GUIDE FOR FIRST TIME EXPORTERS

Compiled by
Le Centre International, a Division of the City of Lafayette
GUIDE FOR FIRST TIME EXPORTERS

Le Centre International de Lafayette gratefully acknowledges the support of the members of the Acadiana Regional Economic Development Alliance (AREDA). This guide is a joint venture between Le Centre International de Lafayette and the Acadiana Regional Economic Development Alliance. This publication is partially funded by the Regional Economic Development Alliance (REDA) program established by the Louisiana Legislature and administered by the Louisiana Department of Economic Development (DED), Office of Business Development Services (OBDS), P. O. Box 94185, Baton Rouge, LA, 70804-99185, (504) 342-5365.
Welcome to Exporting!

The Guide for First Time Exporters is compiled by Le Centre International de Lafayette (International Center for the City of Lafayette). It is intended to give a brief overview of the basics of exporting and to assist the first time exporter in identifying the resources necessary to proceed with a strong exporting program. We hope to build on the resources included in this first compilation and provide in successive editions, an exhaustive list of resources for Louisiana companies who wish to export.

The guide begins with a summary of Le Centre International. Le Centre offers a wide range of trade related services to companies in the Lafayette area and is a prime contact for foreign companies seeking connections with Acadiana companies. We regularly greet international businessmen and officials and are always eager to assist them in developing contacts. The synopsis on exporting follows. The final section includes a contact listing of resources by category and a resource list of publications, journals and other data available for use in Le Centre's library.

We welcome your suggestions on improving this guide. Our goal is to provide an effective tool that will assist you in developing your exporting program.

Sincerely,

Christine A. Duhan
Trade Development Specialist
Le Centre International
Le Centre International de Lafayette was created as a division of the City of Lafayette in October of 1989, and officially opened its doors to the public in April 1990, in Lafayette's former city hall. Through the creation of Le Centre International, Lafayette is moving forward with a solid commitment to international trade and tourism development. A variety of trade related resources are located in Le Centre International, allowing optimal interaction with permanent and visiting foreign trade development officials and business people. With a strong commitment to trade, Lafayette stands to develop new markets for expanded production and enhanced relationships with our trade/tourism partners.

The mission of Le Centre International is to foster an increase in international commerce and tourism in the Lafayette area. The following goals are the major objectives of Le Centre:

- To assist businesses in the Lafayette area, particularly small and medium-sized companies, in exporting their products or services abroad through the identification of new markets and expansion of existing markets. Additionally, to assist these companies in importing products/parts not available in our market area and to work with international tenants at Le Centre in that regard.

- To promote foreign investments in this area.

- To assist the University of Southwestern Louisiana (USL) toward developing exchanges with universities of other countries in the areas of business development, the hospitality industry, and applied research.

- To promote international tourism, particularly cultural tourism, and to attract a greater number of international visitors to the City of Lafayette and surrounding areas.

- To promote Lafayette area artists on an international level and to further cultural exchanges of an international nature for the City of Lafayette.

Le Centre International is the concrete expression of the City of Lafayette's will to further establish Lafayette as the hub of Acadiana, thanks to a stronger business and tourism community. The International Center is fast becoming the focal point and catalyst for foreign trade relations between Lafayette, the Cajun/Creole capital of Louisiana, and the world.
LE CENTRE INTERNATIONAL
PRESENTS THE
GUIDE FOR FIRST TIME EXPORTERS

There are a number of questions first time exporters often ask. Many of those questions can be answered in the U. S. Department of Commerce's publication, "A Basic Guide to Exporting". This guide is available from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C., 20402. The Basic Guide and other publications are available for public reference in the library of Le Centre International, 735 Rue Jefferson, downtown Lafayette. A number of other publications on exporting are available through the Government Printing Office. Government Printing Office publications are mailed on request. These publications are usually free, or relatively inexpensive and always informative.

Attached to this guide are copies of excerpts on "Responses to Foreign Inquiries", "Pricing", and "Shipping", excerpts of the U.S. Dept. of Commerce publication, "A Basic Guide to Exporting".

Le Centre International will assist first time exporters in locating a broker or freight forwarder. For those exporters desiring to ship directly, we will counsel first time exporters on the preparation of the Pro Forma for initial shipments (a sample copy of a Pro Forma is included here). Le Centre, however, is not a broker or freight forwarder and cannot be held liable for any shipments or related costs.

