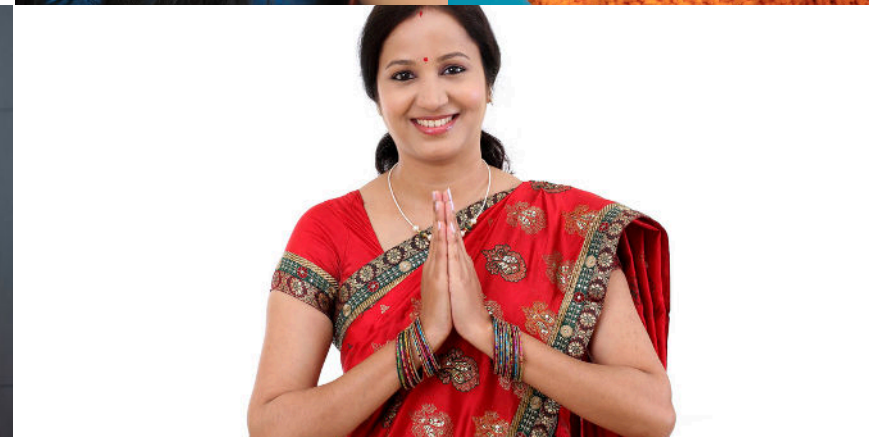
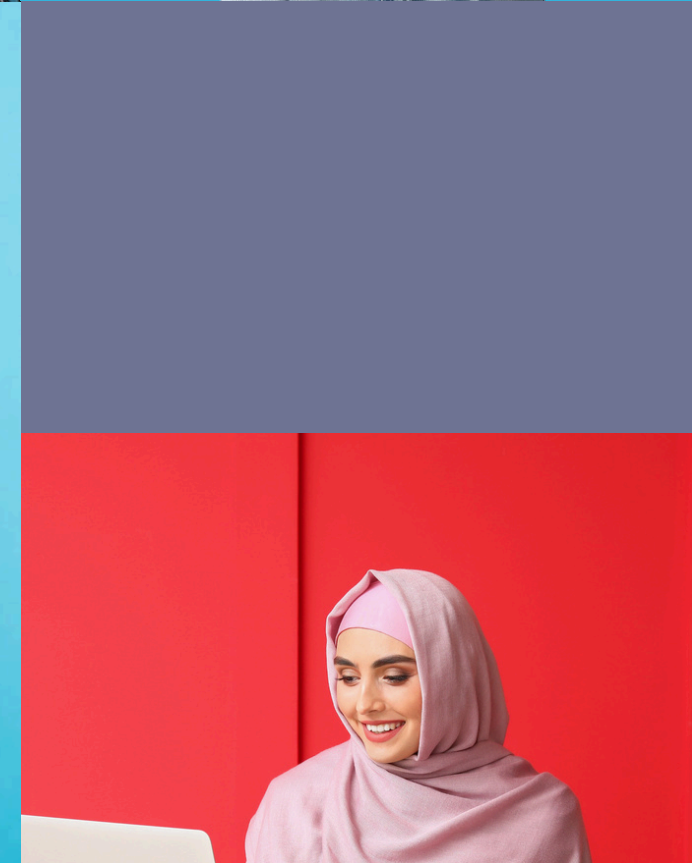


Engaging
**Immigrant
Entrepreneurs** *In*
**International
Trade**
Conversation



Export Opportunities for Immigrant Entrepreneurs

- 95% of the world's potential consumers are outside of the United States.
- The global affinity for **Made in USA** products and services is second to none.
- 98% of US exporting companies are small- to medium-sized businesses.
- Immigrants in the US have the **advantage** of understanding the foreign markets' business and economic conditions, systems, languages, and cultures.

