



NORTH CAROLINA INTERNATIONAL TRADE FINANCE GUIDE 2003

**Provided By
US Department of Commerce
Export Assistance Center
342 N. Elm Street
Greensboro, NC 27401
336-333-5345**

The listing of companies in this Guide is a selective sampling of known sources and is not intended to be all-inclusive. Mention of a company or organization is not an implied endorsement by the U.S. Department of Commerce.

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2003

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INTRODUCTION

SOURCES OF FINANCE

The purpose of this guide is to inform the North Carolina international business community about the various sources of private and public sector trade finance, so that the exporters will know how to locate and identify these sources in order to expand their exports.

Financing overseas trade is little different from domestic trade. Each U.S. businessperson takes a giant step when they realize the relative ease with which the world of foreign sales can be entered. However, the businessperson should bear in mind that, whenever possible, private lending institutions should be called upon to provide expertise and technical knowledge needed by the prospective exporter of U.S. goods. In addition to general policy, commercial bankers will be able to discuss the specific benefits and ramifications of the individual firm's sales and financing picture.

For those smaller-sized businesses seeking to expand their sales, increase productivity, and strengthen their market position through exports, the question of how and where to secure financing becomes very important. Any business should first turn to its own bank for information and assistance in developing loans or other export/import financing. It is important to note that even the smallest bank will, through standing relationships with increasingly larger banks, be able to arrange some type of financial backing for overseas sales.

Financing for exports, be it through the exporter or directly to the overseas buyers, is usually short-to medium-term. Beyond those limits, a governmental source will usually be called on to provide, guarantee, discount, or insure the funding. Thus, the private sector plays the key role of providing the most common types of loans and credit instruments scaled to the real needs of smaller businesses and first-time exporters.

Since the purpose of this guide is only to provide a trade finance road map for the exporter, it is recommended that the businessperson contact a commercial banker and discuss the specific financing instruments best suited for their export business plan.

**PRIVATE
SECTOR
FINANCING**



INTERNATIONAL DEPARTMENTS OF NORTH CAROLINA BANKS

There are five commercial banks in North Carolina that offer international trade services. These services include a broad range of export trade financing for export sales receivables, and individual counseling on export financing. The contacts representing these banks are:

Bank of America

John H. Slim, Sr., V.P.
Global Trade Services
101 South Tryon Street
Charlotte, NC 28255-0001
Tel: 704-386-8716
Fax: 704-388-9506
www.bankofamerica.com
Email: john.slim@bankofamerica.com

Branch Bank and Trust Co.

Gunther Bienert, Sr. V.P.
International Services Division
200 S. College Street
Charlotte, NC 28202
Tel: 704-954-1112
Fax: 704-954-1117
www.bbandt.com
Email: gbienert@bbandt.com

Alex Mavrogordato
Sr. V.P. Credit & Advisory Services
7823 National Service Rd., Suite 300
Greensboro, NC 27409
Tel: 336-605-1560
Fax: 336-605-5830
Email: gamavrogordato@bbandt.com

RBC Centura Bank

Mr. Marion Jones
Director of International Services
P.O. Box 6261
Charlotte, NC 28207
Tel: 704-686-1458
Fax: 704-686-1498
Email: mjones2@centura.com

First Citizens Bank

M. Kaye Ackerman, V.P.
International Banking Services
P.O. Box 31727
Charlotte, NC 28231-1727
Tel: 704-338-3817
Fax: 704-338-4024
www.firstcitizens.com

Jamie Ayscue, V.P.
International Banking Services
PO Box 27131
Raleigh, NC 27611-7131
Tel: 919-716-2885
Fax: 919-772-1035
Email: jamie.ayscue@firstcitizens.com

Wachovia Bank Global Trade Services

Glenn Cusick, Mgr South Region
International Division
Trade Services and Finance
301 South College Street
9th Floor
Charlotte, NC 28288-0744
Tel: 704-374-6378
Fax: 704-383-3826
www.wachovia.com
Email: glenn.cusick@wachovia.com

FACTORING AND FORFAITING

Factoring is a discounting method without the recourse. Basically, it is the outright sale of export accounts receivable to a third party, the factor, who assumes the credit risk. The factor may be a factoring house or a special department of a commercial bank. The advantage to the exporter is the removal of contingent liabilities from its balance sheet, improved cash flow and elimination of bad debt risk.