Brokers and freight forwarders, by the nature of their business, know the procedures and documentation required for virtually any product and/or commodity being shipped to any country. The services they provide in assisting with the procedures and documentation are guaranteed and represent lower shipping costs due to the volume they reserve. Le Centre can provide first time exporters with a list of brokers and freight forwarders.

Our office also assists direct exporters with the preparation of the "Pro Forma" invoice for initial shipment of goods. The actual packaging, booking and
shipping is the responsibility of the seller. The Pro Forma, which is a quotation in invoice format, should include the following:

1. Buyer's name and address.
2. Buyer's reference number and date of inquiry.
3. Listing of requested products and brief description.
4. Price of each item (advisable to quote in U.S. dollars in order to reduce foreign exchange risk) and indicate whether items are new or used.
5. Gross and net shipping weight (in metric where appropriate).
6. Total cubic volume and dimensions (in metric where appropriate) packed for export.
7. Trade discount, if applicable.
8. Delivery point.
9. Terms of payment.
10. Insurance and shipping costs.
11. Validity period for quotation.
12. Total charges to be paid by customer.
13. Estimated shipping date to factory or U.S. port (it is preferable to give U.S. port).
14. Estimated date of shipment arrival

The Pro Forma should also include a statement certifying that the pro forma is true and correct, together with a statement indicating the country of origin of the goods. Be certain the Pro Forma is clearly marked "Pro forma Invoice" (see attached sample). Check with the district office of the Department of Commerce for special invoicing requirements for the country of destination. The district office for the U.S. Dept. of Commerce is located in New Orleans at 2 Canal Street, and can be reached by phone at (504) 589-6546.

When packaging for overseas shipments, be aware of packing, labeling, documentation and insurance requirements.

➢ Are goods packed correctly so that they arrive in good condition? Moisture resistant filler material can help keep your product in a better condition if left uncovered during transfer.

➢ Are packages labeled correctly to ensure proper handling so that the shipment arrives at the correct place and on time?
Does the documentation correctly meet U.S. and foreign government requirements and collection standards?

Is the shipment properly insured against damage, loss or pilferage?

Export shipments are usually insured against loss or damage in transit by ocean marine cargo insurance. It is broader than domestic cargo insurance and covers shipments by mail, air and ship. Freight forwarders can secure insurance on the shipment if requested or if included in the pro forma. There are three basic forms of insurance:

1. Special one-time cargo policy insuring a specific shipment.
2. Open or blanket cargo policy that continues in effect and automatically insures all cargo moving at the seller's risk.
3. A cargo policy carried by the freight forwarder.

The first option is more expensive. If export shipments are infrequent, this may be the most practical coverage to purchase.

For various reasons, it is always advisable to ship all goods with adequate insurance. The standard method for computing the amount of coverage is below. This formula allows for incidental and unexpected costs.

\[
\text{Cost of Goods} + \text{Freight Charges} + \text{Insurance Cost} + 10\% \text{ of Total Cost}
\]

If your shipment arrives in damaged condition, notify the freight forwarder immediately. Do not ask the importer to return the damaged goods; the insurance company may claim the goods were damaged in the return shipment.

Choosing a reputable freight forwarder can expedite the process and reduce time spent preparing documentation. Be sure to ask these questions prior to selecting an international freight forwarder:

1. Does the forwarder have experience in shipping your type of product?
2. Is the forwarder well represented in the markets you plan to ship to?
3. Are current clients of the freight forwarder satisfied with the service? Are they selling in similar markets?
4. Is the freight forwarding company financially sound, familiar with letters of credit and aware of all changes in laws and licenses?

Most freight forwarders handle packing, labeling, insurance and documentation as part of their service. Listed below are those markings which need to be on the carton when shipped.

1. Shipper's mark.
3. Weight marking (in pounds and in kilograms).
4. Number of packages and size of case (in inches and centimeters).
5. Handling marks (international picture symbols).
6. Caution marks (Ex. "This side up", etc.). Use in English and language of country of destination.
7. Port of entry.
8. Labels for hazardous materials (universal symbols adopted by the Inter-Governmental Maritime Consultative Organization).

Label with waterproof markers in large, legible letters. All sides and top should be labeled. If more than one package is being shipped, clearly mark the number of packages in the shipment.

Documentation varies with each country. Requirements should be checked for the country of destination with the district Dept. of Commerce office. Freight forwarders regularly prepare all paperwork required for shipping and delivery in compliance with requirements for the country of destination.
SHIPPING BY AIR

Most cargo lines request the following information when calling to confirm reservations for cargo transport.

