



NVBDC Services Committee

Export 101: Getting Started With Global Sales & Market Entry



[NVBDC.ORG](https://www.nvbdc.org)

Today's Agenda

- Opening Remarks
- Meet Our Presenters
- Presentation
- Q&A
- Real-World Export Insights
- Wrap-Up





Opening Remarks



In 2026, NVBDC is launching new international initiatives to expand global market access and exporting opportunities for certified veteran-owned businesses.



Connects NVBDC-certified Veteran-Owned Businesses with global buyers and distributors.



Offers financing, insurance, and loan guarantees to help VOBs compete globally.



U.S. Small Business Administration

Supports veteran-owned businesses with export loans and international training.

Expands NVBDC's international network across 195 countries.



Meet Our Presenters



Anthony Sargis

Team Leader
U.S. Commercial Service
Int'l Trade Administration



Brian Beams

Team Leader
U.S. Commercial Service
Int'l Trade Administration





Export 101

US Commercial Service



INTERNATIONAL
TRADE
ADMINISTRATION

About the Speaker



Brian Beams



New Jersey

Brian, a decorated active-duty veteran of the US Air Force, who holds a BBA, has 28 years of private & public sector experience. He has held supervisory positions in the Air Force, aerospace/defense, & finance industries as an operations manager & accounting manager. Later Brian earned his Registered Investment Designations (FINRA Series: 7, 63, 65) and managed multi-million-dollar portfolios for his accredited investor clientele. Before joining the CS he was a career employee with DOS. His areas of focus were Diplomacy and National Security, and his clientele were the members of the Foreign UN Missions and Consular Corp. With CS, Brian is currently the team leader for the Global Finance Team, that has executed over 100 CTMs for U.S. Alternatives & Energy firms. He is the Founder for the VetsGoGlobal initiative (est. 2013), which connects the Veteran Business Ecosystem to global markets. He is also a Co-Creator for ITA's Export Week and Disaster Resilience initiatives.



About the Speaker



Tony Sargis



Connecticut

Anthony is a U.S. Coast Guard veteran and VetsGoGlobal Affinity Team Leader, he drives initiatives that connect veteran owned businesses to global markets. With over a decade of federal service, Anthony has led successful trade missions across Europe and Latin America, managed national export programs like Export Week, and fostered strategic partnerships with key industry organizations. His background includes active-duty service during Operation Deepwater Horizon and leadership roles aboard U.S. Coast Guard cutters and small boat operations. Anthony holds a Graduate Certificate in International Management from Thunderbird University and a B.S. in History & Political Science from the University of Connecticut.



INTERNATIONAL
TRADE
SOLUTIONS

U.S. COMMERCIAL SERVICE About the Speaker

trade.gov/export-solutions

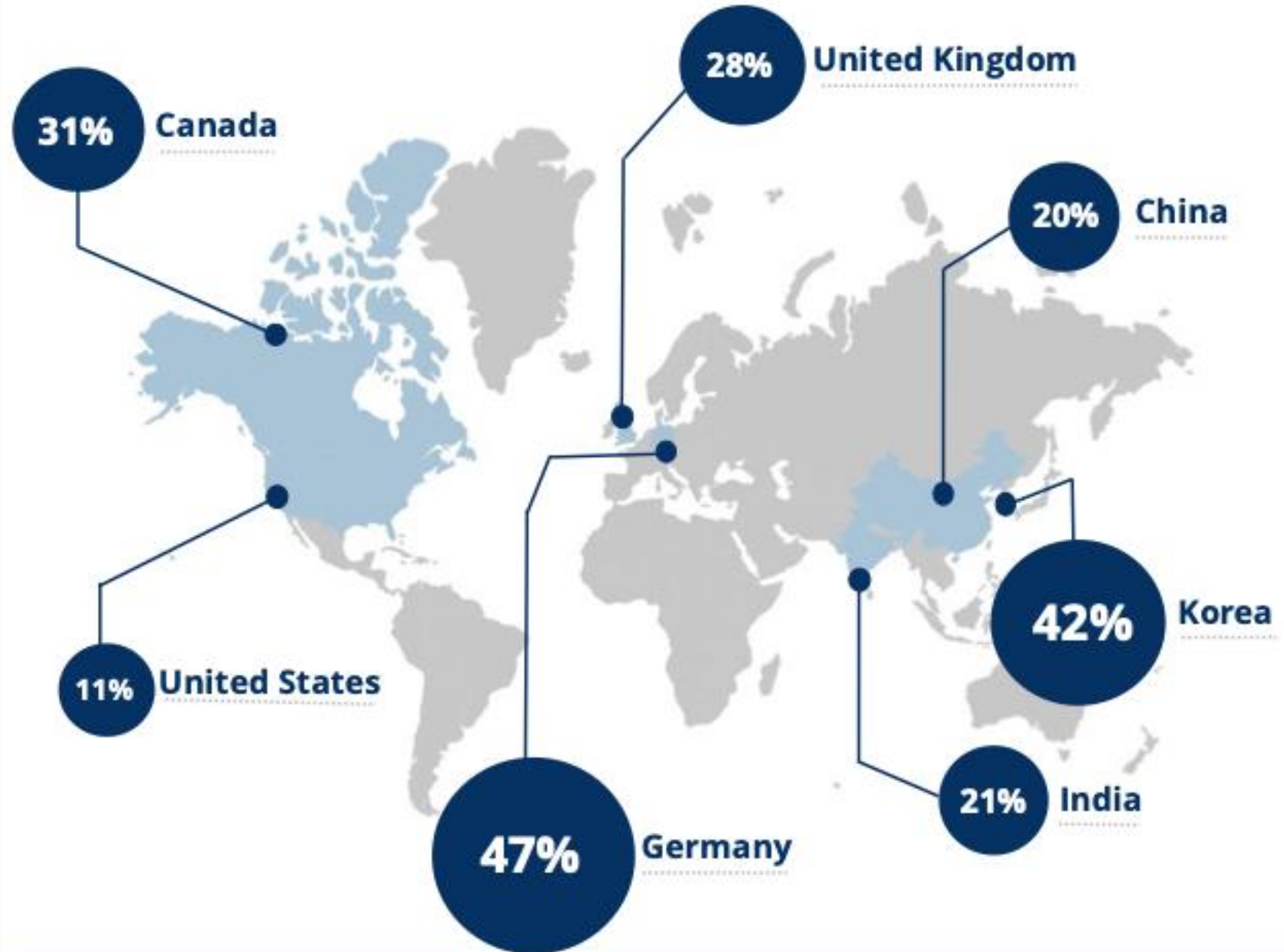
Exports Matter

More than **70%** of the world's purchasing power is **outside** of the United States.
Competitors are **increasing** their global market share while the U.S. is underperforming.