U.S. Free Trade Agreements

Asia/Oceania

Australia
South Korea
Singapore
Japan (critical minerals)



Middle East/ Europe

Bahrain
Israel
Jordan
Morocco
Oman



Americas

Canada
Mexico
Chile
Colombia
Costa Rica
Dominican Republic
El Salvador
Guatemala
Honduras
Nicaragua
Panama
Peru

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International Supply Chain

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International Supply Chain



Producer

End Users



International Supply Chain



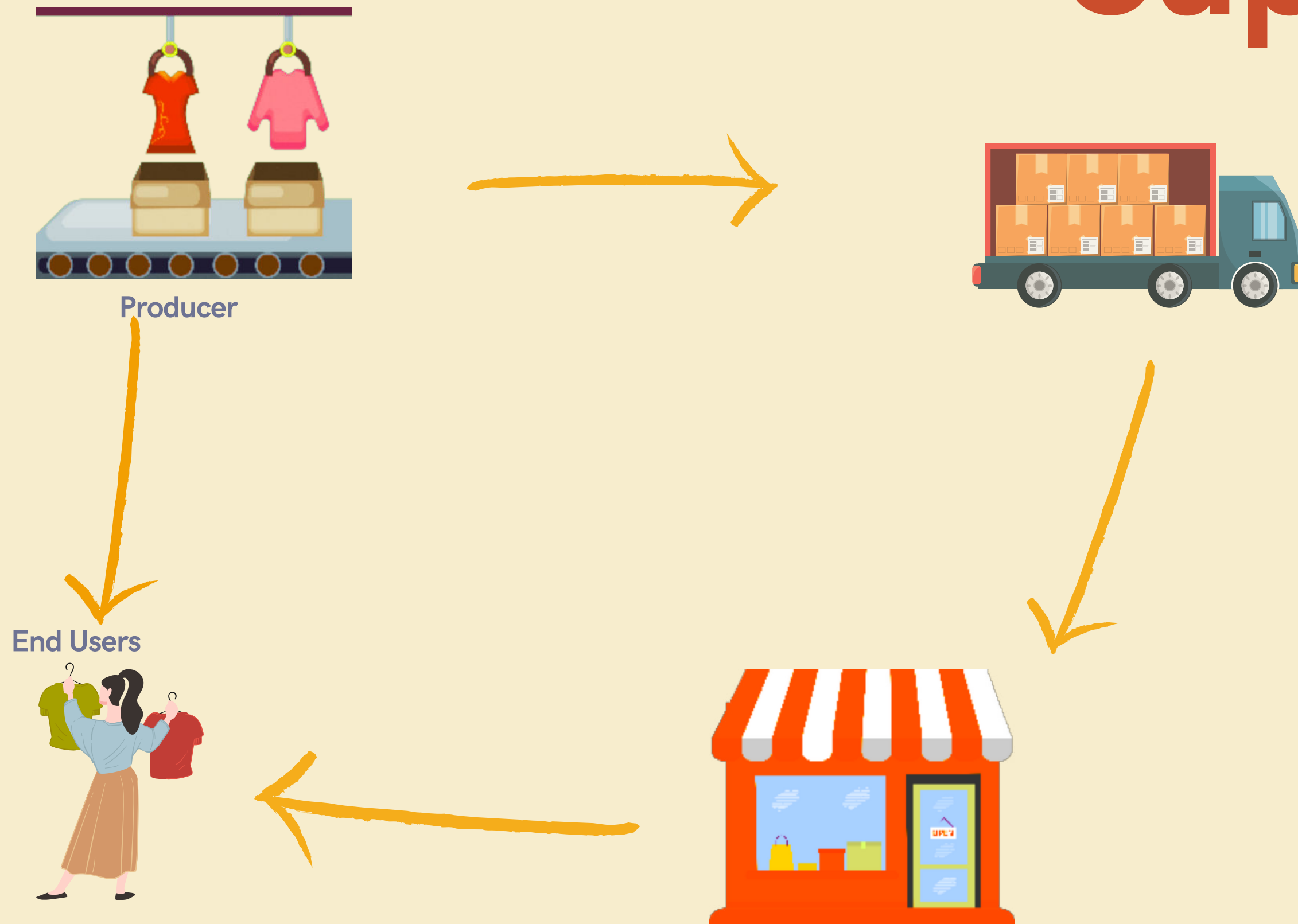
Producer



End Users



International Supply Chain



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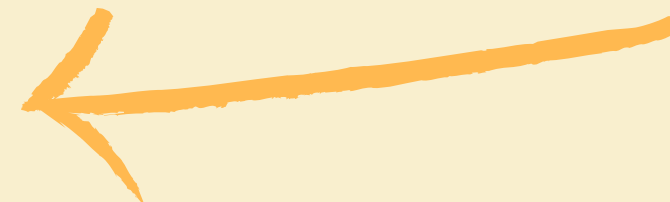
Producer