1. Total shipment weight
2. Total number of packages to be shipped
3. Exact dimensions of each package

If there is a transfer required to a connecting flight, allow a minimum of six hours between flights. Check with the interim carrier to determine cut off times for delivery of transfer shipment.

Call the connecting carrier to be sure your shipment has been transferred at least 1 hour prior to the cut off time. This will provide last minute tracer time if the packages were not transferred. Ask the connecting carrier to notify you when the shipment has been transferred. Call back and double check if they do not do so.

Alert agents with whom you are familiar that you are shipping and request personal attention for your shipment transfer at the connecting airport.

Check with the destination recipient to be sure the shipment arrived and is in satisfactory condition.
# The 'Players' In The Export Transaction

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**US DEPT. OF COMM.**
- Assistance
- Find Reps
- Trade Leads
- Export License

**STATE DEVELOPMENT DEPTS.**
- CREDIT “AGENCIES”

**FOREIGN FREIGHT FORWARDER**
May Do Any or All of the Following:
- Advise on Ocean Charges for Exporter
- To Establish Pricing
- Complete Commercial Invoice
- Prepare Shipper’s Export Dec.
- Book Ocean Shipping Space
- Coordinate Inland Movement
- Warehouse at Pier
- Obtain Consularization of Documents
- Prepare Packing List, Certificate of Origin, Dock Receipt, Collection Documents
- Prepare Insurance Certificates
- Distribute Completed Documents
- Pay Ocean Charges

* CCC = Commodity Credit Corporation
* FCIA = Foreign Credit Insurance
* OPIC = Overseas Private Investment Corporation

**SOURCE:** U. S. Department of Commerce
Responding to Foreign Business Inquiries

Many U.S. firms got their first export inquiries because a foreign company saw an advertisement in an American publication, got their name from the Commercial Attache at a U.S. Embassy, or were mentioned by someone who knew of their product. Simply answering those inquiries started many firms in exporting. However, too many firms receive foreign inquiries and ignore them or file them away somewhere hoping to get back to them some day. Many foreign firms complain about the number of letters which they write, get back to them some day. Many file them away somewhere hoping to receive an adequate response of verification. If you have a cable address, telex or fax number, be sure to include it. Describe your products, prices if possible, terms of sale, guarantees, discounts and be sure to ask him for the information you require to continue the negotiation. Product brochures can be enclosed, but be mindful of postage costs. Technical descriptions are most important as well as shipping requirements. If you only have brochures in English initially, include them. As soon as possible, brochures should be produced in the languages of areas in which you have marketing interests.

Rule No. 5:
If you are not well known worldwide, include a short paragraph about your company, and provide sources of verification. If you have a cable address, telex or fax number, be sure to include it. Describe your products, prices if possible, terms of sale, guarantees, discounts and be sure to ask him for the information you require to continue the negotiation. Product brochures can be enclosed, but be mindful of postage costs. Technical descriptions are most important as well as shipping requirements. If you only have brochures in English initially, include them. As soon as possible, brochures should be produced in the languages of areas in which you have marketing interests.

Rule No. 6:
Finally, set up an "International Sales" file as soon as you receive your first foreign inquiry, and make sure some ONE person is responsible for follow-up.

The U.S. Department of Commerce suggests using the following checklists when responding to foreign business inquiries.

Checklist for Letters
Use this guide for international business letter writing:

1. Answer overseas inquiries promptly and in the language of the letter of inquiry, when requested.

2. If you are actively doing business overseas, your letterhead should reflect this by including U.S.A. in the address; cable, telex and fax information; and the name of your bank to enable overseas customers to make credit checks with little difficulty.

3. Do not ask for credit information in your first sales letter. This information can best be obtained from such other sources as the international banking department of your own bank or the U.S. Department of Commerce.

4. Make sure your letter adequately introduces your firm and establishes you as a reliable source of supply.

5. Be polite, courteous and friendly, but without undue familiarity and slang. Some overseas firms, particularly those in Latin America, feel that the usual brief U.S. business letter is lacking in courtesy.

6. Make sure your letter contains full information about your product, including price and other pertinent data, so the customer will not have to ask for further details before ordering.

