

Index

• Numerics •

3 E's of product selection, 70–72
1800miti.com site, 242

• A •

absolute quotas, 275, 281
ACNielsen Retail Index, 133
Adobe Reader, 317
advertising, 86, 115. *See also* marketing;
 promotion
aesthetics, cultural differences in, 15
Africa
 North, and the Middle East, 194–197
 sub-Saharan, 197–199
agent
 agreement outline on the CD, 317
 benefits and challenges of, 30
 broker, 30
 characteristics of, 29
 commission rates for, 30–31, 32, 93
 defined, 11, 29, 93
 for direct exporting, 11
 distributor versus, 26–27
 international sales agreement as, 93
 manufacturer's, 155
 Manufacturers' Agents National
 Association, 155
 profit potential for, 32
 relationship to seller and buyer, 29
 traditional, 30
agreements or contracts. *See also*
 negotiating; trade agreements
 negotiable issues, 160–161
 outlines on the CD, 317
 partnership, 54
 purchase contract, 283
 with suppliers for exports, 92–93
 with suppliers for imports, 85–86
 warranties and service in, 14
air waybill, 250

Alibaba.com online marketplace, 82
allowances in pricing, 208
American White Cross, 15
*The American Wholesalers and Distributors
 Directory*, 132
anti-boycott requirements, 37–38
anti-bribery measures, 38–39
anti-dumping duties, 276
Arab League boycott of Israel, 37–38
Argentina, 201
Asia and the Pacific Rim. *See also* Eastern
 Europe and Central Asia
 finding suppliers in, 77–80
 nations of, 188–194
 negotiations in, 188
 overview, 187–188
 U.S. trade agreement in, 21
AsianProducts trade publications, 78–79
assumptions about the reader, 2
Australia, 21, 189
Austria, 179

• B •

Background Notes site, 75, 127
back-to-back letter of credit, 220–221
Bahrain, 21
balance of payments (BOP) for country, 124
bank account for business, 60
barter, 237
Beauty Care Supply Guide, 79
behavioral segmentation, 103
Belgium, 172, 179
bilingual product labeling, 111
bill of exchange or draft
 described, 218
 key parties in, 231
 relative risk of, 219
 SD/DA, 218, 234–235
 SD/DP, 218, 232–233
bill of lading, 247, 249, 256, 260
BizTradeShows online directory, 135

- Block, Carson (*Doing Business in China For Dummies*), 189
- blogs, promotion using, 117
- boldface in this book, 2
- bonded warehouses, 41
- boycotts, 36, 37–38
- branding, 110
- Brazil, 21, 201–202
- breadth in product mix, 109
- bribery, regulations against, 38–39
- broker, 30. *See also* agent; Customs brokers
- Bureau of Industry and Security (BIS), 34, 35–37, 252
- business certificate, 53, 56
- business directories, 132
- Business Environment Risk Intelligence (BERI) site, 125
- business plan outline on the CD, 317
- Business Plans Kit For Dummies* (Peterson, Jaret, and Schenck), 24
- Business Reference Services, 90
- business-to-business market
- buyer behavior in, 106–108
 - buying center in, 107–108
 - consumer market versus, 99
 - customer characteristics, 130
 - demand in, 106–107
 - described, 99
 - governments as markets, 100
 - market demand and pricing in, 209
 - purposes of purchases, 99
 - segmenting, 103–104
- buyer behavior
- business-to-business market, 106–108
 - consumer market, 105–106
 - defined, 104
- buyers. *See* customers or buyers
- buying center, 107–108
- buying situation, segmentation by, 104
- C •
- CAFTA-DR (Dominican Republic–Central America–United States Free Trade Agreement), 9, 21, 23, 273
- Caldwell, Patrick (corrupt CEO), 38–39
- Canada, 21, 199–200
- C&F (cost and freight), 212, 214
- capital
- Export Working Capital Program, 294
 - forecasting to determine need for, 31–32
 - for partnership, 55
 - for sole proprietorships, 52
 - types of, 31
- cargo insurance, 244
- Caribbean Basin Initiative (CBI), 272
- Caribbean trade agreement, 21
- Carlberg, Conrad (*Excel Sales Forecasting For Dummies*), 31
- Carriage of Goods by Sea Act, 244
- carrier's certificate, 257
- cash in advance, 218–219
- CBP (Customs and Border Protection), 45, 46, 266, 296–299
- CD with this book
- contents, 316–322
 - customer care for, 323
 - government forms on, 318–322
 - installing items from, 316, 323
 - system requirements, 315
 - troubleshooting, 323
- Central America, 21. *See also* Latin America
- Central Asia and Eastern Europe, 185–187
- Central Europe, 183–185
- certificate of origin, 241, 250, 251
- certified trade missions, 146–147
- Chain Store Guides, 153–154
- channels of distribution, 118–119
- Chile, 21, 202
- China, 21, 173, 189
- CIF (cost, insurance, and freight), 212, 214, 283, 289
- collectivist cultures, 174
- Collins, Robert (*Doing Business in China For Dummies*), 189
- Colombia, 21, 202
- Commerce Control List (CCL), 35
- commercial invoice, 245–246, 260
- Commercial News USA* magazine, 140–141
- commingled goods, 274–275
- commission rates for agents, 30–31, 32, 93
- commodities, import regulations on, 42–43
- Commodity Credit Corporation (CCC), 294

