



Information Sheet:

Exporter's Checklist

External

Marketing

Sales

- Will your sales be direct?
- If indirect, have you considered an export management company (EMC)?
- If direct, do you plan to use foreign representatives-agents and/or distributors?
- Where will you look for trade leads? Agent/distributor leads?
- How will you prepare for foreign negotiations?

Advertising/Promotion

- Who will handle advertising/promotion?
Do you have an *international advertising program*?
- Does your company have product, facility and/or technical brochures?
Are you prepared to have them translated?
- Do you plan to participate in international *trade shows*?

Market Research

- How will your product and company be interpreted and viewed in a foreign culture? Consider such aspects as logos, brand names and product application.
- Have you looked into packaging details such as language, suitability of color, size and name?

Product

- Must your products be offered in metric?
- Have target markets been researched?
- Has the foreign competition been evaluated?

Distribution

Packing

- What type of *packing* will be used - export pack, export crate?
- What standard precautionary *markings* and international symbols will be used on the outside of your packing?

Transportation

- How will the product be transported to its foreign destination — ocean, air, mail, delivery service?
- If shipping, has inland transportation been considered?
Will *consolidation* or *containerization* be used?

Documentation

- Will a *Shippers Export Declaration* (SED) that is required for an export in value of \$2,500 or more be necessary?
- Has *documentation* such as packing list, bills of lading, consular invoices, certificates of origin, or insurance forms been properly completed?

Finance

Terms of Payment

- What kind of financial arrangements for payment have you made — *letter of credit, sight draft, date draft*?
- Will your company offer foreign customers credit?

Risk Coverage

- Did you know receivables can be insured by EXIM?

Foreign Exchange

- Are there U.S. dollar exchange controls?
- Is the country's currency stable?
- Have there been any recent dramatic changes in the U.S. dollar exchange rate?

Legal

- Are you aware of the Foreign Corrupt Practices Act that prohibits certain foreign payments?
- Are you acquainted with “red flag” language to alert you to anti-boycott compliance?
- Has *legal counsel* prepared a suitable international agreement or sales contract?
- Have you considered protecting your copyrights, trademarks, and/or patents internationally?