7. Give adequate information for the buyer to calculate the cost of your product delivered to arrival point in the buyer's country. If a sale looks very promising, a good freight forwarder can help you prepare a CIF (cost-insurance-freight) price quotation that includes all cost factors (except duties) on goods delivered to a named destination overseas.

8. Use metric measurements.

9. Personally sign your letter. Form letters are not satisfactory.

10. Send your letters by air mail and request responses the same way. Make sure you use the correct postage. Many firms fail to check this simple yet important point. Also consider using stamps, instead of a postage meter, to command more attention.
11. Finally, check your letter to make sure it says what you intend. Remember - letters can be good sales representatives.

Checklist for Cables

A similar checklist also can be applied in using international business cable messages. However, particular emphasis should be placed on ensuring that:

1. Your cable address is included on all correspondence and that you recheck your prospect's cable address to verify that it is correct.
2. Your cable contains complete information to satisfy the intended purpose of the communication.
3. All measurements are in metric.

Checklist for Telephones

Time differences, language barriers, and high costs make the telephone a "last choice" means of international communication for most purposes. However, if your business needs dictate the use of international telephone calls, you should use the following checklist:

1. If possible, the caller should be competent in the language of the country being phoned.
2. Check the number and name of the party you are calling and be aware of time differences and time your call appropriately.
3. Determine if direct dial is available and feasible and be aware of differences of dial tones and other telephone audio indicators.
4. Speak clearly and identify yourself and your company.
5. Avoid annoying or slang expressions. Remember, your party may not be familiar with our expressions.
6. Be courteous, polite, and helpful. This will demonstrate that doing business with you is a pleasant experience. Remember also that your voice conveys a mental image of your personality, so be tactful and tasteful.
7. Have clear, detailed notes in front of you for a well-organized delivery that will enable maximum usage of conversation time. The manner in which you express yourself conveys an indication of your skill and intelligence. Your story may be the prospect's only clue to your company and your products.
8. Before hanging up, always confirm what you understand the agreement to be. Clarify matters during the telephone conversation rather than run the risk of an embarrassing and costly misunderstanding later.

What To Do With An Inquiry?

Suppose you receive an inquiry from a foreign firm about your product. What actions should you take? Follow this checklist:

1. When inquiry is received:
   - Check for the correct address of the foreign firm. Do not discard the envelope until you are sure the complete address appears on the firm's letterhead.
   - Check nature of inquiry.
   - Check type of quotation desired.
2. Acknowledge inquiry if quotation cannot be sent immediately.
3. Compute price according to the terms of quotation, and check credit and reputation of customer.
4. When order is received:
   - Check order to verify your ability to comply with the terms of the order.
   - Acknowledge order and stipulate any deviations or corrections.
   - Make sure all personnel involved with processing the order fully understand their part.
   - If payment is by Letter of Credit, check its requirements carefully as soon as it is received and, if you cannot comply, request change immediately.
5. Prepare the order for shipment.
6. If you know the date that order is to be ready for shipment:
   - Contact freight forwarder and arrange shipping schedule.
   - Make sure necessary shipping instructions and documents are completed correctly and distributed on time.
7. Prepare and submit collection documents to receive payment.

SOURCE: U.S. Department of Commerce
Pricing the Product for Export

To price your product for export, you would normally start with the cost of production. Allow for special designs, special runs, modification, tooling and costs necessary to produce a marketable product. Rather than using your normal administrative cost, it is much better to add a direct export administrative cost, which may include representative's commissions, direct costs for attorneys, freight forwarders, accounting, telephoning, mail, labor, etc. Some costs for exporting will be less than for domestic sales, and some will be more. When you quote a price to your customer, you want to be sure there is a reasonable profit margin left for you.

Prices can be quoted in several ways. Here are the most commonly used "Incoterms."

Ex Factory (or Mill, Warehouse, etc.)

"Ex Factory" means that the seller's only responsibility is to make the goods available at his premises. In particular he is not responsible for loading the goods in the vehicle provided by the buyer, unless otherwise agreed. The buyer bears the full cost and risk involved in bringing the goods from there to the desired destination. This term thus represents the minimum obligation for the seller.

FAS

FAS means "Free Alongside Ship". Under this term the seller's obligations are fulfilled when the goods have been placed alongside the ship on the quay or in lighters. This means that the buyer has to bear all costs and risks of loss of or damage to the goods from that moment. It should be noted that, unlike FOB, the present term requires the buyer to clear the goods for export.