Opportunity

With only 11% of the United States GDP generated by exports, it's safe to say we have a lot of room for growth.

The U.S. Commercial Service works to fill that space



A person wearing a blue denim shirt is sitting at a wooden desk in what appears to be a warehouse or office setting. On the desk, there is a laptop, a stack of cardboard boxes, and a black object. The background shows more boxes and a window. The text is overlaid on the image.

**Companies that
export, grow faster.**

And are less likely to go out of business.



CONNECTING YOU TO GLOBAL MARKETS



INTERNATIONAL
TRADE
ADMINISTRATION

U.S. Department of Commerce | International Trade Administration



Our Global Presence

The U.S. Commercial Service, creates jobs in the United States and strengthens U.S. economic and national security by promoting U.S. exports, and ensuring market access and a level playing field in international trade for U.S. companies.

Strategically located in **106 U.S. and 127 foreign locations** in 80 countries, our global network of trade and investment professionals are well-positioned to help U.S. companies succeed internationally and ensure that U.S. businesses and commercial interests have a robust advocate and first line of defense against unfair foreign trade practices and market access barriers.

U.S. Commercial Service Offices Worldwide



Let our global network work for you.

Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

Our unmatched global network with trade experts in more than 75 countries around the world can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

Our Services



Export Counseling

- Learn about the export process.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about U.S. government export controls, compliance and trade financing options.



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



Commercial Diplomacy/Advocacy

- Address trade obstacles to successfully enter international markets.
- The Advocacy Center can facilitate coordinated U.S. government engagement with foreign governments to protect U.S. business interests.



Business Matchmaking

Single Company Promotion

Provides U.S. companies with promotional services to help increase the awareness of their product or service in a specific market. The promotional event may consist of a technical seminar, press conference, luncheon, dinner, or reception with targeted direct mail or email campaigns.

International Partner Search

Provides U.S. firms with a list of up to five prospective agents, distributors and partners that have expressed an interest in your product or service. Virtual introduction via teleconference to the identified contacts also available.

Featured U.S. Exporter Listing

A listing in the directory of an overseas U.S. Commercial Service's website gives U.S. exporters targeted exposure to more effectively help them find foreign business partners in specific local markets. It allows local importers to find U.S. exporters interested in exporting to a specific local foreign market.

Business Service Provider Listing

An online program to help U.S. exporters identify a professional export service provider to support them in the assessment, financing, or completion of an export transaction.



Gold Key Service

Provides U.S. firms traveling to a foreign market with up to five pre-screened appointments to establish relationships with potential overseas agents, distributors, sales representatives, business partners and other local, in-country entities.





Market Intelligence

Country Commercial Guides

Prepared by trade and industry experts, Country Commercial Guides provide information on market conditions, opportunities, regulations and business customs for over 125 countries. Country Commercial Guides detail important factors to help you decide if a market is right for your product or service.

Customized Market Research

Customized Market Research answers questions about an overseas market including; market trends & size, customary distribution and promotion practices, market entry requirements, product standards and registration, regulations, key competitors and potential agents, distributors, and strategic Partners.

Initial Market Check

The Initial Market Check is an initial assessment of the market potential of your product or service in the 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.

International Company Profile

The International Company Profile provides U.S. companies and economic development organizations with a comprehensive background report and full analysis on a specific foreign company. Reports provide general business information, background and product information, key officials, references contacted by ITA, financial data/credit worthiness, reputation, results of site visits and interviews with principals; information sources consulted in preparing the report; and analysis of information.



Commercial Diplomacy

Advocacy Center

The Advocacy Center coordinates U.S. Government Advocacy efforts for U.S. exporters competing on foreign projects or procurement opportunities that involve foreign government decision-makers, including foreign government-owned corporations. U.S. Government Advocacy assistance helps level the playing field on behalf of U.S. exporters and workers competing for international contracts against foreign firms and to promote the growth of exports of U.S. goods and services around the world.

Report a Trade Barrier

File a complaint with the International Trade Administration's Trade Agreements Negotiations and Compliance Office. This office works with U.S. businesses to help ensure that foreign governments adhere to and do not impose trade barriers inconsistent with their trade agreement obligations.

Trade Dispute Resolution

We can provide information to help you resolve common trade disputes like customs issues. In some instances, we may be able to make inquiries directly with the foreign government.