- commodity specialist teams, 43–45
communication, 168–173. *See also*
 negotiating; nonverbal communication;
 verbal communication in negotiation
Communication Arts site, 65
communications and equipment for
 business, 61–62
The Company Corporation, 57
company name, 49–51
competition
 assessing in target market, 125–126
 elements of, 131
 finding information about, 132–133
 pricing affected by, 112, 207, 211
 researching, for import market, 130–137
 risks as negotiable, 160
 at trade shows and merchandise marts,
 133–137
computed value, defined, 268
concessions in negotiations, 162, 164
confirmed letter of credit, 220
conflict diamonds, 42
conformity, cultural differences in, 175
consignment, 218, 219, 235–236
consular invoice, 241, 246–247
consular offices, 83
consumer market
 business-to-business market versus, 99
 buyer behavior in, 105–106
 customer characteristics, 130
 described, 98
 market demand and pricing in, 209
 segmenting, 103
contracts. *See* agreements or contracts
convenience goods, 112
conventions used in this book, 1–2
conversational distances, cultural, 172
convertible currency, 237
Cool Home Pages site, 65
copyrights, 86, 93
corporations, 56–59
corruption, 38–39
cost and freight (C&F), 212, 214
cost, insurance, and freight (CIF), 212, 214,
 283, 289
Costa Rica, 21, 202–203
costs
 common terms encountered, 212–214
 manufacturing, 20, 21, 23
 pricing affected by, 113, 209–210
 transportation and labor, for imports, 76
countertrade, 237
countervailing duties, 276
Country Commercial Guides site, 75, 127
country-of-origin markings, 274
Cuba, 36
cultures
 aesthetics, 15
 attitudes and beliefs, 15
 defined, 14–15
 effect on business, 14–16
 etiquette and communications, 64
 further information, 15
 high-context, 170–171
 individualist versus collectivist, 174
 language considerations, 16
 low-context, 171
 material, 16
 multilingual shipping terms, 305–313
 negotiation differences, 173–175
 nonverbal communication in, 172–173
 order and conformity in, 175
 patterns of communication in, 175
 religion, 15
 researching for negotiations,
 162, 167–168
 time and pace of, 174
 uncertainty orientation in, 175
currencies and exchange rates
 assessing in target market, 124
 convertible versus nonconvertible, 237
 currency index by country, 299–303
 effect on business, 17
 example currency quotation, 17
 factoring in payments, 236–237
 foreign exchange tables, 16–17
 forward rate, 17
 further information, 18
 importance of understanding, 16
 for importing, 76

- currencies and exchange rates (*continued*)
 - risk due to, 18, 25
 - spot rate, 17
 - weak versus strong dollar, 17, 19
 - Currency Trading For Dummies* (Dolan), 18
 - customer care for the CD, 323
 - customers or buyers
 - agent's relationship to, 29
 - in business-to-business market, 107, 108
 - buyer behavior, 104–108
 - in buying center, 107–108
 - Chain Store Guides, 153–154
 - characteristics, import market, 129–130
 - distributor's relationship to, 27
 - DOC business contact programs, 139–145
 - DOC trade event programs, 145–147
 - finding, for exports, 139–148
 - finding, for imports, 149–156
 - industry distributor directories, 149–152
 - Manufacturers' Agents National Association, 155
 - market segmentation by, 104
 - resources for exporters, 147–148
 - Salesman's Guides, 152–153
 - Customized Market Research program, 141–142
 - Customized Market Research Report*, 142
 - Customs. *See* U.S. Customs
 - Customs and Border Protection (CBP), 45, 46, 266, 296–299
 - Customs brokers
 - choosing, 259–260, 283
 - defined, 257
 - Power of Attorney for, 257–259
 - services provided by, 259
 - surety bond handled by, 257
 - Czech Republic, 184
- D •**
- death of owner or partner, 53, 55
 - deciders, in buying center, 107
 - decline stage of product life cycle, 110
 - deductive value, defined, 268
 - delivered duty paid (DDP), 212, 214
 - demand, market, 106–107, 209, 210–211
 - demo versions of software, 317
 - demographic segmentation, 103
 - Denmark, 179–180
 - Department of Commerce. *See* U.S. Department of Commerce (DOC)
 - depth in product line, 109
 - derived demand, 106
 - destination control statement, 36, 252
 - DHL, 241
 - diamonds, conflict, 42
 - direct exporting, 10–12. *See also* agent; distributor
 - direct-mail lists, 132–133
 - The Directory of Business Information Resources*, 134
 - Directory of Freight Forwarding Services, 242
 - Directory of United States Exporters*, 91, 151
 - Directory of United States Importers*, 91, 150–151
 - discounting a letter of credit, 230
 - discounts, 208
 - dispute settlement provisions, 86, 161
 - distribution channels, 118–119
 - distributor
 - agent versus, 26–27
 - agreement outline on the CD, 317
 - assessing competitors', 131
 - characteristics of, 27
 - defined, 27, 92
 - for direct exporting, 12
 - drop-shipping, 28–29
 - full-service, 28
 - industry trade directories, 149–152
 - international sales agreement as, 92–93
 - profit potential for, 32
 - relationship to seller and buyer, 27
 - risks with, 27
 - DOC. *See* U.S. Department of Commerce
 - dock and warehouse receipt, 250
 - documentary collections. *See* bill of exchange or draft
 - documentation for exports
 - air waybill, 250
 - bill of lading, 247, 249
 - certificate of origin, 241, 250, 251
 - commercial invoice, 245–246