FOB

FOB means "Free on Board". The goods are placed on board a ship by the seller at a port of shipment named in the sales contract. The risk of loss of or damage to the goods is transferred from the seller to the buyer when the goods pass the ship's rail.

C&F

C&F means "Cost and Freight". The seller must pay the costs and freight necessary to bring the goods to the named destination, but the risk of loss of or damage to the goods, as well as of any cost increases, is transferred from the seller to the buyer when the goods pass the ship's rail in the port of shipment.

CIF

CIF means "Cost, Insurance and Freight". This term is basically the same as C&F but with the addition that the seller has to procure marine insurance against the risk of loss of or damage to the goods during the carriage. The seller contracts with the insurer and pays the insurance premium.

There are other, less commonly used Incoterms for special application.

You may have a better opportunity to sell to many foreign customers if you can quote them a price CIF. In order to do this, determine your direct packaging and crating costs for exports; these may be different than for domestic sales. Add domestic shipping costs to the port of exit, together with documentation costs (a freight forwarder can help you with this). Include the freight forwarder's fees, any applicable port charges, air or ocean freight, and insurance. This gives you the Cost, Insurance, Freight (CIF) price delivered to the buyer's nearest port of entry. Any duty and further inland charges are at his expense.

Some exporters have made the mistake of quoting their domestic price without figuring the actual cost and have later discovered they had not made the profit they estimated. Consider the Fair Trade Practice Laws also when pricing your product, to avoid possible "dumping" practices. Normally, a firm should make on export sales at least the profit that it makes on domestic sales, and possibly more, if costs have been accurately calculated. The challenge is to make your price high enough to return a profit, but low enough to be competitive in foreign markets. If domestic sales are not utilizing full production capacity, export sales could bring production close to capacity, thereby reducing unit costs and raising overall profits.

SOURCE: U. S. Department of Commerce

Le Centre International, Post Office Box 4017-C, Lafayette, LA 70502 Tel. (318) 268-5474 Fax (318) 268-5480
Shipping the Product

Here are ten basic checkpoints involved in getting your merchandise to an overseas buyer:

1. Quotation and Sale
   In selling abroad, merchandise is quoted and delivered "FOB Factory," "FOB American Port," "FAS American Port" or "CIF Foreign Port of Unloading," depending upon which transportation costs are included in the price. Quotations may be specified in U.S. dollars or some other convertible currency.

2. Payment for Merchandise
   The exporter must understand and agree with his customer as to how he will be paid and at what risk. There are several terms common to the trade: Sight Draft Against Documents, Letter of Credit, and Open Account.

3. Payment for Transportation Costs
   Transportation companies do not extend credit to foreign countries except, on occasions, ocean freight may be collected at destination. Therefore, these costs, if not included in the price, must be added to the invoice and collected in accordance with their terms. The exporter is usually responsible for transportation charges regardless of the terms of sale.

4. Export License

5. Import License
   May be required by foreign country to which merchandise is sent. Ask your customer about this and furnish documentation if required.

6. Export Packing
   Your product may require extra protection to withstand weather conditions and the additional hazards of ocean shipping.

7. Ship Insurance (Marine Insurance)
   This is essential and can be arranged through your local broker or freight forwarder.

8. Routing
   Do not leave this entirely up to your agent to decide if timing or cost are important factors. Determine which U.S. port will best serve your shipment. Consider inland freight rates, port handling costs, ocean freight rates, and the frequency of sailing to destination port. Generally, it is the least expensive to ship by water as much as possible. The higher priced land and air routes should be reserved for small, high cost products where rapid delivery is a prime concern. Shipment should be consigned to your freight forwarder who will re-consign to foreign destination.

9. Destination
   Exporter usually delivers shipment to his customer at a specified foreign port of unloading only. He does not engage in customs formalities or payment of duty in a foreign country, nor does he normally arrange for inland transport in a foreign country beyond the port of discharge.

10. Freight Forwarder
    An exporter normally finds that the service of a freight forwarder at the U.S. port of shipment is indispensable. The forwarder attends to customs formalities and all necessary documentation and sees that the shipment is properly re-consigned.

