

Understanding the Basics:

# Introduction to Foreign Trade Statistics

July 11, 2012

United States™  
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Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



# Today's Speakers

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Host Michael Cook  
Chief of Public Affairs and Media Events  
Public Information Office

Presenter Mala Mistry  
Data Dissemination Branch  
Foreign Trade Division

*The U.S. Census Bureau measures the nation's People,  
Places, and our Economy*

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# Fundamentals of Exporting

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Created by the Foreign Trade Division of the U.S. Census Bureau, this in-depth webinar series provides the tools necessary for a strong foundation in the fundamentals of exporting.

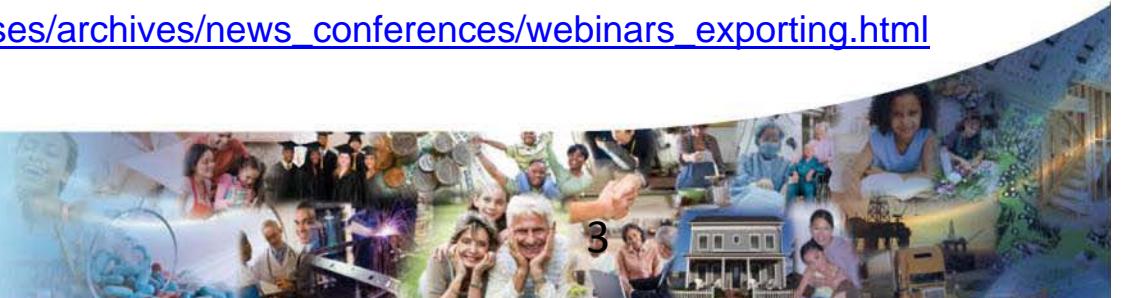
## Understanding the Basics: An Introduction to Foreign Trade Statistics

*The first webinar in the 8-part series*

[http://www.census.gov/newsroom/releases/archives/news\\_conferences/webinars\\_exporting.html](http://www.census.gov/newsroom/releases/archives/news_conferences/webinars_exporting.html)

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# Foreign Trade Division

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The **Foreign Trade Division** is the *official* source for U.S. export and import statistics and is responsible for issuing regulations governing the reporting of all export shipments from the United States.



# What are Trade Statistics?

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## ❖ Exports

- Measure of goods grown, produced, or manufactured in the U.S. that are shipped to other countries.

## ❖ Imports

- Measure the arrival of goods into the U.S. from other countries

## ❖ Balance of Trade

- $\text{Exports} - \text{Imports} = \text{Balance of Trade}$



# Product Classification Systems

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- ❖ North American Industry Classification System (NAICS)
- ❖ Standard International Trade Classification System (SITC)
- ❖ End-Use
- ❖ Advanced Technology Products (ATP)
- ❖ Harmonized System (HS)
  - Exports: Schedule B
  - Imports: Harmonized Tariff Schedule (HTS)



# How Can Foreign Trade Statistics Help Me?

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- ❖ Analyze market share
- ❖ Find emerging markets
- ❖ Measure the impact of foreign competition



# Foreign Trade Website

U.S. Department of Commerce

Home | About Us | Subjects A to Z | FAQs | Help

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Search  Go

You are here: [Census.gov](#) > [Business & Industry](#) > Foreign Trade

## Foreign Trade

Main | About Foreign Trade | Data | AES | Regulations | Reference | Definitions | Schedule B | FAQs

### Important Links

- Global Reach Blog
- Newsletters
- AESDirect
- DropBox
- Guide to Foreign Trade
- Foreign Trade Products
- USATrade Online

### Related Sites

- Business and Industry
- Briefing Room
- North American Industry Classification System (NAICS)

### U.S. Export and Import Statistics

FOREIGN TRADE is the official source for U.S. export and import statistics and responsible for issuing regulations governing the reporting of all export shipments from the United States. If you're searching for import or export statistics, information on export regulations, commodity classifications, or a host of other trade related topics, this is the place to get the information you need.