Another method that has the same benefits to an exporter's balance sheet, cash flow and debt risk is **forfaiting**. This financial technique allows exporters to maximize cash flow and eliminate the payment risk inherent in an overseas sale. It is a flexible finance tool that can be used in short-, medium-, and long-term contracts. In forfaiting, the exporter sells accounts receivables to a forfaiter on a "non-recourse discount" basis, and the exporter effectively passes all risks associated with the foreign debt to the forfaiter, and is completely removed from any risk associated with financing. As with factoring, the forfaiter may be a forfaiting house or a special department of a commercial bank.

The following is a list of factoring and forfaiting houses:

BB&T Factors

Bob Niebauer, President
317 West High Street
High Point, NC 27260
Tel: 336-889-3355 ext. 200
Fax: 336-889-9917
Email: bniebauer@bbandtfactors.com

CIT Group

Peter Lau, V.P.
1211 6th Avenue, 12th Floor
New York, NY 10036
Tel: 212-382-6857
Fax: 212-382-9040
Email: peter.lau@cit.com

Exim Trade Finance Corp.

David L. Shepardson, Managing Director
1601 Willow Lawn Drive, Suite 608
Richmond, VA 23230
Tel: 804-282-5052
Fax: 804-285-0868
Email: exim@mindspring.com

First Exim Financial Ltd.

John M. Reeves, II, President
343 W. Main Street
Durham, NC 27701-3215
Tel: 919-682-8077
Fax: 919-682-9278

FOREIGN CREDIT INSURANCE UNDERWRITERS AND BROKERS

The purpose of foreign credit insurance is to insure repayment of export credit against nonpayment due to political and/or commercial causes. Foreign credit insurance insures commercial risks of nonpayment by importers because of insolvency or other business factors and political risks of war, expropriation, confiscation, currency inconvertibility, civil commotion, or cancellation of import permits.

Following are the major underwriters in the U.S. who offer Foreign Credit Insurance.

American International Underwriters

70 Pine Street
New York, NY 10270
Tel: 212-770-7000
Fax: 212-943-1125
www.aig.com

Export Financial Services, Inc.

Wayne Trotter, President
PO Box 25968
Greenville, SC 29616
Tel: 864-848-3718
Fax: 770-936-1932
Mobile: 864-915-3990
Email: exportfinancial@earthlink.net

Bill Dunn,
Director of Export and Finance
130 Peachtree Battle Avenue NW
Atlanta, GA 30305
Tel: 404-213-4752
Fax: 678-731-1487
Email:
billdunn@exportfinancialservices.com

Export Insurance Services, Inc.

Ms. Gail H. Wilson, Chairman
3685 Old Petersburg Rd., Ste 150
Martinez, GA 30907
Tel: 706-210-4379
Fax: 706-210-4389
Email: gwilson@exportinsurance.com
www.exportinsurance.com

Foreign Credit Insurance Association

125 Park Avenue
New York, NY 10006
Tel: 212-885-1500
Fax: 212-885-1535
www.fcia.com

NCM Americas, Inc.

5026 Campbell Blvd., Ste. C
Baltimore, MD 21236
Tel: 800-423-6624
Fax: 410-246-5531
www.girling.com

Washington Int'l Insurance Co.

Mike Davenport, Sr. VP
1200 Arlington Heights Road
Suite 400
Itasca, IL 60143
Tel: 630-227-4770
Fax: 630-227-4705
Email:
mike_davenport@nassurety.com

EIA Global

Mr. Albert Giandomenico
40 Front Street
Walpole, MA 02081
Tel: 800-446-7613
Fax: 508-668-7969
Email: agiandomenico@mail@eia-
global.com

CREDIT REPORTS ON OVERSEAS FIRMS

In many instances a simple background check on your potential customers will reduce your risk and allow you to enter new business relationships with confidence. Information on potential or existing foreign buyers can be obtained through several agencies, both public and private:

International Company Profile - A service for checking the reputation, reliability, and financial status of a prospective trading partner. Contact the Greensboro Export Assistance Center, U.S. Department of Commerce at 336-333-5345, fax: 336-333-5158.

Several private firms also offer information on the credit status and reliability of foreign firms:

Dun and Bradstreet International

899 Eaton Avenue
Bethlehem, Pa 18025-0024
Tel: 1-800-932-0025
Greensboro, NC: 336-282-4500
Charlotte, NC: 704-321-5600
Fax: 610-882-6005
www.dnb.com

Owens OnLine, Inc.