Partners



U.S. Small Business
Administration

EXIM EXPORT-IMPORT BANK
OF THE UNITED STATES



Export Roadmap

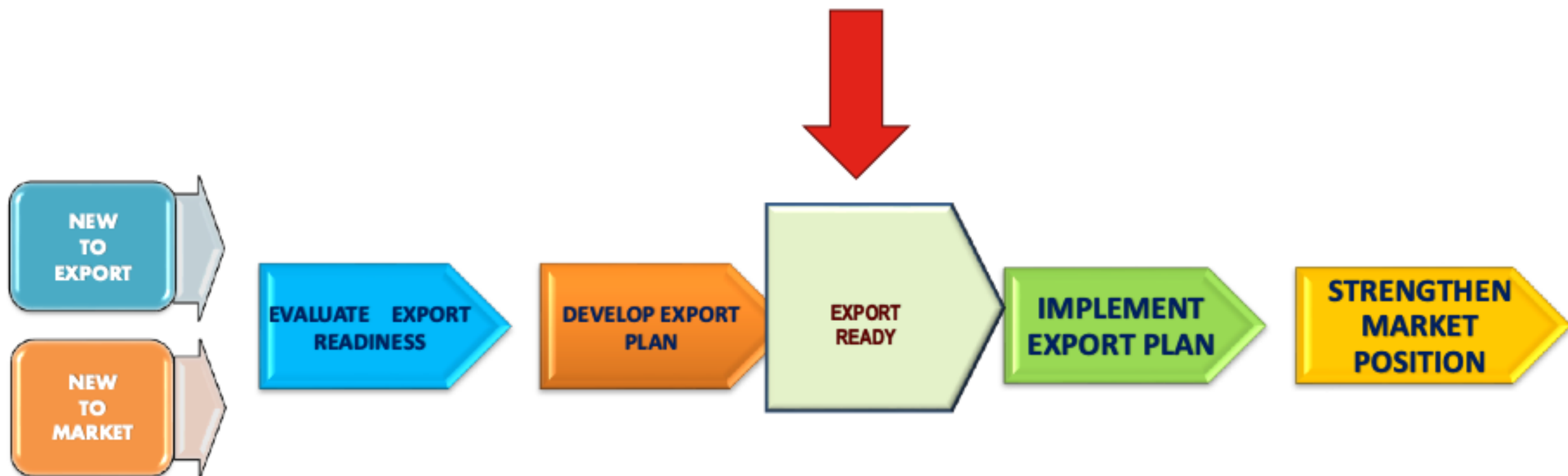


- Existing Business that has never Exported
- Existing Business with Int'l Purchase Requests
- Existing Business expanding into Int'l Markets
- Startup Business targeting Domestic & Int'l Sales
- Startup Business targeting International Markets



- Existing Business that has limited Export Sales
- Existing Business with New Int'l Sales Requests
- Existing Business expanding into New Int'l Markets
- Existing Business Increasing Current Int'l Sales

Export Roadmap (Sales & Marketing)



Export Readiness Assessment

Determine your company's strengths and opportunities when deciding whether to reach international audiences

This questionnaire will evaluate:

- ✓ **Company readiness:** How prepared is your company to handle the requirements of international business?
- ✓ **Product readiness:** Have you evaluated your product from an international perspective?

EXPORT READINESS ASSESSMENT

	Yes or No
1. Have you successfully produced, marketed and sold profitable products and/or services in the U.S.?	
2. Does your product or service have a distinct competitive advantage (e.g. quality, price, uniqueness, innovation) over the competition in your target market?	
3. Do you have the ability to change packaging, labeling, product features or promotional material to be competitive in the market(s)?	
4. Do you have the surplus production capacity or available specialists to meet increased demand for your product or service?	
5. Have you conducted export market research to find and assess foreign market sales opportunities?	
6. Have you started marketing your product or service in your target market(s)?	
7. Do you have an operational knowledge of how tariff and non-tariff barriers may impact market entry costs and time frames?	
8. Have you engaged the services of a sales representative (distributor, agent, or partner) with a good track record? Or have you any knowledge of existing and reliable methods for increasing sales of your export products?	
9. Have you obtained top management's absolute support for and commitment to the company's export initiatives?	
10. Does your management have international business experience?	
11. Does your firm have a good track record of meeting deadlines?	
12. Do you have the capacity and resources to provide after sales support and service in your target market?	
13. Have you ever worked a freight forwarder or customs broker?	
14. Do you have a letter of credit (L/C) or cost insurance and freight (C.I.F.) contract for your product, or a contract for your service?	
15. Have you checked if you can sell or use the technology and trade name associated with your product in your target markets without infringing on existing intellectual property (IP) rights?	
16. Have you drafted a distribution channel strategy?	

Export Readiness Assessment

	Yes or No
1. Have you successfully produced, marketed and sold profitable products and/or services in the U.S?	
2. Does your product or service have a distinct competitive advantage (e.g. quality, price, uniqueness, innovation) over the competition in your target market?	
3. Do you have the ability to change packaging, labeling, product features or promotional material to be competitive in the market(s)?	
4. Do you have the surplus production capacity or available specialists to meet increased demand for your product or service?	
5. Have you conducted export market research to find and confirm foreign market sales opportunities?	
6. Have you started marketing your product or service in your target market(s)?	
7. Do you have an operational knowledge of how tariff and non-tariff barriers may impact market entry costs and time frames?	
8. Have you engaged the services of a sales representative / distributor / agent, or partnered with a local firm? Or have you any knowledge of existing and reliable methods for in-country sales of your export products?	
9. Have you obtained top management's absolute support for and commitment to the company's export initiatives?	
10. Does your management have international business experience?	
11. Does your firm have a good track record of meeting deadlines?	
12. Do you have the capacity and resources to provide after-sales support and service in your target market?	
13. Have you ever worked a freight forwarder or customs broker?	
14. Do you have a free on board (FOB) or cost, insurance and freight (CIF) price list for your product, or a rate list for your service?	
15. Have you checked if you can sell or use the technology and trade name associated with your product in your target markets without infringing on existing intellectual property (IP) rights?	
16. Have you drafted a distribution channel strategy?	

Export Business Plan

- Determine export potential
- Identify countries of interest
- Pricing strategy
- Customer acquisition
- Production capacity
- Financial capacity
- **Getting paid**
- Leverage of key staff, partners
- Trends, goals
- Product standardization/adaptation



Sample Export Plan

Developing an international business plan involves identifying your goals, assessing risks, identifying opportunities and creating an action plan. It should also include specific objectives and measurable milestones. A strategy for entering or reentering the targeted markets is critical to your success in the global marketplace.

Consider the "build" or plan needed to determine how reporting will impact your operations. Consider the management issues for executing, maintaining or adjusting your plan. Consider the resources and other support considerations that will impact your business.

Export Business Planner

Export Business Planner For Your Small Business



A downloadable tool to save and customize

- How to determine your export readiness
- Training and counseling information
- Worksheets for global market research
- Financing information and options
- Customizable Export Business Plan and Marketing Plan templates
- Helpful resources for exporters
- Glossary of Export Terms
- And more!



