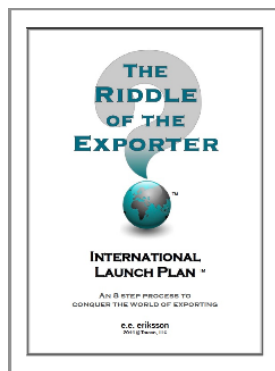


# The Riddle of the Exporter™ Research Guide For Accidental Exporters™

[www.ExportConnector.com](http://www.ExportConnector.com) [www.RiddleOfTheExporter.com](http://www.RiddleOfTheExporter.com)



The Riddle of the Exporter™ teaches an easy to understand 8-Step Process for a beginning exporter. This report is for an **Accidental Exporter**. They have been contacted by a foreign entity who wishes to purchase their product. Since the buyer and country is pre-determined, research is limited to specific information and requirements in order to export from the U.S. to the foreign country. EXPORT HERE=IMPORT THERE™

ACCIDENTAL EXPORTER		
Step #1 Getting Started		
What you need to know?	Name of the research site	What it will tell you
Are you export ready?	The Riddle of the Exporter™ Workbook-Step #1 pg. 13	Your strength, weakness and red flags in exporting
Additional Costs	The Riddle of the Exporter™ Workbook-Step #1 pg. 15	Any new form of business will require additional time and expenditures.

ACCIDENTAL EXPORTER		
Step #2 Market Research		
What you need to know?	Name of the research site	What it will tell you
Your product's NAICS and Schedule B#	<a href="http://www.census.gov/foreign-trade/schedules/b/">http://www.census.gov/foreign-trade/schedules/b/</a>	These #s are necessary for research and are required on all documentation
Is an export license required?	The Riddle of the Exporter™ Workbook-Step #2 pg. 19 See Step #5  Bureau of Industry & Security <a href="http://www.bis.doc.gov">http://www.bis.doc.gov</a>	Ask these questions: •What is the product •Where is it going •Who is it going to? •How will it be used? •Does it have potential military use?

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What you need to know?	Name of the research site	What it will tell you
Learn the import requirements for the foreign country (example: Australia)	U.S.Country Commercial Guide Chapter 5-Trade Regulations, Customs & Standards found at:  <a href="http://www.globaledge.msu.edu">http://www.globaledge.msu.edu</a> <b>Global Insights</b>	You can find the government agencies in charge of imports and the requirements for importing into the country (example:Australia <a href="http://customs.gov.au">http://customs.gov.au</a> )
Additional country information such as:  •Ease of Doing Business •Network Readiness Index •Economic Freedom Index •Business Climate Rating	U.S.Country Commercial Guide Chapter1-Doing Business in Australia found at:  <a href="http://www.globaledge.msu.edu">http://www.globaledge.msu.edu</a> <b>Global Insights</b>	You will learn important facts and indices regarding doing business in this country

## ACCIDENTAL EXPORTER

### Step #3 Market Entry

What you need to know?	Name of the research site	What it will tell you
What are best practices for doing business in this country?	U.S.Country Commercial Guide Chapter1-Doing Business in Australia found at:  <a href="http://www.globaledge.msu.edu">http://www.globaledge.msu.edu</a> <b>Global Insights</b>	The Country Commercial Guide will give you an overview of best practices for doing business in this country
You already know your selling partner but have you checked their background and credit rating?	U.S. Commercial Services International Partner Search (\$) or Credit rating reports such as Dun & Bradstreet	This is a must to make sure you are not being scammed.
You need to understand what factors into your “Landed Costs” (freight, insurance, tariffs etc.) so there are no surprises for your buyer.	The Riddle of the Exporter™ Workbook-Step # 3 pg. 28-29 See Step #6	Landed Costs are essential to know <u>before</u> you give your buyer a quote. Ask a Freight Forwarder for a quote and assistance with “Landed Costs”.

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### Step #4 Legal

What you need to know?	Name of the research site	What it will tell you
What are the legal aspects of selling in this country?	U.S.Country Commercial Guide Chapter3-Selling U.S. Products & Services found at: <a href="http://www.globaledge.msu.edu">http://www.globaledge.msu.edu</a> Global Insights	The Country Commercial Guide will examine the legal aspects of selling via a sales agent, distributor, in-country office and franchising.
Are you concerned about Intellectual Property (IP) protection?	U.S.Country Commercial Guide Chapter3-Selling U.S. Products & Services found at: <a href="http://www.globaledge.msu.edu">http://www.globaledge.msu.edu</a> Global Insights	The Country Commercial Guide will discuss the level of IP protection. If we have a FTA with the country, IP protection and enforcement is high.
You must to know the steps needed to protect your IP, if this is a concern	An International IP Lawyer <a href="http://www.wipo.int">http://www.wipo.int</a>	The WIPO site will offer you information regarding worldwide protection of IP. A lawyer, specializing in international IP will be able to explain the next steps.