- consular invoice, 241, 246–247
 destination control statement, 36, 252
 dock and warehouse receipt, 250
 export license, 252
 freight forwarders for, 240, 241, 244
 inspection certificate, 250
 insurance certificate, 252
 keeping track of, 289–290
 packing list, 254
 shipper's export declaration,
 241, 252, 253
 shipper's letter of instructions,
 226–227, 247, 248
 documentation for U.S. Customs, 260–262
Doing Business in China For Dummies
 (Collins and Block), 189
 Dolan, Brian (*Currency Trading For
 Dummies*), 18
 dollar. *See* currencies and exchange rates
 domain name, registering, 50, 63–64
 Dominican Republic–Central America–
 United States Free Trade Agreement
 (CAFTA-DR), 9, 21, 23, 273
 draft. *See* bill of exchange or draft
 drawback of Customs duties, 40
 dress, cultural differences in, 172
 drop-shipping distributor, 28–29
 dual-use items, 35
- **E** ●
- EAR (Export Administration Regulations),
 34, 36
 Eastern Europe and Central Asia, 185–187
 ECCN (Export Control Classification
 Number), 35, 124–125
 ECCN Finder, 124–125
 economic conditions or forces
 assessing in target market, 123–124
 effect on business, 13
 level of development, 76
 pricing affected by, 113
 reasons for economic expansion, 21
 Ecuador, 203
 education, in product selection, 71, 72
 EEP (Export Enhancement Program), 294
 Egypt, 195
 El Salvador, 21
 e-mail, 62, 169
 embargoed countries, 36
 EMC (export management company),
 10–11
 EM545 (U.S. Exports of Domestic and
 Foreign Merchandise) report, 122
Encyclopedia of Associations, 132, 151–152
*Encyclopedia of Business Information
 Sources*, 90, 101, 102, 132, 150, 156
 enthusiasm, in product selection, 71–72
 entrepreneurial approach, 24
 entry manifest form, 260, 261
 Entry/Immediate Release Delivery form,
 260, 262
 environmental forces
 culture, 14–16
 currencies and exchange rates, 16–18
 defined, 12
 economic and socioeconomic
 conditions, 13
 external forces, 12, 13–18
 geography and physical factors, 13
 internal forces, 12–13
 political and legal conditions, 14
 Environmental Protection Agency (EPA),
 39–40
 etiquette in negotiations, cultural, 162
 Europe
 Central, 183–185
 Eastern, and Central Asia, 185–187
 Western, 177–183
 evaluation versions of software, 317
Excel Sales Forecasting For Dummies
 (Carlberg), 31
 exchange rates. *See* currencies and
 exchange rates
 exclusivity, 93, 160
 EximData.com trade info and directories,
 80–81
 experience, in product selection, 71, 72
 experimental research, 101
 Export Administration Regulations (EAR),
 34, 36

- Export Assistance Center, 126, 140, 142, 147
 - Export Control Classification Number (ECCN), 35, 124–125
 - Export Enhancement Program (EEP), 294
 - Export Express Program, 295
 - export guarantee programs, 294
 - export licensing, 34–37, 252, 287
 - export management company (EMC), 10–11
 - export market research
 - assessing target markets, 123–126
 - focus on needs, 122
 - Internet resources for, 127–128
 - making conclusions, 126
 - resources for statistics, 122
 - screening potential markets, 122–123
 - step-by-step approach to, 121–126
 - export statistics, finding, 122
 - Export Working Capital Program, 294
 - Export Yellow Pages, 148
 - Export.gov site, 127
 - Export-Import (Ex-Im) Bank of the United States, 293
 - exporting
 - benefits of, 20–23
 - combining with importing, 26
 - countries to consider for, 21
 - defined, 9
 - direct versus indirect, 10–12
 - documentation, 244–254, 289–290
 - entrepreneurial approach to, 24
 - finding customers and making contacts, 139–148
 - keys to success, 285–290
 - regulations, 34–41, 240, 241, 244, 287
 - researching markets, 121–128
 - shipping, 239–244
 - situations favoring, 25–26
 - weak dollar good for, 17, 19
 - Exports of Domestic and Foreign Merchandise (EM545) report, 122
 - ex-quay, 212, 214
 - external environmental forces
 - culture, 14–16
 - currencies and exchange rates, 16–18
 - defined, 12
 - economic and socioeconomic, 13
 - geographical and physical, 13, 103
 - political and legal, 14
 - ex-works (EXW), 213, 214
 - eye contact, cultural differences in, 173
- F •**
- facial expressions, cultural differences in, 172–173
 - fax, negotiating via, 169
 - Federal Express, 241
 - Federal Maritime Commission, 241
 - Finland, 180
 - fixed capital, 31
 - fluctuating demand, 107
 - Food and Drug Administration (FDA), 39
 - forecasting, 31–32
 - Foreign Corrupt Practices Act (FCPA), 38–39
 - foreign free port and free trade zones, 40
 - foreign market risk, 289
 - Foreign-Trade Zone entry (Customs), 264
 - Foreign-Trade Zones (FTZs), 40, 41, 264
 - Forum Publishing Company, 152
 - forward rate, 17
 - France, 172, 180
 - free alongside ship (FAS), 213, 214
 - free on board (FOB), 213, 214
 - free on board airport (FOB airport), 213, 214
 - free trade agreements. *See* trade agreements
 - freeware programs, 317
 - freight forwarders
 - benefits provided by, 240–241, 244, 290
 - defined, 239
 - finding and choosing, 242
 - Freightgate site, 242
 - Freightnet site, 242
 - full-service distributor, 28
- G •**
- gatekeepers, in buying center, 107
 - general license, 34