Table of Contents

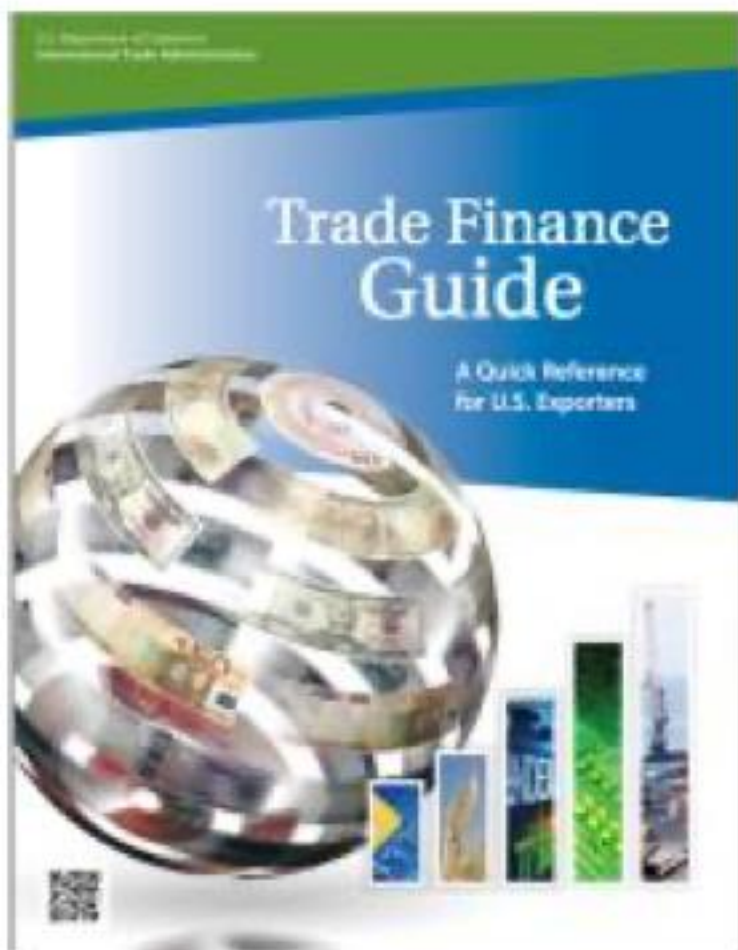
 Chapter 1: Using This Planner.....	00
 Chapter 2: Introduction to Exporting.....	06
 Chapter 3: Training and Counseling.....	16
 Chapter 4: Getting Started: Creating an Export Business Plan.....	30
 Chapter 5: Developing Your Marketing Plan.....	46
 Chapter 6: Financing Your Export Venture.....	63
 Chapter 7: Accounting Worksheets: Costing, Financial Forecasting and Product Pricing.....	100
 Chapter 8: Utilizing Technology for Successful Exporting.....	126
 Chapter 9: Your New Marketing Plan: Summary, Timeline and Updates.....	136
 Chapter 10: Transportation and Documentation.....	147
Resources.....	167
Glossary of Terms and Acronyms.....	163
List of Forms and Worksheets.....	196
Index.....	187

SBA's **Export Business Planner For Your Small Business** is available for free download at www.sba.gov/exportbusinessplanner



All SBA programs and services are provided to public on a non-discriminatory basis.

Trade Finance Guide



Introduction

Access To Capital For Startups In Global Markets

Methods Of Payment In International Trade

Cash-In-Advance

Letters Of Credit

Documentary Collections

Open Account

Consignment

Export Working Capital Financing And Government Guarantees

Export Credit Insurance

Export Factoring

Forfeiting

SBA Export Finance Programs

EXIM Export Finance Programs

USDA Export Finance Programs

Foreign Exchange Risk Management



Your Company's Export Sales: Market Research Methodologies

U.S. Commercial Service



INTERNATIONAL
TRADE
ADMINISTRATION

Market Intelligence

- Know the source of your market intelligence
 - The internet is quick but is it correct?
 - Market dynamics can change quickly. Is your intelligence current?
- Leverage trusted resources: USCS, reputable consultant firms, trade associations, reputable publications, trade journals and market intel databases
- U.S. Commercial Service in-country experts are your eyes and ears on the ground
- Networking – there is much to be gained by speaking with your industry peers
- Competitors' websites – are their foreign distributors listed?



Market Intel Considerations

- Research to determine markets that are a better fit. The barriers to some markets will be too high, and not offer the required ROI.
- Several items consideration:
 - Economic: GDP, GDP per Capita, Population, Inflation, Unemployment, Interest Rates, etc.
 - Political: Type of Government, Political Stability
 - Legal: Import-Export Laws, Tariffs, Taxes, IP protection

Market Intelligence

- Plan your market entry the right way – use market research to gain understanding of your product's potential in a given market, the best prospects for success, and the market's business practices before you first export.
- If you're just beginning to sell internationally, narrow your focus by concentrating on no more than *two* or *three* best-prospect markets.

Market Intel Considerations

- Socio-Cultural: Language, Literacy, Values, Work ethic
- Infrastructural: Energy costs, telecommunication, mass media
- Other items to consider
 - Certification costs to meet regulatory protocols
 - Electrical or product modifications
 - Product life cycle
 - After sales service
 - Labeling/packaging
 - Owners manuals/Technical documents (translations)

Market Intel Sources

- **U.S. Commercial Service**

- Offices throughout the United States and in U.S. Embassies and Consulates in nearly 80 countries
- U.S. Commercial Service of the U.S. Department of Commerce's International Trade Administration utilizes its global network of trade professionals to provide detailed insights on market dynamics, trends, opportunities and challenges
- Working to connect U.S. companies with international buyers worldwide

Market Intel Sources

- Trade Associations and industry specific research organizations will very often have some of the most detailed sector analysis, including long term trends and forecasting models for many markets of opportunity.
- Some examples include:
 - Automotive: OESA, Center for Automotive Research
 - Aerospace: Aerospace Industries Association, Helicopter Association International
 - Advanced Manufacturing: Association for Manufacturing Technology, Association for Manufacturing Excellence

Market Intel Sources

- Consultants with deep knowledge of specific industries and markets (these can be large, medium and small firms)
 - McKinsey and Company
 - Frost & Sullivan
 - An Individual with extensive background in the specific industry and market
- Utilize Local University Resources
- Competitors websites – do they display their global footprint or listing of their dealers
- Review Public Tenders Relevant to your products, are your competitors pursuing the project

Schedule B vs Harmonized Tariff Schedule (HTS)

HTS number

is a 10-digit code used in the U.S. to classify physical goods **imported** from another country.

