



Information Sheet:

Creating Awareness

Background

In the “Outline for Action” portion of the materials, the section on “creating awareness” indicates that NTDB is an excellent resource for helping make this happen. The problem is that there is such a wealth of information available on NTDB, it can be difficult to determine specifically what information to use to create awareness. It is suggested that you focus on three areas of info available from the U.S. Department of Commerce section. These sections are as follows:

Export shipments

This data is found in the Bureau of Census information. It can be accessed by the Harmonized Code of the product manufactured by the firm, or by the industry sector being served. The information is taken from the Shipper's Export Declaration, and is gathered for **all** exports from the U.S. in excess of \$2,500 in value. The data is available by month on a calendar year basis, is provided cumulatively, and indicates quantity and value of shipment to all countries for which exports have been recorded.

Foreign market research reports

There are more than 18,000 international business reports available from the International Trade Administration. Although there are various types of reports available, the two main reports generally of most interest to firms are the **Industry Subsector Analysis (ISA)** and the **International Market Information (IMI)** reports. The ISA reports are primarily product oriented, are prepared to indicate “Best Markets” potential (Foreign Commercial Service posts overseas are constantly attempting to identify best market opportunities in their given areas), and tend to be the closest “primary” research type of information available. They are generally 4-8 pages in length. The **IMI** reports are telegraphic reports that the overseas offices send to Washington on current subjects that are of interest to specific industry sectors. These reports often are about key trade shows, major industry events, or happenings in the market that have a potential affect on a given industry. They are generally 1-4 pages in length.

Commercial Service International Contacts (CSIC) or Foreign Traders Index (FTI)

The **CSIC** reports, which were formerly called **FTI**, are individual listings of specific trade contacts in identified countries. In actuality, these usually are people who have made an inquiry at a Foreign Commercial Service post about doing business with a U.S. manufacturer! (Please note, however, they are not prequalified or screened in any specific way.) The listings are available in many ways, so information can be selected by distributor, agent, representative, importer, broker, or manufacturer. Most firms are interested in identifying distributor prospects, and these listings are a good place to start. This service may not be available from all overseas posts. Older listings available in NTDB can still provide distributor prospect leads and possible primary research contacts.

Application

By using this specific information readily available from NTDB, you can greatly assist a firm in identifying their **generic** global market potential (other firms are exporting comparable products!), potential primary target markets (those already being served by U.S. manufacturers), **specific** “best markets” for their product, **industry sector** information, and **possible contacts** for their marketing effort. Any firm with positive information of this sort certainly has an excellent *awareness* of their global market potential.