans/coronavirus-relief-options/sba-express-bridge-loans</a> Apply through current SBA Express lender</p>
	<p><b>SBA Debt Relief</b> The SBA is providing a financial reprieve to small businesses during the COVID-19 pandemic.</p>	<p><a href="https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/sba-debt-relief">SBA.gov/funding-programs/loans/coronavirus-relief-options/sba-debt-relief</a></p>

# Get Help From SBA

## **Search** for local help

- For advice, find your local advisor at [sba.gov/local](https://www.sba.gov/local)
- For grants, find your State Trade Expansion Program (STEP) at [sba.gov/international](https://www.sba.gov/international)
- For export finance, find your nearest Export Finance Manager at [sba.gov/international](https://www.sba.gov/international)

**Call** SBA toll free [\(855\) 722-4877](tel:8557224877)

**Email** [international@sba.gov](mailto:international@sba.gov) with your contact information and trade questions

**Stay Informed** with SBA's OIT's Newsletter and Webinars

# Additional Federal Resources

- **Trade.gov** (<https://www.trade.gov>)
  - Market research and trade leads
  - Tariff information
  - Trade events
- **www.STOPfakes.gov**
- **Ex-Im Bank** (<https://www.exim.gov>)
  - Export credit insurance
- **Census** (<https://usatrade.census.gov>)
  - Trade statistics
  - Google “Census Global Market Finder”
- **State Department**  
(<https://www.pmdtcc.state.gov>)
  - Export licensing





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# Q&A

For more information, please visit  
[sba.gov/international](https://www.sba.gov/international)

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