general partner, 54
 generalist approach, 69–70
 Generalized System of Preferences (GSP), 271–272
 geography and physical factors, 13, 103
 Germany, 173, 180
 gestures, cultural, 172, 178
 Ghana, 172
 GISTnet site, 125
Global Sources trade publications, 77–78
 Global Sources Trade Show Center site, 135
 glossary on the CD, 317
 GNU software, 317
 Gold Key Service program, 126, 143–144
 government assistance programs, 293
 government forms on the CD, 318–322
 governments. *See also* regulations; *specific departments*
 as business-to-business markets, 100
 directory of agencies and publications, 102
 foreign government offices, 83
 governing law as negotiable, 161
 state and local government assistance, 148
 Greece, 172, 180–181
 gross margin, 32
 gross margin as a percentage of sales, 32
 growth capital, 31
 growth stage of product life cycle, 110
 guarantees, 111–112. *See also* warranties and service
 Guatemala, 21, 203

• H •

hard currency, 237
 Harmonized Tariff Schedule of the United States (HTSUS), 45, 269–270, 272–273, 280
Health and Catering Supply Guide, 79
 Hiam, Alexander (*Marketing For Dummies*), 97
 high-context cultures, 170–171
 Honduras, 21
 Hong Kong, 189
 Hong Kong Trade Development Council (HKTDC), 82
 Hungary, 184

• I •

IBP (International Buyer Program), 146
 ICC (International Chamber of Commerce), 211
ICC Guide to Incoterms 2010, 211
 icons in this book, explained, 5
 image, pricing for, 112, 208
 IMC (integrated marketing communications), 116
 immediate delivery entry (Customs), 263
 import controls, 287–288
 import licensing, 41–43
 import market research
 on competitors, 139–137
 identifying buyer characteristics, 129–130
 import quotas, 41, 124, 144, 275, 281
 importing. *See also* U.S. Customs benefits of, 12, 20–21, 22–25
 combining with exporting, 26
 countries to consider for, 21
 defined, 9
 determining available products, 12
 entrepreneurial approach to, 24
 finding customers, 149–156
 keys to success, 279–284
 regulations, 41–47, 76, 279–280
 researching markets, 129–137
 risks with, 18, 25
 situations favoring, 25
 strong dollar good for, 17, 19
 suppliers for, 75–86
 trade agreement conditions on, 22
Incorporating Your Business For Dummies (The Company Corporation), 57
 incorporation, 56–59
 Incoterms, 211, 282, 288
 India, 21, 190
 indirect exporting, 10–12
 individualist cultures, 174
 individually validated license (IVL), 34
 Indonesia, 190
The Industrial Marketer newsletter, 88
Industrial Supply Buyer's Guide, 79

- industry distributor directories
 - Directory of United States Importers*, 91, 150–151
 - Encyclopedia of Associations*, 132, 151–152
 - Encyclopedia of Business Information Sources*, 90, 101, 102, 132, 150, 156
 - using, 149–150
 - Industry Market Trends blog/newsletter, 88
 - industry sector analysis reports, 127–128
 - inelastic demand, 106
 - influencers, in buying center, 107
 - information exchange in negotiations, 163
 - initial capital, 31
 - inspecting product samples, 84–85
 - inspection certificate, 250
 - installing items from the CD, 316, 323
 - insurance
 - analyzing for imports, 282–283
 - cargo, 244
 - cost, insurance, and freight (CIF), 212, 214, 283, 289
 - for exports, 288–289
 - in overseas supplier agreement, 86
 - insurance certificate, 252
 - integrated marketing communications (IMC), 116
 - internal environmental forces, 12–13
 - International Air Transport Association, 241
 - International Buyer Program (IBP), 146
 - International Chamber of Commerce (ICC), 211
 - International Company Profile program, 142
 - international market insight reports, 128
 - International Partner Search, 140
 - International Reciprocal Trade Association (IRTA), 237
 - International Trade Administration (ITA), 122
 - international trade commission offices, 317
 - International Trade in Goods and Services report, 122
 - Internet access for business, 61–62
 - interpersonal factors in buyer behavior, 106
 - introduction stage of product life cycle, 110
 - invoices
 - commercial, 245–246, 260
 - consular, 241, 246–247
 - pro forma, 214–215
 - Iran, 36
 - Ireland, 181
 - irrevocable letter of credit, 220, 229
 - Israel, 21, 37–38, 195–196
 - italics in this book, 2
 - Italy, 172, 181
- **I** ●
- Japan, 172, 173, 190–191
 - Jaret, Peter E. (*Business Plans Kit For Dummies*), 24
 - Javits Center site, 135
 - Jordan, 21
- **K** ●
- Kazakhstan, 186
 - Kompass: online company database, 81
 - Kuwait, 196
- **L** ●
- labeling
 - products, 111
 - shipments, 243–244
 - labor costs for imports, 76
 - language. *See also* nonverbal communication; verbal communication in negotiation
 - bilingual product labeling, 111
 - business considerations, 16
 - importing considerations, 76
 - multilingual shipping terms, 305–313
 - as negotiable, 161
 - Latin America, 21, 200–204
 - legal conditions or forces. *See also* regulations; taxes
 - assessing in target market, 124–125
 - effect on business, 14
 - U.S. export laws, 288
 - letter of credit
 - application for, 224
 - back-to-back, 220–221
 - confirmed, 220
 - discounting, 230