#### News

- [Ownership Characteristics of Classifiable U.S. Exporting Firms: 2007](#)

This first-ever report describes findings from the merging of two Census Bureau data products, the 2007 Profile of U.S. Exporting Companies (the Profile) and the 2007 Survey of Business Owners (SBO). (June 8, 2012)

#### USA Trade Online Upgrade!

[USA Trade Online](#) has been upgraded!

New features include:

- Improved Performance
- Streamlined Navigation

#### April 2012 Trade Numbers

Deficit: \$50.1 Billion  
Exports: \$182.9 Billion  
Imports: \$233.0 Billion

Next release: July 11, 2012  
[Complete Release Schedule](#)

#### Export Training Videos

A collection of videos to enhance export training

#### Upcoming Seminars and Workshops

[www.census.gov/trade](http://www.census.gov/trade)





# FT900: U.S. International Trade in Goods & Services Report

- ❖ Importance of the FT900
- ❖ Monthly Highlights
- ❖ Overview of the exhibits
- ❖ Release Schedule

**U.S. Census Bureau**  
**U.S. Bureau of Economic Analysis**  
**NEWS**  
 U.S. Department of Commerce • Washington, DC 20230

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FOR IMMEDIATE RELEASE  
 8:30 A.M. EDT FRIDAY, JUNE 8, 2012

For information on goods contact:  
 U.S. Census Bureau:  
 Matthew Poyback 301-763-2148  
 Marc Rosen 301-763-2111

For information on services contact:  
 U.S. Bureau of Economic Analysis:  
 Technical: Edward Dwyer 301-696-9559  
 Media: Ralph Stewart 301-696-3649

CB12-102, BEA12-23, FT-900 (12-04)

**U.S. INTERNATIONAL TRADE IN GOODS AND SERVICES**  
**April 2012**

**Goods and Services**

The U.S. Census Bureau and the U.S. Bureau of Economic Analysis, through the Department of Commerce, announced today that total April exports of \$192.9 billion and imports of \$233.6 billion resulted in a goods and services deficit of \$40.7 billion, down from \$52.6 billion in March, revised. April exports were \$1.5 billion less than March exports of \$194.4 billion. April imports were \$4.1 billion less than March imports of \$237.7 billion.

In April, the goods deficit decreased \$2.7 billion from March to \$44.8 billion, and the services surplus decreased \$0.1 billion from March to \$14.8 billion. Exports of goods decreased \$1.5 billion to \$192.9 billion, and imports of goods decreased \$4.1 billion to \$233.6 billion. Exports of services decreased \$0.1 billion to \$52.2 billion, and imports of services increased \$0.1 billion to \$77.5 billion.

The goods and services deficit increased \$0.5 billion from April 2011 to April 2012. Exports were up \$7.2 billion, or 4.1 percent, and imports were up \$13.8 billion, or 6.3 percent.

**Goods (Census Bureau)**

The March to April decrease in exports of goods reflected decreases in capital goods (\$1.5 billion), industrial supplies and materials (\$1.6 billion), and other goods (\$0.6 billion). Increases occurred in food, feed, and beverages (\$0.7 billion), automotive vehicles, parts, and engines (\$0.4 billion), and consumer goods (\$0.2 billion).

The April 2011 to April 2012 increase in imports of goods reflected increases in capital goods (\$2.2 billion), automotive vehicles, parts, and engines (\$1.7 billion), consumer goods (\$0.4 billion), other goods (\$0.4 billion), and industrial supplies and materials (\$0.2 billion). Food, feed, and beverages were virtually unchanged.

**Services (Census Bureau)**

The April 2011 to April 2012 increase in imports of goods reflected increases in capital goods (\$2.2 billion), automotive vehicles, parts, and engines (\$1.7 billion), consumer goods (\$0.4 billion), other goods (\$0.4 billion), and industrial supplies and materials (\$0.2 billion). Food, feed, and beverages were virtually unchanged.

**U.S. International Trade in Goods and Services**

**NOTES:** Trade goods data are reported on a balance of payments basis unless otherwise specified. Consistency and coverage: Data for goods are on a Census basis. Monthly releases are seasonally adjusted unless otherwise specified. For information on data sources and definitions, see the information section on page B-1 of the release, or at www.census.gov/ft900 or www.bea.gov/internationaltrade/index.html. The next FT-900 release is July 11, 2012.