Freight
Forwarder



Customs Broker



End Users



International Supply Chain



Producer



Freight Forwarder



End Users



Customs Broker

International Supply Chain



Producer



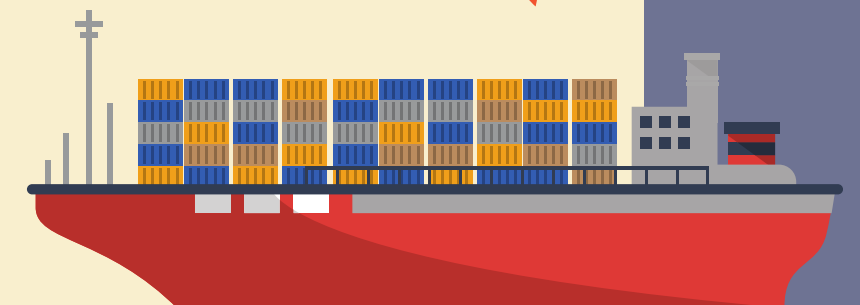
Distributor/
Export Agent



Freight
Forwarder



End Users



Customs Broker

International Supply Chain



Producer



Distributor/
Export Agent



Freight
Forwarder



End Users



Importer/
Distributor



Customs Broker

International Supply Chain



Producer



Distributor/
Export Agent



Freight
Forwarder



End Users



Importer/
Distributor



Customs Broker

International Supply Chain



Producer



Distributor/
Export Agent



Freight
Forwarder



End Users



Importer/
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Customs Broker

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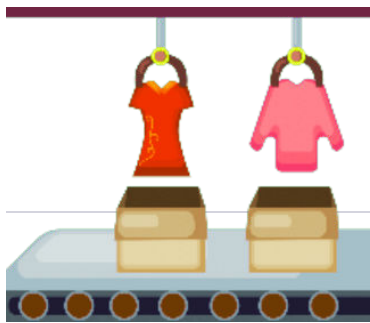
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The International Supply Chain



■ Producer

The producer of the goods ensures the products meet the US and **foreign markets' standards**. If modifications are required, it is best to address at this stage of the export process.



■ Distributor/ Export Agent

The distributor/export agent handles all **export formalities** on behalf of the producer. They **may take ownership** of the products and market to other countries.



■ Freight Forwarder

Freight forwarders handle the **logistics** from one country to another country. This may include land, air, and sea freights. Freight forwarders also manage **export documentations** on behalf of the exporter.



■ Importer/ Distributor

An importer is responsible for the import process of goods. They may also be responsible for the sales, marketing, and distribution of the imported goods in their own country/region.

The International Supply Chain



■ Warehousing

A producer may store large volume of inventory in **3rd party** warehouses/storage facilities. This is particularly critical if the products are perishable or need temperature control.



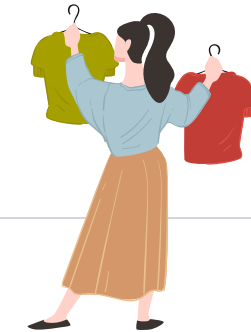
■ Multimodal Shipment

Most international shipments are multimodal shipment, where **more than one mode of transport** are used for a single contract. It can be handled by the exporter's freight forwarder.



■ Foreign Sales Channels

It is important to understand your target sales channels in the overseas market. Are they retail outlets, online platforms, service providers, or value-add processors?



■ Overseas End Users

By understanding who the **ultimate users** of your products/services are, you can develop a focused strategy to reach them directly or through the most appropriate foreign sales channels.

Market Entry Methods



Market Entry Methods

Indirect Exporting

Producer outsources the foreign market entry to a third party.



Market Entry Methods

Indirect Exporting

Producer outsources the foreign market entry to a third party.



Market Entry Methods

Indirect Exporting

Producer outsources the foreign market entry to a third party.