Mark Owens, President
6501 North Himes Ave., Ste. 104
Tampa Bay, FL 33614
Tel: 813-877-2008,
800-745-4656 ext. 208
Fax: 813-877-1826
Email: email@owens.com
www.owens.com

Credit Risk Monitor.Com

110 Jericho Turnpike, Suite 202
Floral Park, NY 11001
Tel: 1-800-466-3163, 516-620-5400
Fax: 516-620-2276
www.crmz.com

Standard and Poor's Rating Service

Ratings Information Products and
Services
55 Water Street
New York, New York 10041
Tel: 212-438-2000
www.standardandpoors.com/rating

THE BANKERS ASSOCIATION FOR FINANCE & TRADE (BAFT)

ACCESS TO EXPORT CAPITAL

The Bankers Association for Foreign Trade (BAFT), an association of banking institutions, dedicated to promoting American exports, international trade, and finance and investment between U.S. firms and their trading partners. BAFT has set up a trade finance database with a grant from the U.S. Department of Commerce. The database serves as an essential resource for assisting exporters seeking trade finance and banks that provide financial services. Exporters seeking information about these international finance services should contact the following:

BAFT

Bruce Portillo, Director Membership/Communications
1120 Connecticut Ave., N.W.
Washington, DC 20036
Tel: 202-663-5532
Fax: 202-663-5538
www.baft.org
Email: bportill@aba.com

The following is a partial list of the components of BAFT:

- Location and use of U.S. Government export finance programs
- Commercial banks and other funding sources that offer the above and other export services, including the names of appropriate officers, cross-referenced with the locations of banks' offshore branches, subsidiaries, and affiliates, as well as their correspondent banks
- List of financiers' trade services; financial officers cross-referenced by both domestic and overseas locations
- List of bankers who are willing to assist exporters with specific problems including small business division
- Banks that actively support environmental exports
- Documentary Letters of Credit
- Back to Back Letters of Credit
- Standby Letters of Credit
- Acceptance financing
- Factoring and forfaiting
- Pre-shipment financing
- Receivables financing
- Political and commercial risk insurance

**PUBLIC
SECTOR
FINANCING**



GOVERNMENT EXPORT FINANCE ASSISTANCE

Several federal agencies, as well as certain state governments, offer loan guarantee programs and other types of financing assistance for exporters.

U.S. SMALL BUSINESS ADMINISTRATION (SBA)

SBA provides business development and financial assistance to help small businesses complete their export sales. The SBA offers loan guarantees to help businesses obtain the capital needed to explore, establish or expand international markets. As a prospective applicant, you should request that your lender seek SBA participation if the lender is unable or unwilling to make the loan directly.

The financing staff of each SBA office administers the loan guarantee programs. You can contact the finance division of the SBA Charlotte, NC office for a list of participating lenders. The business development staff of each SBA office can provide counseling on how to request export financing assistance from a lender.

EXPORT WORKING CAPITAL LOAN GUARANTEE PROGRAM (EWCP) *

SBA offers export working capital loan guarantees (75%) to support single transactions or a series of like transactions. Loan maturities are generally for 12 months, with options to renew.

Loans can be used to finance labor and materials for manufacturing or wholesaling for export or to finance foreign accounts receivable. Foreign business travel and participation in trade shows can be financed by a regular 7(a) guaranty business loan. ** See Appendix A*

THE INTERNATIONAL TRADE LOAN PROGRAM

The International Trade Loan Program provides long-term financing to help small businesses compete more effectively and to expand or develop export markets.

Applicants must establish either of the following to meet eligibility requirements:

- Loan proceeds will significantly expand existing export markets or develop new ones.
- The applicant's business is adversely affected by import competition.

Small Business Administration

Carolinas Export Assistance Center
Daniel W. Holt
International Finance Specialist
521 East Morehead Street, Ste. 435
Charlotte, NC 28202
Tel: 704-333-2130
Fax: 704-332-2681
Email: dan.holt@mail.doc.gov
www.sba.gov

EXPORT-IMPORT BANK OF THE UNITED STATES

The Export-Import Bank of the United States (Ex-Im Bank) is an independent federal government agency responsible for assisting the export financing of U.S. goods and services through a variety of insurance, loan and guarantee programs. Ex-Im Bank has undertaken a major effort to reach more small business exporters with improved financing facilities and services.