- discrepancies causing delays, 227–228
 - drawn at sight, 218, 221–229
 - exporter checklist for, 230
 - irrevocable, 220, 229
 - negotiable, 225, 226
 - revocable, 220
 - risks with, 219, 228–229
 - shipper's letter of instructions, 226–227, 247, 248
 - standby, 295
 - time, 218, 229–230
 - transferable, 220
 - liability
 - for corporations, 57
 - in international sales agreement, 93
 - for limited liability company, 59
 - for partnership, 54, 55
 - for S corporations, 58
 - for sole proprietorship, 52
 - licensing
 - export, 34–37, 252, 287
 - import, 41–43
 - life cycle of products, 110
 - Limited Liability Companies For Dummies* (Reuting), 59
 - limited liability company (LLC), 59
 - limited partner, 54
 - Linux, using the CD with, 316
 - looks and dress, cultural differences in, 172
 - low-context cultures, 171
- M ●
- Macs, using the CD with, 316
 - Made for Export* trade publication, 79
 - Made-in.com business directory, 82
 - mail entry (Customs), 264–265
 - mailbox services, 60–61
 - Malaysia, 21, 191
 - manufacturer's agent or representative, 155
 - Manufacturers' Agents Association for the Foodservice Industry (MAFSI), 156
 - Manufacturers' Agents National Association (MANA), 155
 - manufacturing costs, 20, 21, 23
 - market demand, 106–107, 209, 210–211
 - market factors, defined, 32
 - market potential, defined, 32
 - market research. *See* researching
 - Market Research Library, 126
 - market segmentation
 - benefits of, 102
 - for business-to-business market, 103–104
 - for consumer market, 103
 - market segment, defined, 102
 - for niche marketing, 102
 - market share, knowing competitors', 131
 - marketing. *See also* business-to-business market; consumer market; promotion
 - advertising, 86, 115
 - consumer market, 99
 - defined, 97
 - distribution channels, 118–119
 - further information, 97
 - identifying your market, 286
 - integrated marketing communications, 116
 - markets, defined, 98
 - pricing products, 112–114
 - primary research data for, 101
 - product strategy development, 108–112
 - promotion, 65, 86, 115–118
 - researching the market, 100–102
 - secondary research data for, 101–102
 - steps in process of, 98
 - target market assessment, 123–126
 - target market identification, 100–108, 122–123
 - types of markets, 98–100
 - Marketing For Dummies* (Hiam), 97
 - MarketResearch.com, 133
 - markets. *See also* target market
 - defined, 98, 123
 - pricing and nature of, 112
 - marks on exported cartons, 243
 - Matchmaker Trade Delegations program, 126
 - material culture, 16
 - maturity stage of product life cycle, 110
 - Medical Equipment Supply Guide*, 79
 - merchandise marts. *See* trade shows and merchandise marts
 - Mexico, 21, 203–204

- Middle East and North Africa
 - nations of, 195–197
 - negotiations in, 194–195
 - overview, 194
 - U.S. trade agreements in, 21
 - modified rebuy, 104
 - monofont in this book, 2
 - Morocco, 21, 196
 - motivations
 - in buyer behavior, 105
 - for import/export business, 19, 20–25
 - Multipurpose Application Form (BIS-748P), 37
 - Multi-State Catalog Exhibition program, 147
 - My Corporation Business Services, 57
- N •
- NAFTA (North American Free Trade Agreement), 9, 21, 273
 - naming your company, 49–51
 - National Customs Brokers and Forwarders Association of America, 242
 - National Technical Information Service (NTIS), 128
 - natural resources, effect on business, 13
 - needs, focus on, 122
 - negotiable letter of credit, 225, 226
 - negotiable shipper's order bill of lading, 247, 249
 - negotiating
 - in Asia and the Pacific Rim, 187–194
 - building a relationship, 163
 - in Canada, 199–200
 - in Central Europe, 183–185
 - closing a deal, 164
 - communications process for, 168–173
 - cultural awareness for, 162, 167–168
 - cultural differences in, 173–175
 - defined, 159–160
 - in Eastern Europe and Central Asia, 185–187
 - electronically, 169
 - exchanging information, 163
 - issues that are negotiable, 160–161
 - in Latin America, 200–204
 - making concessions, 164
 - making the first offer, 163
 - in the Middle East and North Africa, 194–197
 - nonverbal communication in, 172–173
 - persuasion in, 164
 - planning for, 164–165
 - research prior to, 161–162
 - steps in process of, 161–164
 - in sub-Saharan Africa, 197–199
 - verbal communication in, 169–171
 - in Western Europe, 177–183
 - Netherlands, 181–182
 - networking capital, 31
 - new task buying situation, 104
 - New Zealand, 191
 - Nicaragua, 21
 - niche marketing, 102
 - Nigeria, 193
 - no license required (NLR), 34
 - noise-disrupting communication, 168–169
 - non-cash payment methods, 237
 - nonconvertible currency, 237
 - nonnegotiable straight bill of lading, 247
 - nonverbal communication. *See also specific countries*
 - in Asia and the Pacific Rim, 188
 - cultural differences in, 172–173
 - in Eastern Europe and Central Asia, 185
 - importance of, 16
 - in Latin America, 200
 - in the Middle East and North Africa, 195
 - in sub-Saharan Africa, 198
 - in Western Europe, 178
 - North Africa. *See* Middle East and North Africa
 - North America. *See also* Latin America
 - Canada, 21, 199–200
 - U.S. trade agreement in, 21
 - North American Free Trade Agreement (NAFTA), 9, 21, 273
 - North Korea, 36
 - Norway, 182
 - NTIS (National Technical Information Service), 128