SOURCE: U. S. Department of Commerce
To: Gomez Y. Cartagena  
Aptdo. Postal 77  
Bogota, Colombia  

We hereby quote as follows:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Model</th>
<th>Description</th>
<th>Unit</th>
<th>Net</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>2-50</td>
<td>Separators in accordance with attached specs.</td>
<td>$14,750.00</td>
<td>$44,250.00</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>14-40</td>
<td>First-stage Filter Assemblies per attached specifications</td>
<td>$1,200.00</td>
<td>$3,600.00</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>custom</td>
<td>Drive Units—30 hp each (for operation on 3-phase 440 v., 50 cy. current) complete with remote controls</td>
<td>$3,235.00</td>
<td>$12,705.00</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL FOB Washington, DC Domestic packed .......................................................... $60,555.00  
Export processing, packaging, prepaid inland freight to Dulles ................................ $3,115.00  
International airport & forwarder's handling charges  
FAS Dulles Airport Virginia ......................................................................................... $63,670.00  
Estimated air freight and insurance ........................................................................... $2,960.00  
Est. CIF Buenaventura, Colombia ................................................................................. $66,630.00  

Estimated Gross Weight: 9,360 lbs. Export Packed: 4,212 kg.  
Estimated Cube: 520 cu. ft. Export Packed: 15.6 cu. meters

PLEASE NOTE

1) All prices quoted herein are U.S. Dollars.  
2) Prices quoted herein for merchandise only are valid for 60 days from this date.  
3) Any changes in shipping costs or insurance rates are for account of the Buyer.  
4) We estimate Ex-Factory shipment approximately 60 days from receipt here of purchase order and letter of credit.

SOURCE: U. S. Department of Commerce
INTERNATIONAL TRADE RESOURCES BY TOPIC

The following list is provided to assist you in locating resources and contacts related to international trade. This is by no means an exhaustive list of all contacts you will need in order to answer all of your questions, but it should provide you with a good starting point.

AGRICULTURE

Agricultural Research Service, Richard S. Soper, International Activities, (301) 504-5605, fax (301) 504-5298

Southern United States Trade Association (SUSTA), Scott Hansen, Director, New Orleans (504) 568-5986

U.S. Department of Agriculture, Foreign Agriculture Service (FAS), AgExport Services Division, Washington, D.C., (202) 720-6343, fax (202) 690-4374

ASSOCIATIONS

American Association of Exporters and Importers, 11 W. 42nd Street, 30th Floor, New York, N.Y. 10036, (212) 944-2230

Federation of International Trade Associations, 1851 Alexander Bell Drive, Reston, VA (703) 391-6108

International Freight Forwarders & Custom House Brokers Association, Laura Dixon, New Orleans, (504) 525-7201

International Trade Facilitation Council, 1800 Diagonal Road, Suite 220, Alexandria, VA 22314, (703) 519-0661

Small Business Foundation, 1155 15th Street, N.W., Suite 710, Washington, D.C. 20005, (800) 243-7232

U.S. Council for International Business, 1212 Avenue of the Americas, New York, NY 10036, (212) 354-4480
BUSINESS DEVELOPMENT

Enterprise Center of Louisiana (ECOL), Dr. Pat Wells, Executive Director (318) 262-5344

USL Small Business Development Center, Dan Lavergne, Director, (318) 262-5344

U. S. Small Business Administration (SBA), Al Degrasse, Assistant Director, (504) 589-2354

COUNTRY INFORMATION

Andean/Caribbean Help Desk, Miami, Florida (305) 530-7025

Office of Africa, Near East and South Asia; Washington, D.C., (202) 482-1064

Business Information Service for the Newly Independent States (BISNIS) (207) 377-4655, [One stop shop for firms doing business with the Commonwealth of Independent States (CIS)]

Eastern Europe Business Information Center (EEBIC), Washington, D.C., (202) 482-5745.

Japan Export Information Center, Washington, D.C., (202) 377-2425

JETRO, Japanese External Trade Organization, Houston, Texas (713) 759-9595

Office of Mexico, Washington, D.C., (202) 482-4464

Office of the Pacific Basin, Washington, D.C., (202) 482-3875, or 482-3646

EXPORTING

Gulf States Utilities, The Export Hotline, 1-800-258-9204

Le Centre International, Philippe Gustin; Director, Christine Duhon, Trade Specialist, Lafayette, LA (318) 268-5474

Louisiana Department of Economic Development, Office of International Trade, Lawrence Collins, Director, (504) 342-4320
Trade Information Center, 1-800-USA-TRADE (872-8723)

U.S. Department of Commerce, District Office, New Orleans, Paul Guidry, Director; Clif Gaston, Trade Specialist, (504) 589-6546