INFORMATION SERVICE

Ex-Im Bank's toll-free hotline provides information on seminars and the programs available to finance the sale of U.S. goods and services abroad. The phone number is 1-800-565-3946 (EXIM). The North Carolina representative for EXIM is Jim Taylor at Tel: 202-565-3928.

General Contact Information: www.exim.gov **E-mail:** info@exim.gov

For local information about Ex-Im Bank programs contact the Small Business and Technology Development Center:

Mary Romano

Program Specialist
SBTDC
8701 Mallard Creek Road
Charlotte, NC 28262
Tel: 704-548-1090
Fax: 704-548-9050
Email: mromano@sbtcd.org
www.sbtcd.org

Tom Elam

Government Procurement Contact
SBTDC
5 West Hargett Street
Raleigh, NC 27601
Tel: 919-715-7373
Fax: 919-715-7777
Email: telam@sbtcd.org
www.sbtcd.org

Annetta Brady

Manager, International Operations
SBTDC
5 West Hargett Street
Raleigh, NC 27601
Tel: 919-715-7373, ext. 603
Fax: 919-715-7777
Email: abrady@sbtcd.org
www.sbtcd.org

Kathy Edwards

Trade Counselor
SBTDC
POBox 19483
Winston-Salem State University
Winston-Salem, NC 27110-0001
Tel: 336-750-2036
Fax: 336-750-2031
Email: kedwards@sbtcd.org
www.sbtcd.org

OVERSEAS PRIVATE INVESTMENT CORPORATION

The Overseas Private Investment Corporation (OPIC) provides project financing, investment insurance and a variety of investor services for U.S. companies in some 140 developing nations and emerging economies throughout the world. To encourage economic growth and investment in the countries in which OPIC programs are available, OPIC offers a multitude of financial services:

FINANCE

To foster investment, OPIC offers medium- and long-term project financing. Direct loans are available to projects sponsored by American small businesses. For larger projects, OPIC will guarantee loans to projects sponsored by U.S. investors, starting at \$2 million per project. OPIC also sponsors several funds offering equity investment.

INSURANCE

To mitigate risks of investing overseas, OPIC insures U.S. investments against political violence, inconvertibility of currency and expropriation.

INVESTOR SERVICES

For companies considering overseas investment, OPIC offers a variety of fee-based services, including feasibility studies, investment missions, a database of business opportunities and business outreach.

Information Officer

Overseas Private Investment Corporation
1100 New York Avenue, NW
Washington, DC 20527
Tel: 202-336-8400
Fax: 202-408-9859
www.opic.gov

Printed material is available via telefax, 202-336-8700.

U.S. DEPARTMENT OF AGRICULTURE

The U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS) administers the Market Promotion Program (MPP), which helps U.S. producers and other organizations finance, through funds from USDA's Commodity Credit Corporation (CCC), promotional activities for U.S. agricultural products.

The MPP is intended to encourage the development, maintenance and expansion of commercial export markets for agricultural commodities. Under the MPP, funds from the CCC are used to partially reimburse program participants conducting specific foreign market development projects for eligible products in specified countries. Proposals for MPP programs are developed by trade organizations and private firms and submitted to USDA by a deadline specified in the program announcement USDA publishes annually in the *Federal Register*.

USDA has approved MPP programs to promote a wide variety of U.S. commodities in almost every region of the world. Activities financed by the program vary by commodity and include activities such as market research, consumer promotions and technical assistance.

Contact Information:

FAS website: www.fas.com
www.usda.gov

Exporter Services

Tel: 202-690-3421
Fax: 202-690-4374
Email: AGConnections@FAS.USDA.gov

North Carolina Department of Agriculture

For Further information on the financing of North Carolina agriculture products for export, please contact:

W. Britt Cobb, Jr.

Director of Marketing
North Carolina Department of
Agriculture
P. O. Box 27647
Raleigh, NC 27611
Tel : 919-733-7912
Fax : 919-733-0999
Email: britt.cobb@ncmail.net
[www.agr.state.NC.US/
markets/internat](http://www.agr.state.NC.US/markets/internat)

Charles Green--

Latin America & Western Europe &
Wood Products/World

Smithson Mills --

Asia & Middle East/ Former Soviet Union

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

The U.S. Agency for International Development (USAID) is the principal federal agency that implements the U.S. Foreign Economic Assistance Program in nearly 100 countries throughout the developing world. USAID commits loans and awards grants to eligible USAID-recipient countries. From these loans and grants flow technical assistance projects and commodity programs implemented through the provision of services and/or commodities from U.S. suppliers.