Advantages

- Minimal export experience required
- Management is not distracted
- Faster time to international market
- Little to no financial commitment
- Low risk

Disadvantages

- Lack of control of overseas market
- Inadequate market intelligence
- Limited margins



Market Entry Methods

Direct Exporting

Producer sells products to an overseas buyer directly.



Market Entry Methods

Direct Exporting

Producer sells products to an overseas buyer directly.



Market Entry Methods

Direct Exporting

Producer sells products to an overseas buyer directly.

Advantages

- Greater control of overseas sales & marketing strategy
- Market intelligence

Disadvantages

- Deep financial commitment
- Longer time to market
- Follow overseas labor laws



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International Supply Chain



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Import Process



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Import Process

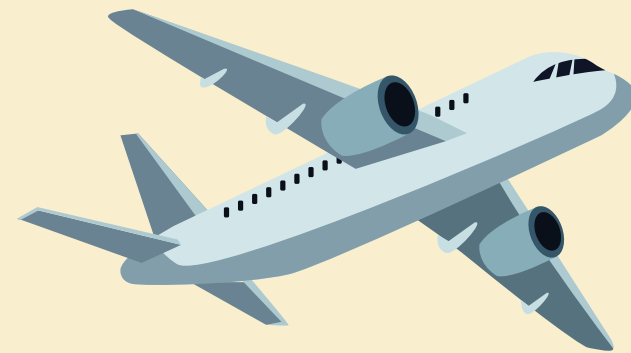


Informal Entry

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Import Process



< \$2,500



Informal Entry

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= or > \$2,500



Import Process



Formal Entry

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= or > \$2,500



01



Import Process



Formal Entry

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= or > \$2,500



01



U.S. Customs &
Border Protection

Import Process



Formal Entry

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01



= or > \$2,500



Import Process



Formal Entry

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Import Process



= or > \$2,500



Formal Entry

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Import Process



02



03

= or > \$2,500



01

CBP

04



Formal Entry

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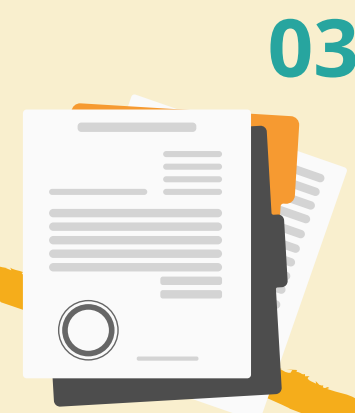
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Import Process