Schedule B number

is a 10-digit code used in the U.S. to classify physical goods **exported** to another country

Schedule B vs. HTS

- There are more HTS numbers than Schedule B numbers, reflecting a greater amount of detail on products imported into the U.S.
- Though matched at the 6-digit HS level, Schedule B and HTS codes for products may not be the same up to the 10-digit level
- When filing U.S. import or export records, it is important to use the correct classification system

HS Structure

8413.60.0030

International Level

<i>Chapter</i>	84
<i>Heading</i>	8413
<i>Subheading</i>	8413.60

Country Specific

<i>Tariff Item</i>	8413.60.00
<i>Statistical Level</i>	8413.60.0030

United States Census Bureau Schedule B Search Engine

DESCRIBE YOUR PRODUCT ⓘ ✕

Watch an [export training video](#) on how to classify your commodity.

USA Trade Online (<https://usatrade.census.gov>), the official source of U.S. merchandise trade data, offers current and historical U.S. import and export statistics. Use USA Trade Online to:

- Appraise trading trends and market outlook
- Improve market research and development
- Measure the impact of foreign competition
- Use trade data as a statistical resource for determining trade policies

Want more trade data?
USA Trade® Online
[click here](#)

Need Help? Contact us at:

Email: ekd.scheduleb@census.gov

Phone: 1-800-549-0595 option #2

Web sites:

<https://www.census.gov/trade> (Foreign Trade Web site)

<https://www.export.gov> (International Trade Administration, get help finding international customers)

<https://usatrade.census.gov> (The official source for U.S. merchandise trade data)

Looking for tariff information? Visit avalara.com

Schedule B - Census

Schedule B	Legal Notes	
Please read all 10 digit descriptions to find the one that best matches your product		
U.S. Census Bureau - Foreign Trade Schedule B (2023)		
Chapter 85		
CHAPTER 85 - ELECTRICAL MACHINERY AND EQUIPMENT AND PARTS THEREOF; SOUND RECORDERS AND REPRODUCERS, TELEVISION IMAGE AND SOUND RECORDERS AND REPRODUCERS, AND PARTS AND ACCESSORIES OF SUCH ARTICLES		
SCHEDULE B NUMBER	DESCRIPTION	UOM
85.09	<input type="checkbox"/> Electromechanical domestic appliances, with self-contained electric motor; other than vacuum cleaners of heading 8508; parts thereof.	
8509.40	<input type="checkbox"/> - Food grinders, processors and mixers; fruit or vegetable juice extractors:	
8509.40.0020	-- Food mixers (including blenders)	No.
8509.40.0030	-- Juice extractors	No.
8509.40.0040	-- Food grinders and processors	No.

Product Classification: Import Duty Rates

- In order to find the duty rate for import into a foreign country, the following resources are available:
 - Customs broker
 - Foreign customs website
 - [Customs info](#)
- Since the first six digits are harmonized, you will need to determine the last four digits

Customs Info

<http://export.customsinfo.com/> tariff
and tax information by country

[-] 8806 Unmanned aircraft

[+] 880610 Designed for the carriage of passengers

[-] Other, for remote-controlled flight only

[-] 880621 With maximum take-off weight not more than 250 g

[+] 8806211000  Multi rotors, equipped with permanently integrated apparatus of subheading 8525 89 for capturing and recording video and still images

[-] 88062190 Other

[+] 880622 With maximum take-off weight more than 250 g but not more than 7 kg

[+] 880623 With maximum take-off weight more than 7 kg but not more than 25 kg

[+] 880624 With maximum take-off weight more than 25 kg but not more than 150 kg

[+] 880629 Other

[+] Other

Detailed Duty and Taxes	
Country of Destination: Poland - PL (EU)	
HS Code:8806211000 Reporting Units: P/ST	
88	AIRCRAFT, SPACECRAFT, AND PARTS THEREOF
8806	Unmanned aircraft
	Other, for remote-controlled flight only
880621	With maximum take-off weight not more than 250 g
8806211000	Multi rotors, equipped with permanently integrated apparatus of subheading 8525 89 for capturing and recording video and still images
Country of Origin: United States - US	
Country Shipped From: United States - US	
Tariff Treatment1: ERGA OMNES	
Tariff Calculation:	Free
Calculation Base:	CIF
Tariff Treatment2: ERGA OMNES - IMPORT CONTROL ON OZONE-DEPLETING SUBSTANCES	
Tariff Calculation:	See note
Calculation Base:	CIF

Step-by-Step Approach to Market Research

Step 1: Screen Potential Markets

- Obtain trade stats that indicate which countries import your type of products
- Review available MR reports in the countries and industries in question to determine market openness, common practices, tariffs and taxes, distribution channels, and other important considerations previously noted
- Identify 5 - 10, fast-growing markets for your products. Analyze trends over past 3 - 5 years for market growth in good and bad times
- Identify some smaller but fast-emerging markets where there may be fewer competitors
- Target three to five of the most statistically promising markets for further assessment

Step-by-Step Approach to Market Research

Step 2: Assess Targeted Markets

- Consumption and production trends of competitive products, as well as overall demographic and economic trends in the target country
- Determine sources of competition: domestic production and foreign imports.
- Analyze factors affecting marketing, i.e. - end-user sectors, channels of distribution, cultural variations, business practices
- Identify any foreign barriers (tariff or nontariff) for the product being imported into the country and identify any US export controls
- Identify U.S. or foreign incentives to promote exporting of your product or service
- Determine whether your product is price competitive after you've figured in packaging, shipping, marketing, sales commissions, taxes & tariffs, certifications and other associated costs

Step-by-Step Approach to Market Research

Step 3: Draw Conclusions

- Analyze data to narrow markets of opportunity - top 3 to 5 markets that look to offer the greatest ROI. If new to exporting, narrow target down to **2 markets initially**. Exporting to a manageable number of countries allows you to focus your resources without jeopardizing your domestic sales efforts. Your company's internal resources should determine what choices you make.

Step 4: Test Demand (**Export 201**)

- There are a number of low-cost on-line and off-line services that can help new exporters gauge foreign market interest and collect overseas inquiries (listed from lower cost to higher):
 - FUSE
 - Catalog Exhibitions
 - International Partner Search and International Partner Search + Virtual (B2B Matchmaking)
 - Gold Key Service (B2B Matchmaking)
 - Single Company Promotion

Market Diversification Tool



What is the Market Diversification Tool?