USAID'S CENTER FOR TRADE & INVESTMENT SERVICE (CTIS)

USAID's Center for Trade & Investment Service (CTIS) promotes increased business activity between U.S. businesses and foreign entrepreneurs in Asia, the Near East, Africa, Latin American, Eastern Europe and the Newly Independent States of the former Soviet Union. CTIS provides information on USAID-financed procurement opportunities.

U.S. Agency for International Development

Ronald Reagan Building

Washington, D.C. 20523-1000

Tel: 202-712-4810, or for a country desk officer call: 202-712-0000

Fax: 202-216-3524

www.usaid.gov

USAID'S OFFICE OF SMALL AND DISADVANTAGED BUSINESS UTILIZATION/MINORITY RESOURCE CENTER (OSDBU/MRC)

USAID's Office of Small and Disadvantaged Business Utilization/Minority Resource Center (OSDBU/MRC) maintains the USAID Consultant Registry Information System (ACRIS). ACRIS is an automated database that describes the capabilities of U.S. business, organizations and institutions that have expressed interest in participating in USAID-financed technical assistance projects. The Office also maintains the mailing list for the USAID Procurement Information Bulletin, which announces intended procurement opportunities of USAID-financed commodities.

U.S. Agency for International Development

Office of Small and Disadvantage
Business

Utilization/Minority Resource Center

Washington, DC 20523-7800

Tel.: 202-712-1500

Fax: 202-216-3056

ECOLINKS: EURASIA-AMERICAN PARTNERSHIP FOR ENVIRONMENTALLY SUSTAINABLE ECONOMIES

EcoLinks is an initiative of the United States Agency for International Development (USAID) in cooperation with the US Department of Commerce that promotes market-based solutions to urban and industrial environmental problems in Central and Eastern Europe. The program focuses on the environmental needs of businesses, municipalities, and associations. The program offers three types of grants -- Challenge Grants, Quick Response Awards and Twinning Grants.

IESC

Dace Ives

Trade Analyst

901 15th Street, NW, Ste. 350

Washington, DC 20005

Tel: 202-326-0280

Fax: 202-326-0289

www.ecolinks.org

U.S. TRADE DEVELOPMENT AGENCY

The U.S. Trade Development Agency (TDA) provides grants to fund feasibility studies and other planning services for major projects that are economic development priorities or recipient countries. TDA-funded studies must be performed by U.S. countries or consortia. A host country plans an active role in developing the scope of work for the study, selecting on a competitive basis the U.S. firm to complete it and monitoring the progress of the study. By carrying out a TDA-funded study, a U.S. company establishes a presence in the country and is able to develop long-term relations with host country officials and project managers that can lead to additional business opportunities.

TDA operates in developing and middle-income countries. The types of projects TDA funds include energy and natural resource development, transportation, telecommunications and the environment. TDA reviews project proposals to determine whether or not they meet project criteria, which include development priority, U.S. export potential, funding availability and competition.

Other TDA activities include –

DEFINITIONAL MISSIONS

Once a promising project is identified, TDA hires an assessment team made up of U.S. technical experts to conduct a definitional mission (DM). DM studies are performed by small and minority-owned businesses. The purpose of the DM is to compile information critical to TDA's internal selection process. Based on the advice of the DM team, among other factors, TDA determines whether to offer a grant for the feasibility study. DM consultants are precluded from participating in TDA-funded feasibility studies.

Contact: TDA Direct Line 703-875-4357
www.TDA.gov

DM Hotline 703-875-7447

FEASIBILITY STUDIES

TDA funds studies to determine the technical, economic and financial feasibility of major development projects. Feasibility studies provide detailed data that support decisions on whether and how to proceed with project implementation. Feasibility study contractors are selected by host countries using competitive procedures. Request for proposals are listed in the FedBizOpps (FBO) database.

Contact: For on-line information on FedBizOpps 1-800-932-7761, or www.cbd.savvy.com

TDA BI-WEEKLY

TDA publishes a newsletter called the *TDA Bi-Weekly*, which provides U.S. suppliers and manufacturers with up-to-date information on TDA-supported projects. Small businesses may identify subcontracting opportunities through the publication.