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### Step #5 Regulatory Compliance

What you need to know?	Name of the research site	What it will tell you
Is an export license required?	The Riddle of the Exporter™ Workbook-Step #5 Bureau of Industry and Security <a href="http://www.bis.doc.gov">http://www.bis.doc.gov</a>	Ask these questions: •What is the product •Where is it going •Who is it going to? •How will it be used? •Does it have potential military use?
The final determination and next steps to obtain an export license	The Riddle of the Exporter™ Resource Guide	This requires consultation by a lawyer or specialist in export compliance

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What you need to know?	Name of the research site	What it will tell you
What are the requirements to import into another country (ex. Australia)	The Riddle of the Exporter™ Workbook-Step #5  U.S.Country Commercial Guide Chapter 5-Trade Regulations, Customs & Standards found at:  <a href="http://www.globaledge.msu.edu">http://www.globaledge.msu.edu</a> Global Insights	Ask these questions: •Is there a product modification that requires certification (ex. 120v/240v) •Is this a food product that requires government approval (ex. FDA)? •Does the product require industry standards testing? •Is there a country specific regulatory mark such as the CE mark?

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### Step #6 Transportation

What you need to know?	Name of the research site	What it will tell you
What are your freight options, costs, regulations and documentation required?  *This should be considered in Step #3 when determining your “Landed Costs” prior to a quote.	The Riddle of the Exporter™ Workbook-Step #6  Quote/assistance from a Freight Forwarder	With your assistance, a Freight Forwarder will: •Help with determining your Schedule B# •Inform you of export (U.S.) and import (foreign country) regulations •Give advise on the best Incoterm® to choose (see below) •Give you a freight quote incl. insurance and assist in preparing your “Landed Costs” •Handle all parts of the freight transaction •Prepare and file the required documentation
How the choice of Incoterm® can effect your task, cost and risk associated with the shipment of your goods	Assistance from a Freight Forwarder  <a href="http://www.incotermsexplained.com/featured-tools/tabbed-reference-tool/">http://www.incotermsexplained.com/featured-tools/tabbed-reference-tool/</a>	You and your buyer, considering the advice of your Freight Forwarder will: •Determine the best Incoterm® to include in the quote and adhere to in shipping

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ACCIDENTAL EXPORTER		
Step #7 Payments & Finance		
What you need to know?	Name of the research site	What it will tell you
<p>Examine the three types of risks in international transactions:</p> <ol style="list-style-type: none"> <li>1. Company (buyer) credit</li> <li>2. Country risk</li> <li>3. Foreign Exchange (FX) risk</li> </ol>	<p>The Riddle of the Exporter™ Workbook-Step #7</p> <p><b>Company credit:</b> U.S. Commercial Services International Partner Search (\$) or Credit rating reports such as Dun &amp; Bradstreet</p> <p><b>Country risk:</b> Country risk rating found at: <a href="http://www.globaledge.msu.edu">http://www.globaledge.msu.edu</a> Global Insights</p> <p><b>FX risk:</b> FX consult with an international banker</p>	<ul style="list-style-type: none"> <li>•If your buyer is credit worthy and reputable</li> <li>•How risky is doing business in the country of import</li> <li>•The state of the business climate in the country</li> <li>•The current state of the currency; is it stable or fluctuating?</li> </ul>
<p>Become familiar with the payment and banking climate in the country of import</p>	<p>U.S. Country Commercial Guide Chapter 7-Trade &amp; Project Financing found at: <a href="http://www.globaledge.msu.edu">http://www.globaledge.msu.edu</a> Global Insights</p>	<p>How the banking system operates, how payments are processed. Contact information for U.S. and local corresponding banks</p>
<p>The methods of payments, their cost and risk. If a Letter of Credit is advisable.</p>	<p>The Riddle of the Exporter™ Workbook Step #7</p> <p>Consult with an international banker</p>	<p>All forms of payment carry costs and risk. The lower the risk, the higher your cost. After examining the company credit, country risk and FX risk you can decide the best method of payment to require from your buyer.</p>
<p>Are there government programs that can help you with financing and risk management?</p>	<p>SBA Export Loan Programs <a href="http://www.sba.gov">http://www.sba.gov</a></p> <p>Ex-Im Bank Credit Programs <a href="http://www.exim.gov">http://www.exim.gov</a></p>	<p>If you are qualified and can benefit from government finance programs or private credit insurance</p>

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Step #8 Cultural		
What you need to know?	Name of the research site	What it will tell you
Understanding a culture prior to conducting business is one of the most important steps a new exporter can take to ensure a successful transaction.	The Riddle of the Exporter™ Workbook-Step #8  Cultural recommendations found at: <a href="http://www.globaledge.msu.edu">http://www.globaledge.msu.edu</a> Global Insights	Cultures: <ul style="list-style-type: none"><li>•Communicate differently</li><li>•View business transactions differently</li><li>•Conduct business differently according to local customs</li><li>•View time differently</li><li>•Negotiate differently</li></ul>

Customized Market Research provided upon request.

Please contact Elyse Eriksson  
[Elyse@ExportConnector.com](mailto:Elyse@ExportConnector.com)  
[www.ExportConnector.com](http://www.ExportConnector.com)  
[www.RiddleOfTheExporter.com](http://www.RiddleOfTheExporter.com)