- A free, online tool created by the International Trade Administration
- Allows for U.S. businesses to identify and compare new export markets
- Designed especially for small and medium-sized enterprises (SMEs)
- Helps businesses to reduce reliance on a single market and expand their global reach

Getting Started



MARKET DIVERSIFICATION TOOL

How to Use the Tool
This tool can help new or current goods exporters identify potential export markets. Use the buttons on the left to enter information, such as whether you're a new or current exporter, what products you export, and what markets you want to look in the results. There are specific instructions on each page.

- 1. Instructions**
- 2. Exporter Type**
Are you a new exporter or currently exporting? If you are currently exporting, what are your current export markets?
- 3. Products**
What are the products you export or intend to export? These are defined as the Harmonized System (HS) subheading 8-digit level.
- 4. New Markets**
What are the markets you want to search in the results? You can choose the whole world, specific regions, or specific countries.
- 5. Limit the Results**
Choose to see the top 10 or 20 results in the results, view all the results.
- 6. Change the Weights**
Should you give a weight to the results? You can use the default weight, or change them to suit your needs. We suggest that you only adjust the weights if you feel comfortable with the various indicators and understand the implications.

You can move back and forth between the steps to adjust your selections.

This page was last updated on 05/08/2015. Click for the archived version of this page from 05/08/2015.

Industry & Analytics

<https://www.trade.gov/market-diversification-tool>

Getting Started is Easy!

To use the tool, all you need are three pieces of information:

- 1. Current Export Markets:** If you are already exporting, the markets you currently export to
- 2. Product(s) You Export Or Plan to Export**
- 3. Target Markets:** The markets you want to explore in the results

Watch the step-by-step videos to help you learn how to run a search with the tool!

Inputs



1. Instructions

2. Exporter Type

- Are you a new or current exporter? What markets do you currently export to?

3. Products

- Harmonized System (HS) six-digit code; used to classify products

4. New Markets

- Sort by All Markets, Specific Markets, or Specific Regions

5. Limit the Results

- Choose between 10 and 50 markets, or view all markets

6. Change Weights

- Change how much certain factors impact overall market score

Products

MARKET DIVERSIFICATION TOOL

INTERNATIONAL TRADE ADMINISTRATION

1. Instructions

2. Exporter Type
What Product Do You Export?

3. Products

4. New Markets

5. Limit the Results

6. Change Weights

What Products Are You Exporting?

Enter the six-digit Harmonized System (HS) codes for your products. Please select at least one Product.

[? What are HS Codes?](#)

Search

HS	Heading Description	Subheading Description
010121		
010129		
010130		
010190		
010221		
010229		
010231		
010239		

Go to Results

Industry & Analysis

MARKET DIVERSIFICATION TOOL

Harmonized System (HS) Numbers

INTERNATIONAL TRADE ADMINISTRATION

What are HS numbers?
Harmonized System or HS numbers or codes are commonly used throughout the goods trade process to classify products for tariffs and measure trade.
The longer the code, the more specific the product is defined.

What number do I need to use this tool?
This tool uses six-digit HS numbers, also called subheadings.
This will be the first six digits of your Schedule B number or the first six digits of your export market's tariff code, which can often be found in your paperwork.

What if I don't know my HS number?
If you are new to exporting or don't have your HS number, the [Schedule B Search Engine](#) from the U.S. Census Bureau can help you estimate where your product is classified.
It allows you to search for your HS code by describing your product and answering questions about it.
The Schedule B is the list of HS codes used to classify and track U.S. exports. It describes products at a more detailed level than the six-digit subheading used here, but you can just use the first six digits of that number here in the tool.

A note on classification
Ultimately, when your product is exported, where the product is classified for tariff purposes is determined by the customs authority in the importing market.

Chapter → 08 - Edible fruit and nuts, peel of citrus fruit or melons

Heading → 0808 - Apples, pears and quinces, fresh.

Subheadings → { 080810 - Apples
080820 - Pears
080840 - Quinces

HS numbers are usually the same internationally up to the first six digits. HS numbers longer than six digits are specific to the country.

[Learn more about HS codes](#)

Industry & Analysis

New Markets



TIPS

What Markets Do You Want to See in the Results?
The tool will only compare the markets you select here. It will only include those markets in the calculations.

Choose Specific Markets
Enter the markets you want to see in the results.

All Markets

Specific Markets

Specific Regions

Saudi Arabia

Serbia

Singapore

Slovakia

Slovenia

South Africa

South Korea

Selected Markets

- The tool will only compare markets selected on the "New Markets" tab
- Selecting "All Markets" will compare markets with sufficient data (default)
- "Specific Markets": suggest at least five markets to compare


Limit the Results

Limit the Results
Select the number of top results to be displayed

Clear (Show All Markets)

10
20
30
40
50

Go to Results

 TRADE | Industry & Analysis

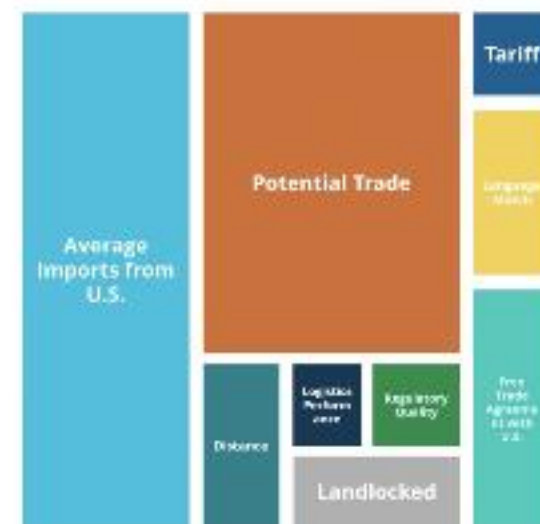
Change Weight (Optional)

MARKET DIVERSIFICATION TOOL

Change the Weights
The tool's calculations weight each indicator's contribution to the overall country score. You can use the standard weights we've calibrated for either new or current exporters or adjust the weights to fit your needs. We suggest that you only adjust the weights if you feel comfortable with the various indicators and understand the implications.