Contact: For subscription information: 703-875-4357

MULTILATERAL DEVELOPMENT BANK OPERATIONS (MDBO)

ITA/U.S. DEPARTMENT OF COMMERCE

U.S. Department of Commerce MDBO counsels U.S. firms, ensures project information is available on a timely basis, and organizes and develops outreach programs throughout the United States. The development banks assist in financing social and economic infrastructure and privation projects in developing countries. The liaison officers located in each of these institutions are dedicated to the identification of these projects at the earliest stage possible. They provide in-depth counseling to U.S. firms on bank opportunities, and advocate on behalf of U.S. firms. The staff also provides management oversight and program support to the liaison officers located at the World Bank; the Asian, African, and InterAmerican development banks; and the European Bank for Reconstruction and Development.

Contact List for Department of Commerce/US&FCS Multilateral Development Bank Liaison Officers

www.worldbank.org

African Development Bank

Tapan Banarjee, Director Business Liaison
Scott Pozil, Business Liaison
Tel: (011) (225) (20) 21-46-16
Fax: (01) (225) (20) 22-24-37
Email: Tapan.Banerjee@mail.doc.gov

Asian Development Bank

Stewart Ballard, Senior Commercial Officer
Tel: (011) (632) 887-1345
Fax: (011) (632) 887-1164
Email: stewart.ballard@mail.doc.gov

European Bank for Reconstruction and Development

Alice Davenport, Senior Commercial Officer
Tel: (011) (44) 20 7588-4027
Fax: (011) (44) 20 7588-4026
Email: Alice.Davenport@mail.doc.gov

Inter-American Development Bank

Gene Harris, Commercial Liaison Director
Tel: (202) 623-3821 or (202) 623-3822
Fax: (202) 623-2039
Email: GeneH@iadb.org

World Bank

William Crawford
Commercial Liaison Director
Tel: (202) 458-0120 or (202) 458-0118
Fax: (202) 477-2967
Email: Wcrawford@worldbank.org

U.S. DEPARTMENT OF COMMERCE

The Export Assistance Center (EAC) network in North Carolina includes offices in Charlotte, Greensboro and Raleigh. This network serves as a coordinator for international trade promotion activities within North Carolina. Overall, the offices work to avoid duplication of efforts by international service providers within the state so that each organization enhances the total effort.

Additionally, the EAC network has the acknowledged role as the primary organization for providing value added, one-on-one counseling to export ready firms. Specifically, the offices help U.S. firms compete more effectively in the global market place by using a network of trade specialists in 100 U.S. cities and 85 countries worldwide to provide foreign market information, agent/distributor locator services, trade leads, counseling on business opportunities, trade barriers, and prospects abroad.

U.S. EXPORT ASSISTANCE CENTERS NETWORK

For additional information about our international trade services contact:

Charlotte U.S. Export Assistance Center

521 East Morehead Street, Suite 435
Charlotte, NC 28202
Tel: 704-333-4886
Fax: 704-333-332-2681

Greensboro U.S. Export Assistance Center

342 North Elm Street
Greensboro, NC 27401
Tel: 336-333-5345
Fax: 336-333-5158

Triangle U.S. Export Assistance Center

5 West Hargett Street
Suite 600
Raleigh, NC 27601
Tel: 919-715-7373 ext. 612 or 611
Fax: 919-715-7777

EXPORT PROMOTION SERVICES OF THE US COMMERCIAL SERVICE:

COUNSELING & MENTORING

Trade Specialists at EACs are professionals providing advice and trade facilitation. They offer a unique link to overseas market information, contacts and trade expertise, as well as to private and public trade organizations and to our overseas posts.

MARKET ENTRY

- **International Market Research** targets the best markets with world-class research including Country Commercial Guides, International Market Insights, and tools that answer specific product and market questions.
- **Gold Key Service** is designed to introduce US business travelers to potential agents, distributors, joint venture partners, licensees, and government contacts through our overseas posts. Posts also counsel the client on local business conditions. Price: from \$100 to \$750 per day, depending on location.
- **Platinum Key Service** is designed for companies that require long-term, sustained customized assistance from overseas CS posts. Range of issues includes: identifying markets, launching products, developing major project opportunities, government tender support, reducing market access barriers, assistance on regulatory or technical matters. Price varies depending on market.
- **International Partner Search** is a customized search by our overseas posts on behalf of US companies seeking sales representation or other partners ranging from joint ventures to licensees. The post will prepare a written report providing a list of up to five potential partners. Turn around time is 15 business days. Price: \$600 per market and per category of business partner.
- **Commercial News USA** (cnewsusa.com) is distributed to over 140,000 potential customers in 152 countries and is one of the best ways to advertise your product. The magazine is available to overseas buyers through US embassies and consulates. Price: \$495 for 1/9 page, black and white.
- **Export America** (exportamerica.doc.gov) is a monthly magazine featuring timely export-related global news, technical advice, success stories and upcoming trade events. Subscription \$65 annually.