02



03

= or > \$2,500

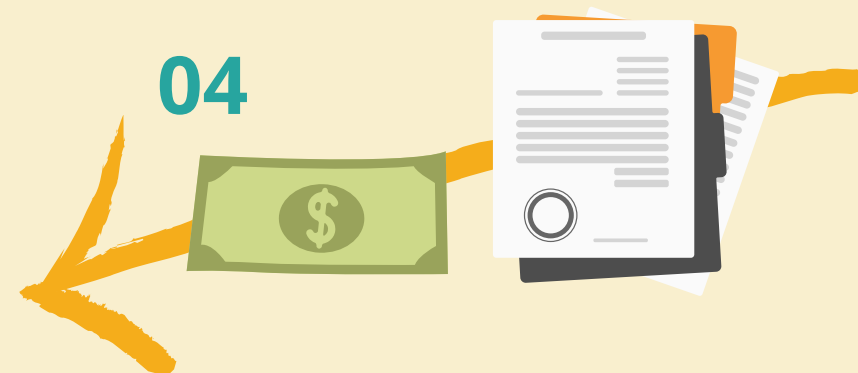


01



CBP

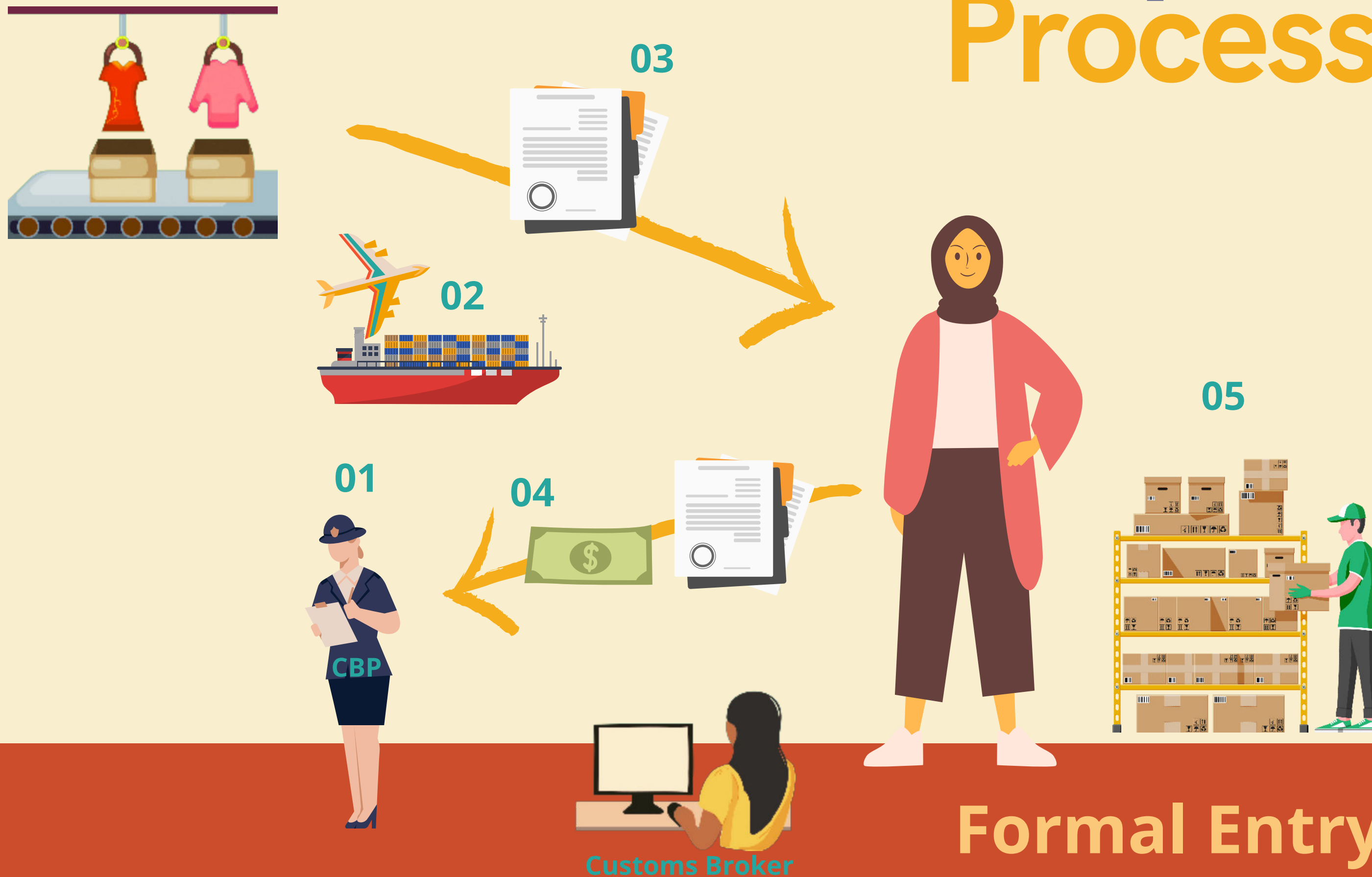
04



Customs Broker

Formal Entry

Import Process



Export/Import Documents

Commercial Invoice



The commercial invoice is a legal document between the exporter and the buyer (in international trade, the foreign buyer) that clearly describes the **goods being sold** and the **amount** the customer is to pay. The commercial invoice is one of the main documents used by **customs in determining customs duties**.

Packing List



An export packing list lists seller, buyer, shipper, invoice number, date of shipment, mode of transport, carrier, and itemizes quantity, description, the type of package, such as a box, crate, drum, or carton, the quantity of packages, total net and gross weight (in kilograms), package marks and dimensions, if appropriate. Customs officials at the port of entry may use the packing list to **check the contents** of the cargo.