• 0 •

observational research, 101
 office location, 60–61
 Office of Regulations and Rulings, 46–47
 Office of the Chief of Protocol, 83
 Oman, 21
 1800miti.com site, 242
 open-account payment, 218, 219, 235
 OpenOffice.org, 317
 operating capital, 31
 order, cultural differences in, 175
 organization for import/export
 bank account, 60
 communications setup and equipment,
 61–62
 company name, 49–50, 51
 corporation, 56–58
 limited liability company (LLC), 59
 office location, 60–61
 partnership, 54–56
 questions to ask, 51
 registering your business, 60
 S corporation, 58–59
 sole proprietorship, 51–53
 website, 62–65
 overseas sales office, 12

• P •

Pacific Rim. *See* Asia and the Pacific Rim
 packaging products, 110–111
 packing list, 254, 261
 packing shipments, 240, 242–243, 274–275
 Page Resources site, 65
 Pakistan, 191
 Panama, 21
 partnership, 54–56
 payment methods
 bill of exchange, 218, 219, 231–235
 cash in advance, 218–219
 consignment, 218, 219, 235–236
 factoring in currency risks, 236–237
 letter of credit, 218, 219–230
 non-cash methods, 237

open account, 218, 219, 235
 primary methods used, 217–218
 relative risk of, 219, 289
 penetration price strategy, 112, 131, 208
 perception, in buyer behavior, 106
 performance, as negotiable, 160
 personal factors in buyer behavior, 105–106
 personal identification number (PIN) for
 BIS, 35
 personal selling, 115
 personality, in buyer behavior, 106
 persuasion in negotiations, 164
 Peru, 21
 Peterson, Steven D. (*Business Plans Kit For
 Dummies*), 24
 Philippines, 192
 phone. *See* telephone
 piggyback exporting, 11
 Platinum Key Service program, 144–145
 Poland, 184–185
 political conditions or forces
 assessing in target market, 124–125
 effect on business, 14
 pricing affected by, 113
 Political Risk Services site, 125
 Portugal, 182
 post office box, 60–61
 posture, cultural, 172
 PPA (Protective Products of America),
 38–39
 price and pricing
 for affordability, 210–211
 assessing competitors', 131
 competitive, 112, 207, 211
 costs affecting, 76, 113, 209–210
 discounts or allowances, 208
 for exports, 207–211
 factors influencing, 112–113
 image conveyed by, 112, 208
 import pricing example, 113–114
 in international sales agreement, 93
 issues to address, 113, 207–209
 local versus foreign market prices, 208
 market demand factors, 209, 210–211
 as negotiable, 160
 objectives of, 112

- price and pricing (*continued*)
 - in overseas supplier agreement, 85
 - penetration strategy, 112, 131, 208
 - for profit versus sales volume, 112, 208
 - skimming strategy, 112, 131
 - primary data, 101
 - pro forma invoices, 214–215
 - product life cycle, 110
 - product line, 109
 - product mix, 109
 - product samples, requesting and inspecting, 84–85
 - product selection
 - assessing potential, 72–73, 286–287
 - generalist versus specialist approach to, 69–70
 - questions to ask, 70
 - three E's of, 70–72
 - product strategies
 - branding, 110
 - identifying competitors', 137
 - intangible product benefits for, 108
 - key issues for, 109
 - packaging and labeling, 110–111
 - product life cycle, 110
 - product line, 109
 - product mix, 109
 - warranties and guarantees, 111–112
 - products, as negotiable, 160
 - profit
 - importing/exporting to increase, 20
 - potential for agent, 32
 - potential for distributor, 32
 - pricing to maximize, 112, 208
 - from S corporation, 59
 - from sole proprietorship, 52
 - promotion. *See also* marketing
 - advertising, 86, 115
 - assessing competitors', 131
 - defined, 115
 - developing your strategy, 116–117
 - opportunities for, 116
 - in overseas supplier agreement, 86
 - promotion mix, 115–116
 - push versus pull strategy, 116
 - social media for, 117–118
 - of your website, 65
 - promotional capital, 31
 - Protective Products of America (PPA), 38–39
 - psychographic segmentation, 103
 - publicity, 115
 - purchase contract, 283
 - push versus pull strategy, 116
- *Q* •
- quotas on imports, 41, 124, 144, 275, 281
 - quotations, 214–215
- *R* •
- registering
 - business in state, 60
 - company name, 50
 - domain name, 50, 63–64
 - for tax purposes, 60
 - regulations. *See also* legal conditions or forces; taxes; U.S. Customs
 - anti-boycott requirements, 37–38
 - anti-bribery measures, 38–39
 - commodity specialist teams for, 43–45
 - destination control statement, 36, 252
 - documentation for exports, 240, 241, 244–254
 - EPA notification requirements, 39–40
 - export licensing, 34–37
 - for exporting, 34–41, 240, 241, 244, 287
 - food and drug requirements, 39
 - freight forwarders handling, 240, 244
 - further information, 14
 - for importing, 41–47, 76, 256, 279–280
 - individuals and organizations prohibited from receiving exports, 36
 - penalties for violating, 36
 - Platinum Key Service assistance, 144
 - quotas, 41, 124, 144
 - S corporation requirements, 58–59
 - for sole proprietorships, 52
 - tariff classifications, 45–47
 - understanding at the start, 33
 - rejection by suppliers, handling, 92
 - relationship building, 91–92, 163
 - religion, cultural differences in, 15