MARKET RESEARCH & INFORMATION SOURCES

- **BUYUSA.COM** -- This e-marketplace connects qualified international buyers and prospective business partners to your business website. BUYUSA.COM merges the US Commercial Service physical network of over 260 offices in the US and across the world with the speed of the internet to get you to global markets faster and more profitably. Our e-Marketplace lets US businesses close export sales and build valued relationships with international partners. Base subscriptions are available. Contact your local U.S. Export Assistance Center.
- **USATRADE.gov** is a free resource for US businesses. It offers commercial guides to eighty-five countries; industry market research; access to export professionals in more than 220 cities worldwide; programs to promote your exports, and links to other websites. Be sure to visit <http://www.USATrade.gov>
- **Flexible Market Research** is customized information on overseas markets. US companies can design their own questions or choose from a core menu of standardized questions. Price varies depending on types of research and country.
- **Enhanced International Company Profile** is a detailed report on an overseas company. Clients can request specific answers to detailed questions about potential partners abroad. Price varies per market and degree of detail requested.

WEB SITE REFERENCES

COUNTRY & BACKGROUND INFORMATION

Country Guides

<http://www.usatrade.gov/>

Country Commercial Guide (CCG) gives an overview of the country's business climate. It provides insight into the channels of distribution, legal issues, and best prospects for U.S. products.

<http://www.state.gov/r/pa/ei/bgn/>

Country Background Notes by U.S. Department of State provides information on a country, its leaders, politics, economy, and relations with the United States.

<http://www.cia.gov/cia/publications/factbook/>

World Factbook has general country background information that includes a map of the country and a picture of its flag. Information includes an overview of its people, transportation system, and military.

<http://www.fas.usda.gov/>

Exporter Guides offer practical tips for U.S. companies on how to do business in a specific foreign country. Focuses on selling agricultural commodities and processed foods.

Embassies of the world

<http://www.embassy.org>

Electric Embassy is a site to locate an embassy of the United States overseas and foreign countries embassy in the US homepages.

Travel Advisories

http://travel.state.gov/travel_warnings.html

Travel Warnings are issued by the State Department when there is a recommendation that Americans avoid travel to a certain country.

STATE & LOCAL GOVERNMENTS

<http://lcweb.loc.gov/global/state/stategov.html>

Informative resource page of the Library of Congress with links to state and local government sites.

http://www.firstgov.gov/Agencies/State_and_Tribal.shtml

An alternate resource for locating state government home pages.

FEDERAL WEB SITES

<http://www.buyusa.com>

A U.S. Department of Commerce e-marketplace that finds foreign buyers for U.S. suppliers by combining the power of the Internet with the U.S. Commercial Service's worldwide network.

<http://www.Tradeinfo.doc.gov>

An export website highlighting country and industry information.

<http://www.export.gov>

This is the U.S. Department of Commerce Trade Information Center's export portal, designed to be a "one-stop" information source for everything an exporter will need. It is organized around the five topics: explore exporting, make export sales happen, expand your international business, solve trade problems, and how to find a partner in the U.S.

<http://www.firstgov.gov>

This new site is the public's first resource to find any U.S. federal government information on the Internet. Designed to be a "citizens guide" for information on U.S. government agencies. Start here if you don't know where to find information you are seeking.

http://ese.export.gov/ITA2002/Intro_NEW.htm

"Export Statistics Express" provides informative export data broken down by state and industry.

<http://exportamerica.doc.gov>

A federal source for your global business needs. Annual subscription rate is \$58.00.
Toll free (866) 512-1800.

<http://www.trade.gov> or <http://www.ita.doc.gov>

This is the official "home page" for the U.S. Department of Commerce's International Trade Administration (ITA). It is essentially the same as the site listed above, however you can also explore the other divisions of ITA such as trade development, market access & compliance, U.S. & Foreign Commercial Service, Import Administration, and the trade information center.