Certificate of Origin



A Certificate of Origin is a certified document that states what the **country of origin** is of a specific product. It declares the 'nationality' of the product being shipped. Certificates of Origin are one-time documents that accompany each shipment. It is used for **determining and regulating duty rates**, preferential trade agreements, trade sanctions, and import quotas.

Bill of Lading/ Airway Bill



A ocean bill of lading serves as both a **contract for carriage** and a document of **title for the cargo**. The bill of lading identifies the parties on both ends of the shipment, as well as a description of the goods and routing instructions. The Buyer usually needs an original bill of lading as **proof of ownership** to take possession of the goods from the ocean carrier. In an air shipment, the airline issues an Airway Bill which accompanies the shipment.

Understanding International Terms

Incoterms

There are 11 Incoterms issued by the International Chamber of Commerce (ICC). An incoterm represents a universal term that **defines a transaction between importer and exporter** so that both parties understand the tasks, costs, risks, and responsibilities, as well as the logistics and transportation management from the exit of the product to the reception by the importing country.

Payment Terms

The most secure method for the exporter is the least secure for the importer and vice versa. There are five primary methods of payment in international trade that range from most to least secure: **cash in advance**, **letter of credit**, documentary collection or draft, open account, and consignment.

Product Classification

Schedule B numbers are 10-digit statistical classification codes the US Census Bureau uses to track all domestic and foreign goods being exported from the United States. The first 6 digits match the **Harmonized Tariff System (HTS)** which is the universal classification to **determine duty** payable on traded goods.

Marine Insurance

A marine insurance covers the loss/damage of your cargo due to bad weather, rough handling, collision, overturn, theft, or non-delivery. It usually **covers 110% of CIF (Cost, Insurance, Freight) value**. An Insurance Certificate provides proof of insurance. Either the exporter or the overseas buyer may take an insurance coverage.

[illegible]

Export Assistance & Resources

The screenshot shows a web browser window with the URL <https://www.sba.gov/business-guide/grow-your-business/export-products>. The page header includes the SBA logo (U.S. Small Business Administration) and a language selector for "Español". The main content area is titled "State Trade Expansion Program (STEP)" and describes the program's purpose: providing financial awards to state and territory governments to help small businesses export their products. It lists five ways state-level STEP grants help small businesses: learning how to export, participating in foreign trade missions and trade shows, obtaining services to support foreign market entry, developing websites to attract foreign buyers, and designing international marketing products or campaigns. The page concludes by stating that most states receive STEP support and encourages users to find out if their state does and contact their local office for assistance.

U.S. Small Business Administration

[Español](#)

State Trade Expansion Program (STEP)

[STEP](#) provides financial awards to state and territory governments to help small businesses with export their products.

State-level STEP grants help small businesses:

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

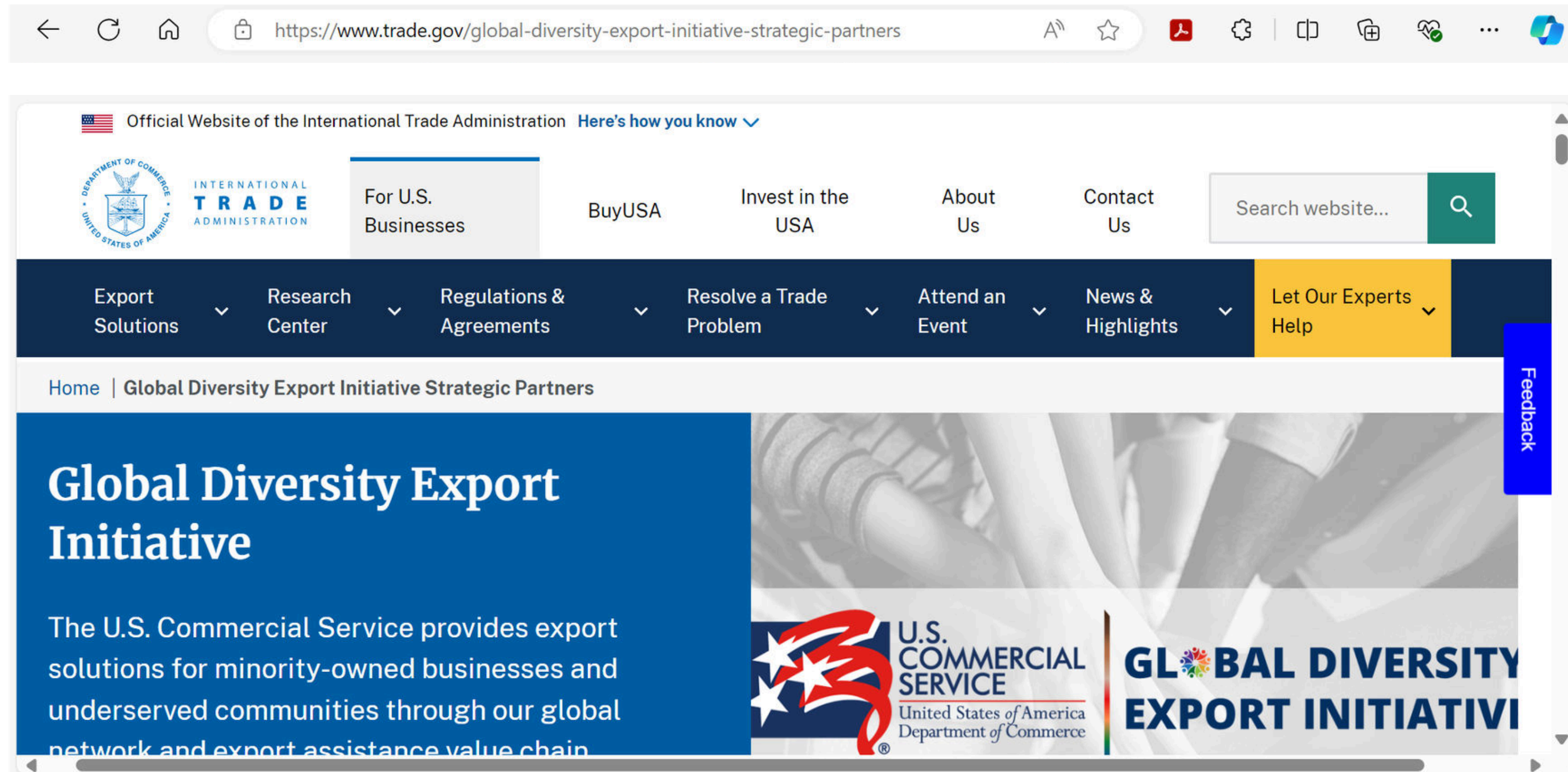
Most states receive STEP support. [Find out if your state does](#), then contact your local office to see how they can help you export your products and services.

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Export Assistance & Resources

The screenshot shows a web browser displaying the EXIM (Export-Import Bank of the United States) website. The URL in the address bar is <https://www.exim.gov/solutions/export-credit-insurance>. The website header includes the EXIM logo, a 'LOGIN' button, and navigation links for 'About EXIM', 'Leadership & Governance', 'Policies', 'News', and 'Events'. A secondary navigation bar features 'COMMUNITY', 'SOLUTIONS', 'RESOURCES', and 'CONTACT', along with a search icon. The main content area has a background image of hands placing wooden blocks. A breadcrumb trail reads 'Home > Solutions > Export Credit Insurance'. The title 'EXPORT CREDIT INSURANCE' is prominently displayed in large white letters. Below it, a green horizontal line is followed by the text: 'An insurance policy for U.S. exporters that protects foreign receivables from both commercial and political losses.'

EXIM EXPORT-IMPORT BANK OF THE UNITED STATES

LOGIN

About EXIM Leadership & Governance Policies News Events

COMMUNITY SOLUTIONS RESOURCES CONTACT

Home > Solutions > Export Credit Insurance

EXPORT CREDIT INSURANCE

An insurance policy for U.S. exporters that protects foreign receivables from both commercial and political losses.

Feedback/Questions?

Grace Mo-Phillips

Program Director, CEI WBC South

grace.mo-phillips@ceimaine.org

Phone/Text: 207-607-9711