- Remember icon, 5
- researching
- export markets, 121–128
 - import markets, 129–137
 - for negotiations, 161–162
 - suppliers for exports, 87–91
 - target market, 100–102, 122–126
- reserve capital, 31
- Reuting, Jennifer (*Limited Liability Companies For Dummies*), 59
- revocable letter of credit, 220
- Romania, 186
- Russia, 186–187
- S •
- S corporations, 58–59
- SABRE Group, 38
- Sahlin, Doug (*Social Media Marketing All-in-One For Dummies*), 118
- sales. *See also* payment methods; price and pricing
- exporting to increase, 20
 - pricing to maximize, 112, 208
 - pro forma invoices, 214–215
 - quotations, 214–215
 - terms of sale, 211–214
- sales agent. *See* agent
- sales promotions, 115
- Salesman's Guides, 152–153
- Saudi Arabia, 172, 196–197
- SBA (Small Business Administration), 148, 294–295
- Schell, Jim (*Small Business For Dummies*), 24
- Schenck, Barbara Findlay
- Business Plans Kit For Dummies*, 24
 - Small Business Marketing For Dummies*, 97
- search engine optimization, 65
- secondary data, 101–102
- segmentation. *See* market segmentation
- selecting a product. *See* product selection
- sellers. *See* suppliers for exports; suppliers for imports
- setting up your business, 60–62
- SGS product inspection company, 84
- shareware programs, 316
- shipper's export declaration, 252, 253
- shipper's letter of instructions, 226–227, 247, 248
- shipping. *See also* U.S. Customs
- cargo insurance for, 244
 - freight forwarders for, 239–242, 244, 290
 - labeling shipments, 243–244
 - marks on exported cartons, 243
 - multilingual cross-reference for, 305–313
 - packing shipments, 240, 242–243
 - terms as negotiable, 85, 160
- shopping goods, 112
- sidebars in this book, 2
- sight draft/documents against acceptance (SD/DA), 218, 234–235
- sight draft/documents against payment (SD/DP), 218, 232–233
- similar merchandise, defined, 268
- Simmons Study of Media and Markets*, 133
- Simplified Network Application Process Redesign (SNAP-R), 35, 37
- Singapore, 21, 192
- situational factors in buyer behavior, 106
- size, market segmentation by, 104
- skimming price strategy, 112, 131
- Skype, 63
- Small Business Administration (SBA), 148, 294–295
- Small Business Development Centers, 123
- Small Business For Dummies* (Tyson and Schell), 24
- Small Business Marketing For Dummies* (Schenck), 97
- social factors in buyer behavior, 106
- social media, promotion using, 117–118
- Social Media Marketing All-in-One For Dummies* (Zimmerman and Sahlin), 118
- socio-cultural forces, assessing, 125
- socioeconomic conditions, 13
- Softee Supreme Diaper Corporation, 23
- software on the CD, 316–317
- sole proprietorship, 51–53
- Solusource online directory, 88
- South Africa, 199
- South America. *See* Latin America
- South Korea, 192–193
- Spain, 182
- specialist approach, 69–70

- specialty products, 112
 - spot rate, 17
 - Sri Lanka, 193
 - Standard Rates and Data Service (SRDS)
 - Directory, 132–133
 - standby letter of credit, 295
 - start-up costs. *See* capital
 - state-sponsored trade agencies, 148
 - Stationery & Office Products* trade
 - publication, 79
 - straight rebuy, 104
 - sub-Saharan Africa, 197–199
 - subsidies, 144
 - Sudan, 36
 - suppliers for exports
 - agent's relationship to, 29
 - building a relationship with, 91–92
 - distributor's relationship to, 27
 - first orders with, 91
 - handling rejection, 92
 - identifying and researching, 87–91
 - international sales agreement with, 92–93
 - suppliers for imports
 - agreement or contract with, 85–86
 - checking reputation of, 282
 - finding overseas, 77–83
 - foreign government offices, 83
 - identifying suitable countries, 75–77
 - Internet resources for finding, 80–83
 - product samples from, 84–85
 - trade publications for, 77–80
 - trade shows for, 83
 - surety bond for Customs, 257
 - survey research, 101
 - Sweden, 183
 - Switzerland, 183
 - Syria, 36
 - System for Tracking Export License
 - Applications (STELA), 37
 - system requirements for the CD, 315
- T •**
- Taiwan, 193
 - target market
 - assessing, 123–126
 - defined, 100, 123
 - exploring buyer behavior, 104–108
 - identifying buyer characteristics, 129–130
 - researching, 100–102, 122–126
 - segmenting, 102–104
 - tariff rate quotas, 275, 281
 - tariffs. *See also* U.S. Customs
 - assessing in target market, 124–125
 - binding rulings, 46–47
 - classifying your products for, 280
 - defined, 144
 - Harmonized Tariff Schedule*, 272–273
 - informal, 45–46
 - Platinum Key Service assistance, 144
 - reduced by trade agreements, 22
 - risk due to, 25
 - taxes
 - assessing in target market, 124–125
 - on corporations, 58
 - on limited liability company, 59
 - on partnership, 55
 - registering for, 60
 - on sole proprietorship, 52
 - Technical Stuff icon, 2, 5
 - telephone
 - line for business, 61
 - negotiating via, 169
 - over the Internet, 63
 - termination
 - as negotiable, 161
 - in overseas supplier agreement, 86
 - of partnership, 55
 - of sole proprietorship, 52
 - terms of sale
 - common terms encountered, 212–214
 - defined, 211
 - Incoterms, 211, 282, 288
 - making meaningful, 213
 - territory, 85, 93, 160
 - Thailand, 21, 172, 193
 - Thomas Register of American Manufacturers*
 - (ThomasNet) site, 88
 - three E's of product selection, 70–72
 - time letter of credit, 218, 229–230
 - Tip icon, 5
 - touch, cultural differences in, 173
 - trade agreements
 - benefits of, 22
 - checking for imports, 76
 - conditions on importing, 22