	Avg. Imports from U.S.	Potential Trade	Tariff	Total Weight
	42.50 %	40.00 %	1.00 %	100.00 %
	Logistics Performance		Language Match	
	1.00 %	1.00 %	2.00 %	
	Distance		Free Trade Agreement with U.S.	
	1.00 %	4.00 %	7.50 %	

Restore the Standard Weights | New Exporter Weights | Already Exporting Weights | Go to Results



Understanding Your Results

Results Overview

← Use the buttons to the left to navigate through the results.

🌐 Results

Rank	Market	Score
1	Mexico	87.33
2	Canada	66.52
3	Australia	43.17
4	Singapore	39.82
5	South Korea	35.75
6	United Kingdom	31.41
7	Israel	31.14
8	Germany	28.32
9	Costa Rica	27.08
10	Hong Kong	24.88
11	China	22.77
12	Malaysia	22.00

- "Results Overview" and "Results Table" provide countries with a market score of 0 – 100, with more compatible markets ranking higher

REMINDERS

- A higher indicator number does not necessarily mean better
- Not all countries will appear in the results
- Changing the markets searched for will change the results

Conclusion



FAQs

WHAT IF I DON'T KNOW THE HS NUMBER FOR MY PRODUCT?

CAN I USE THE TOOL IF I AM NOT AN EXPORTER?

CAN I USE THE TOOL IF I EXPORT SERVICES INSTEAD OF GOODS?

WHAT IF I AM FACING RETALIATORY TARIFFS IN CERTAIN MARKETS?

WHY CAN'T I SEE MY HS NUMBER?

WHY IS THE COUNTRY I'M LOOKING FOR NOT IN THE LIST OF CHOICES?

WHY AREN'T ALL COUNTRIES LISTED IN THE RESULTS?

WHY DO I GET DIFFERENT RESULTS WHEN I SEARCH FOR THE SAME PRODUCT MULTIPLE TIMES?



NEXT STEPS

COMBINE DATA

ITA RESOURCES

TRADE DATA

TARIFFS

MARKET RESEARCH



CONTACT US

Get In Touch

We're here to answer any questions and provide the support you need. Fill out our short form and we'll get back to you as soon as possible.

[CONTACT US TODAY](#)

Provides indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.

Think outside the box?

Research U.S. Competitors and Complimentary Products/Services Digital Footprint

- Do they list where they sell globally, if so add those markets for your consideration
- May indicate based on many factors that U.S. products and services generally do well in that market
- Do they list international trade shows they attend/exhibit, may indicate that country or region offers opportunity
- Pricing schedule comparison and other customer services offering like warranty and repair & replacement

Key Take-Aways

- Plan your market entry strategy by leveraging market intel to best position for success
- Do the legwork upfront, to save costly mistakes down the road
- Leverage reputable sources and resources to gain the pertinent intel needed
- **Screen, assess, draw conclusions** and test demand in targeted markets
- There exists a tremendous number of trusted resources, some free and some costly, to provide the market intelligence a company requires to effectively and efficiently determine markets of opportunity



Export Week

May 4-8, 2026

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Q & A



NVBDC – Going Global Webinars

- **Export 101: Getting Started with Global Sales & Market Entry**
Wednesday, March 18
- **Export 201: Executing Your Global Sales & Go-To-Market Strategy**
Wednesday, March 25 – 11:00 a.m. to 1:00 p.m. ET
- **EXIM Export Readiness Financial Training**
Wednesday, April 8 – 12:30 to 2:00 p.m. ET



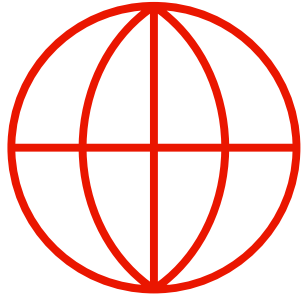
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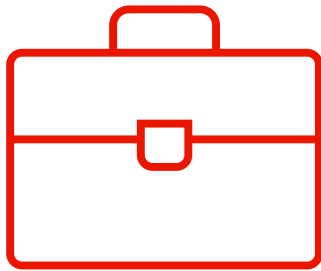


Real-World Export Insights

Perspectives From...



**In-Country
Resources**



**Veteran Business
Owners**



**Corporate
Representatives**



In-Country Resource

Perspective



Ildiko Mokran

Founder

I M Bookkeeping

I M Bookkeeping USA



From the U.S. to the UK and Europe: What Businesses Should Know

Ildiko Mokran
Global Trade Adviser
I M Bookkeeping



What is IM Bookkeeping, and what do we do?

Business Setup & Finance

- UK Company Incorporation
- Bookkeeping & Payroll
- VAT Registration & Returns
- Annual Accounts & Corporation Tax

International Trade Support

- Import & Export Customs Declarations
- Commodity Classification
- Customs Compliance

One partner helping businesses trade smoothly between the U.S., the UK and Europe.



Our network and accreditations:

- Member of Global Chamber
- Member of The Chartered Institute of Export and International Trade (UK)
- First international member of the Hungarian Customs Affairs Association

- Approved Customs Practitioner
- Certified Bookkeeper
- Trusted Advisor by the UK Department for Business and Trade (Hungary)



The 3 Biggest Mistakes Companies Make When Exporting

➤ **Underestimating Customs Requirements**

Incorrect commodity classification or missing documentation can cause costly delays at the border.

➤ **Ignoring VAT and Tax Obligations**

Many companies don't realize they may need UK VAT registration and proper financial compliance.

➤ **Trying to Navigate the System Alone**

International trade involves multiple regulations — having the right advisors makes the process much smoother.



Case Study – 1

Situation

A company had been importing **Japanese food products** into the **Netherlands** for over **30 years**.

Some of these products were **repackaged in the EU** and then shipped to customers in the **UK**.

Before Brexit, this trade was straightforward because goods moving from the EU to the UK were **duty-free**.

After Brexit, the company was unsure **whether customs duties would apply when exporting those products to the UK**.

Our Approach

We carried out a **customs and trade agreement review**, including:

- Reviewing product lists and **commodity codes**
- Checking **origin information**
- Assessing the impact of **Brexit on EU–UK trade**
- Reviewing the **UK–Japan Free Trade Agreement**

Result

Most products could still **enter the UK without customs duties**, provided the **correct origin declaration** was included on the invoice.