# Importance of the FT900

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- ❖ Economic, financial and trade policy analysis
- ❖ Calculate the GDP
- ❖ Market analysis by country and selected products



# Export Assistance



- ❖ Classify your commodity using the Schedule B Search - (*webinar August 8, 2012*)
- ❖ Know the official Foreign Trade Regulations - (*webinar August 22, 2012*)
- ❖ File your export transaction in the Automated Export System (AES) - (*webinar September 5, 2012*)



# Additional Training Tools

❖ Export training videos

❖ Webinars

❖ Global Reach Blog

<http://globalreach.blogs.census.gov>

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## GLOBAL REACH

The official blog of the U.S. Census Bureau's Foreign Trade Division

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### U.S. Exports of Goods Continue to Grow

Posted on March 12, 2012

One of the primary tools of the [National Export Initiative \(NEI\)](#) is the U.S. merchandise trade statistics captured by the [Foreign Trade Division](#) of the U.S. Census Bureau. Examining the trade statistics provides a business with the information needed to make efficient and effective decisions for their export strategy. The statistics may also be used to evaluate the current and historical trends of U.S. exports and imports.

The table below displays the top five U.S. export commodities (NAICS-based) with the highest growth rate from 2009 – 2011, based on total dollar value in millions. By studying the data, we can see that over that two-year period, U.S. exports of goods have increased **40.2%**. Iron ores registered the largest individual increase at 274.0%. Cattle (206.0%), coal (164.7%), swine (152.9%), and cotton (151.2%) completed the top five.

**Total**

- Other Countries Have Exporter Data Too?? (551)
- USPPI Trade Term of the Month (249)
- U.S. Exports of Goods Continue to Grow (237)
- Clarification Of Routed Export Transactions (199)

## Foreign Trade

Main About Foreign Trade Data AES Regulations Reference Defin

### Important Links

- Global Reach Blog
- Newsletters
- AESDirect
- DropBox
- Guide to Foreign Trade
- Foreign Trade Products
- USA Trade Online

### Related Sites

- Business and Industry
- Briefing Room

## VIDEOS

- [Export Compliance and Regulations](#)
- [Reporting Electronic Export Information \(EEI\)](#)
- [Using Trade Data for Export Planning and Strategy](#)
- [Trade Agreements](#)
- [Mandatory AES](#)

### [March 2012 Trade Numbers](#)

Deficit: \$51.8 Billion  
Exports: \$186.8 Billion  
Imports: \$238.6 Billion

Next release: June 8, 2012  
[Complete Release Schedule](#)

### Upcoming Seminars and Workshops

June 5-6, 2012  
AES Compliance, Glen Ellyn, Illinois

# Questions?

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# For More Information

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## ❖ Media Inquiries:

- Public Information Office: 301-763-3030

## ❖ FTD Call Center: 800-549-0595

- Option 1 – AES Assistance
- Option 2 – Commodity Classification Assistance
- Option 3 – Regulations Assistance
- Option 4 – Data Dissemination Branch

❖ Fax: 301-763-8835

❖ E-mail: [ftd.data.dissemination@census.gov](mailto:ftd.data.dissemination@census.gov)

# Upcoming Webinars

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For more information or to sign up for our next webinar go to:

[http://www.census.gov/newsroom/releases/archives/news\\_conferences/webinars\\_exporting.html](http://www.census.gov/newsroom/releases/archives/news_conferences/webinars_exporting.html)

- **Discovering New Markets — Utilizing USA Trade *Online*: July 25, 2012**
- **All Products Have a Classification Number — Learn How to Find Yours: August 8, 2012**
- **Foreign Trade Regulations — Demystifying the Rules of Exporting: August 22, 2012**
- **Filing Export Information Electronically — The ABCs of AES: September 5, 2012**
- **Your Free Tools of Trade — AES *Direct* and AES*PcLink*: September 19, 2012**
- **Getting it Right the First Time — How to Avoid Common Penalties: October 3, 2012**
- **What is a Foreign Trade Zone and How Can It Help You?: October 17, 2012**