- countries having with the U.S., 21
country of origin change under, 23
Customs affected by, 272–273, 281
defined, 22
further information, 21
growth of trade aided by, 9
trade associations, 132
Trade Channel site, 79–80
Trade Channel—Consumer Products
magazine, 79–80
trade commission offices, 83
Trade Fair Certification program, 145–146
Trade Information Center, 140, 241
Trade Leads Database, 143
Trade Mission Online database, 148
trade missions, certified, 146–147
trade publications
advertising in, 115
AsianProducts, 78–79
Global Sources, 77–78
for identifying overseas suppliers, 77–80
industry-specific, 78
Trade Channel, 79–80
Trade Show News Network (TSNN)
database, 135
trade shows and merchandise marts
DOC trade event programs, 145–147
finding, 134–136
gathering competitor data at, 136–137
merchandise mart, defined, 133
for suppliers for imports, 33
trade show, defined, 133
Trade Shows Worldwide, 134
trade volume for imports to U.S., 76
trademarks, 50, 86, 93
traditional import/export agent, 30
transferable letter of credit, 220
transportation costs, 76
trial versions of software, 317
troubleshooting the CD, 323
Turkey, 21, 172, 187
Tyson, Eric (*Small Business For Dummies*), 24
- U •
- Ukraine, 187
uncertainty orientation, 175
United Arab Emirates, 197
United Kingdom, 183
United States–Israel Free Trade Agreement,
21, 272–273
Universal Currency Converter, 299
UPS, 241
UPS Store, mailbox services from, 60–61
U.S. and Foreign Commercial Services
(US&FCS), 143
U.S. Customs
anti-dumping duties, 276
benefits for exporters, 40–41
bill of lading for, 256
brokers for, 257–260, 283
carrier's certificate for, 257
commingled goods at, 274–275
countervailing duties, 276
country-of-origin markings for, 274
documentation for, 260–262
dutiable value determination, 267–273
evidence for right of entry, 256–257
examination of goods by, 266–273
FTZ entry, 264
Generalized System of Preferences (GSP),
271–272
Harmonized Tariff Schedule, 269–270,
272–273
immediate delivery entry, 263
import quotas, 275
import requirements, 256
mail entry, 264–265
making entry yourself, 257
notification of entry, 266
packing shipments for, 274–275
record-keeping requirements, 284
responsibility for duty liabilities, 273
surety bond for, 257
warehouse entry, 263–264
U.S. Customs and Border Protection (CBP),
45, 46, 266, 296–299
U.S. Customs Power of Attorney, 257–259
U.S. Department of Agriculture (USDA),
294–295
U.S. Department of Commerce (DOC)
business contact programs, 139–145
certified trade missions, 146–147
Commercial News USA magazine, 140–141

U.S. Department of Commerce (DOC)

(continued)

commercial service officers, 140

Customized Market Research program,
141–142

Export Assistance Center, 126, 140, 142, 147

Gold Key Service program, 126, 143–144

International Buyer Program (IBP), 146

International Company Profile program, 142

International Partner Search, 140

Market Research Library, 126

Matchmaker Trade Delegations program, 126

Multi-State Catalog Exhibition program, 147

Platinum Key Service program, 144–145

trade event programs, 145–147

Trade Fair Certification program, 145–146

Trade Information Center, 140, 241

Trade Leads Database, 143

Video Market Briefing service, 142

Virtual Trade Mission service, 147

U.S. Exports of Domestic and Foreign
Merchandise (EM545) report, 122

U.S. International Trade in Goods and
Services report, 122

U.S. Library of Congress, 90

U.S. Patent and Trademark Office (USPTO), 50

U.S. trade agreements, 21

USA Trade Online, 122

USDA (U.S. Department of Agriculture),
294–295

users, in buying center, 107

• U •

Validated Export License, 252

verbal communication in negotiation

in Asia and the Pacific Rim, 188

cultural context for, 169–170

in Eastern Europe and Central Asia, 185

high-context cultures, 170–171

low-context cultures, 171

in the Middle East and North Africa, 195

in sub-Saharan Africa, 197–198

in Western Europe, 178

Video Gold Key Service program, 144

Video Market Briefing service, 142

videoconferencing, negotiating via, 169

Vietnam, 193–194

Virtual Trade Mission service, 147

• W •

WAND online directory, 82, 88–90

warehouse entry (Customs), 263–264

Warning! icon, 5

warranties and service, 14, 86, 93, 111–112

Warsaw Convention, 244

WCN (World Chambers Network), 82–83

web addresses in this book, 2

web host, finding, 64

Web Pages That Suck site, 65

Web Style Guide site, 65

website, Business

content considerations, 64

design for, 65

domain name registration, 63–64

planning the site, 63

promoting, 65

search engine optimization, 65

usefulness of, 62

web host for, 64

West African nations, 198

Western Europe

nations of, 178–183

negotiations in, 178

overview, 177–178

Wiley Product Technical Support, 323

Windows, using the CD with, 316

World Chambers Network (WCN), 82–83

World Trade Organization (WTO), 9

• Z •

Zimmerman, Jan (*Social Media Marketing
All-in-One For Dummies*), 118