This allowed the company to **continue trading smoothly without paying unnecessary duties**.



Case Study – 2

Situation

A U.S. advisor contacted us before their client started exporting **automotive parts to Great Britain**.

They needed to understand the **compliance requirements before shipping**, including registrations, quality standards, packaging obligations, and licensing.

Our Approach

We carried out a **customs and regulatory compliance review**, including:

- Customs classification and import requirements
- Required registrations for importing into Great Britain
- Quality and product compliance checks
- Packaging and environmental obligations
- Licensing requirements where applicable

Result

The client received a **clear compliance report** outlining all regulatory requirements before importing.

This allowed them to prepare properly, avoid delays at the border, and import their products into the UK market with confidence.



Case Study – 3

Situation

A Hungarian company wanted to **rent out foldable containers for events in the UK**. The containers would **travel between Hungary and the UK**, but the company **did not want to transfer ownership of the equipment**. They needed a compliant solution that allowed them to **export the containers for rental purposes while maintaining ownership**.

Our Approach

After reviewing their business model and trade structure, we implemented the following solution:

- **UK VAT registration** as a foreign entity
- Obtaining a **GB EORI number** for customs purposes
- Structuring exports **between the Hungarian VAT number and the UK VAT number**

Result

Once the registrations were completed, the company could:

- Export their containers to the UK for **rental purposes**
 - Move goods **between their Hungarian and UK VAT registrations**
 - **Maintain ownership of the equipment** while operating compliantly in the UK
- This allowed them to **run their event rental business in the UK smoothly and within the correct regulatory framework**.



What Successful Exporters do?

From my experience working with international businesses, successful exporters focus on three key areas:

- **Understand Customs Requirements**
Correct commodity classification, documentation, and compliance are essential to avoid delays and unnecessary costs.
- **Plan for VAT and Regulatory Obligations**
Companies exporting to the UK often need to consider VAT registration, EORI numbers, and other regulatory requirements.
- **Seek Advice Before Shipping**
Understanding trade agreements, rules of origin, and compliance requirements early can prevent costly mistakes.



Why is exporting worth it?

Exporting allows businesses to grow beyond their domestic market and build stronger, more resilient companies.

➤ **Access New Markets**

Reach new customers and expand your global presence.

➤ **Increase Revenue Opportunities**

International markets can create additional income streams and long-term growth.

➤ **Build Global Partnerships**

Working with international partners opens doors to new opportunities and collaborations.

➤ **Diversify Business Risk**

Operating in multiple markets helps reduce dependence on a single economy.



Final thought

Exporting can feel complex, but with the right preparation and guidance, it becomes a powerful opportunity for business growth. The companies that succeed in international trade are those that **plan ahead, understand the regulations, and build the right partnerships.** With the right support, businesses can **enter new markets, trade confidently, and grow internationally.**



QUESTIONS?





Ildiko Mokran

Global Trade Adviser

- I M Bookkeeping
- I M Bookkeeping USA

Helping businesses trade **smoothly**
between the **U.S.**, the **UK** and **Europe**.

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 US: +1 480 885 6903

 WhatsApp: +44 7860 934161

International trade doesn't have to be complicated — it just needs the right guidance.

Feel free to **take a photo** of this slide if you'd like to **stay in touch**.

Veteran Business Owner Perspective



Tony Manca
CEO
ShireWire Global
Sales & Distribution



Corporate Representative

Perspective



John E. Taylor
JT Diversity Solutions





Q & A

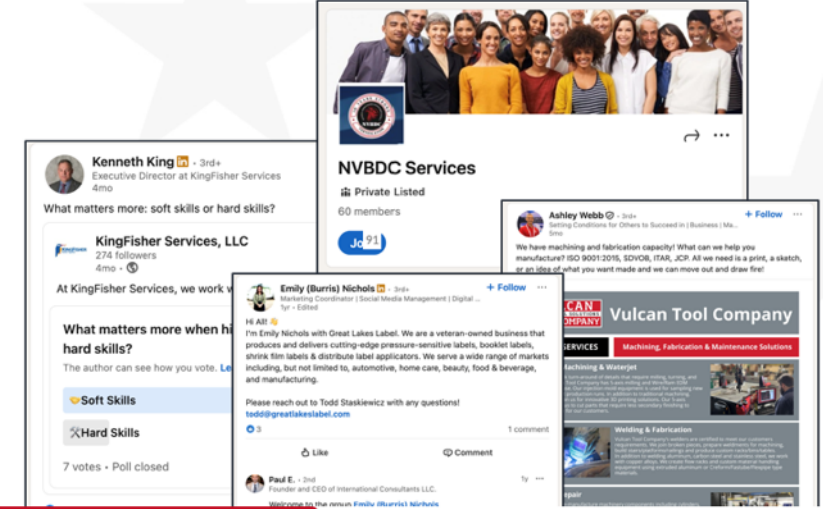


Veteran-to-Veteran LinkedIn Group



A place for NVBDC Certified SD/VOB's to connect, build relationships and share business successes and challenges.

Corporate Members are encouraged to join and participate in the conversation!



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Your input helps us better serve the Veteran business community!



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- **Pivoting to the Private Sector for Procurement Opportunities**
Wednesday, February 25
- **Marketing 101**
Tuesday, March 24 – 11:00 a.m. to 1:00 p.m. ET
- **Private Sector Capability Statements: Best Practices**
Wednesday, April 22 – 11:00 a.m. to 1:00 p.m. ET
- **LinkedIn, Facebook and Instagram Profiles**
Wednesday, May 13 – 11:00 a.m. to 1:00 p.m. ET
- **Creating a Website Funnel Page**
Thursday, June 11 – 11:00 a.m. to 1:00 p.m. ET



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John ("JT") E. Taylor
Services Committee Chairman
Board of Directors



LTC (Ret) Kathryn M. Poynton
Director, MVO Task Force
Board of Directors



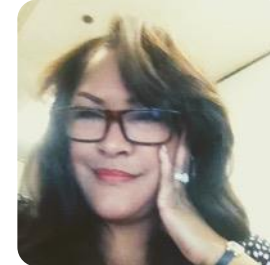
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Veteran, CPSD, C.P.M.**
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