<http://www.myexports.com>

This is a joint partnership between the U.S. Department of Commerce and Global Publishers LLC. U.S. businesses can obtain a **free** online listing with their company information, contact names, product and service listings, and also list countries where they would like to export. In addition, foreign companies are listed who have an interest in purchasing U.S. products and services. A U.S. company who has a listing can access information on these foreign companies. This is another way to connect your company to the global marketplace.

www.usatradeonline.gov

Offers the most U.S. Foreign Trade Data a.s.a.p. (fee based)

U.S. Customs

<http://www.customs.gov/xp/cgov/export/>

Information pertaining to export documentation, licensing, and other requirements.

A Nafta Trilateral website.

<http://www.nafta-customs.org>

Schedule B Numbers

<http://www.census.gov/foreign-trade/schedules/b/index.html#search>

Searchable versions of the latest Schedule B indexes in HTML and PDF formats.

“Best Markets” Report (log-in necessary)

http://dataweb.usitc.gov/scripts/user_set.asp

This Web site powered by the International Trade Commission allows users to compile a list of the best markets for a given product based on HTS, SIC, or NAIC codes. Returns data of U.S. imports and exports, with user specifying the number of countries to include in the report, i.e. “Top 5, Top 10, Top 25,” etc.

EXPORT FINANCING, REGULATIONS, & GENERAL RESOURCES

Financing

<http://www.exim.gov>

Official site of the Export-Import Bank of the United States.

Export Administration Regulations

<http://www.bis.doc.gov/>

Bureau of Industry and Security offers information on Export Administration Regulations, Denied Persons List, Entity List, Unverified List, and help for exporters.

International Chamber of Commerce

<http://www.iccwbo.org>

Informative site full of various resources for all facets of global business.

Small Business Association

<http://www.sbaonline.sba.gov/OIT/>

Web site of The Office of International Trade of the Small Business Association.

CULTURAL & MISC. INFORMATION

Business Etiquette

<http://www.executiveplanet.com>

This site will help you understand the customs and etiquette in doing business overseas. It covers negotiating, business entertaining, gift giving, making appointments, names and titles, and dress code.

Worldwide Directory

<http://www.FreeDirectories.com>

A worldwide directory of free access directories and databases where you can find over 1 billion people, companies and public records – FREE.

Holidays

<http://www.holidayfestival.com>

Find out when national and religious holidays take place in countries around the world.

Currency Conversion

<http://www.xe.com/ucc/>

The Universal Currency Converter tool allows you to do foreign exchange rate calculations.

Language Translation

<http://world.altavista.com>

This website will allow you to get a general idea of another website or document that is in a language other than English. The site supports the following languages and converts it to English: Chinese, French, German, Italian, Japanese, Korean, Portuguese, Russian, and Spanish.

Measurement Conversion

<http://www.convert-me.com/en/>

This site allows you to do U.S. and Metric conversions for various units of measurement.

Health Care

<http://www.cdc.gov/travel/>

Center of Disease Control has information on getting vaccinations before traveling to a certain areas, along with information on traveling, diseases, and international outbreaks.

Weather

<http://www.weather.com/common/welcomepage/world.html?from=globalnav>

Weather.com shows local weather for thousands of cities around the world by simply typing the name of a city, or city and country. If you type the name of the country, you will get a list of all cities in that country.

World Clock

<http://www.timeanddate.com/worldclock/>

Find current times around the world.

Associations Worldwide

<http://info.asaenet.org/gateway/OnlineAssocSlist.html>

The Ideal Prospect

What are the characteristics of a company that is an ideal prospect to benefit from the Export Working Capital Loan Guarantee Program (EWCP) of the Small Business Administration.

- Currently has a domestic accounts receivable and inventory line of credit with a commercial lender.
- Company could also have term debt.
- The line of credit with the bank is usually fully utilized, or the company is frequently bumping up against the maximum allowable borrowing amount.
- Line of credit excludes foreign accounts receivable from the borrowing base and the foreign accounts are deemed ineligible.
- Typical transaction sale size is \$10m to \$300m.
- Export sales are 5 to 25% of total sales.
- Annual sales of \$500m to \$20mm.
- Experiencing growth in export sales.
- Company is having to turn away export orders due to lack of working capital financing capacity.
- Company is a manufacturer with a pre-shipment production cycle in excess of 30 days.
- High percentage of product costs is expended early in the production cycle.
- The company has a minimum of one to three regular foreign buyers.
- The company has utilized and understands freight forwarders.
- The company has history and experience with L/C documentation and/or Exim Bank receivable insurance.
- The company has been in operation for five years.
- The company has positive profits and cash flow,
- The company is interested in exploring new markets.