World Trade Center (WTC), 2 Canal Street, New Orleans, LA 70130 (504) 529-1601

**FINANCE**

Louisiana Capital Certified Development Company, Al Hodge, Executive Director, (318) 234-2977, fax, (318) 234-3009

Overseas Private Investment Corporation (OPIC), OPIC Hotline (800) 424-OPIC

U.S. Export-Import Bank, Hotline Number (800) 424-5201

U. S. Small Business Administration (SBA), Al Degrasse, Assistant Director, (504) 589-2354

**IMPORTING**

Le Centre International, Philippe Gustin, Director, Christine Duhon, Trade Specialist, Lafayette, LA (318) 268-5474

U.S. Customs Service, New Orleans, Joanne Cornelison, (504) 589-6353

**SEAFOOD**

Louisiana Cooperative Extension Service, Knapp Hall, LSU, Baton Rouge, LA 70803, (504) 388-4141

Louisiana Department of Wildlife & Fisheries, P. O. Box 98000, Baton Rouge, LA 70898, (504) 765-2330

Louisiana Seafood Promotion and Marketing Board, Karl Turner, Executive Director, (504) 568-5693, fax (504) 568-5668

U.S. Food and Drug Administration, Seafood Hotline, Washington, D.C., 1-800-FDA-4010 (332-4010)
   Canadian Manufacturers and their products


   Trade related issues between the U.S. and Canada

   Trade related issues between U.S. and Canada (specifically energy related industries)

   Rules and procedures governing U.S. / Canadian borders

   U.S. / Canadian custom procedures


   Description of Canadian investment into infrastructure and business

    Metro Quebec city manufacturers and products

    Manufacturers and their products

11. Quebec (1990)
    A buyers guide to products available for export

    New Brunswick and Canada contacts and additional information

    Investment strategy for New Brunswick, Canada
Reports of industries / products in the region of Quebec

Provides information on the impact of small and medium sized businesses in Quebec

**CARIBBEAN**

Various information on countries located in these two regions

A guide to trade and investment in Central America and the Caribbean

**CHINA**

18. China (1990) 
A country study

**DENMARK**

Directory of companies and contacts in Denmark

**EUROPEAN ECONOMIC COMMUNITY**

**GENERAL INFORMATION**

Companies and contacts in the EEC


**EL SALVADOR**

Directory of companies and contacts in El Salvador
HONG KONG

Directory of companies and contacts in Hong Kong

24. Hong Kong Enterprises (1986)
Catalogue of Hong Kong products and businesses

25. Asia and the Pacific... A Tax Tour (1990)
Arthur Anderson

INDONESIA

26. Indonesia (1990), A country study

JAPAN

27. Japan (1990)
A country study

28. Asia and the Pacific... A Tax Tour (1990)
Arthur Anderson

KOREA

Guide to foreign importers

Directory of companies and contacts in Korea

Guide to foreign exporters

Directory of companies and contacts in Korea

Catalogue of Korean products

34. Asia and the Pacific... A Tax Tour (1990)
Arthur Anderson
LATIN AMERICA
(GENERAL INFORMATION)

35. Economic and Social Progress in Latin America (1989)
   Savings, investments and growth information about Latin America

   Profiles of different countries in South and Central America

MEXICO

2. Mexico (1990)
   A country study

   Directory of companies and contacts in Mexico

   Price Waterhouse -- Tax and other information on Mexican trade policies

40. Opportunities in Mexico (1990)
   SBA and AT&T

SINGAPORE

41. Singapore Exporters (1988)
   Catalogue of Singapore products

42. Asia and the Pacific ... A Tax Tour (1990)
   Arthur Anderson

SPAIN

   Directory of companies and contacts in Madrid, Spain

   Directory of companies and contacts in Mexico
TAIWAN

    Guide for businesses interested in doing business with Taiwan

46. Asia and the Pacific ... A Tax Tour (1990)  
    Arthur Anderson

UNITED STATES

Louisiana

47. Lafayette City Directory (1988)  
    Names, addresses and contact names of companies in Lafayette

    Export trade directory

49. Acadiana International Trade Directory (1992)  
    Names, addresses and contacts of companies (Le Centre International)

50. Louisiana Directory of Manufacturers (1992)  
    Description of companies (manufacturers) in the state of Louisiana

51. Louisiana Business Profile (1991)  
    Demographics, statistics and information on the state of Louisiana

U.S.

52. Small Business: The World is Your Market (1992)  
    a) Preparing for exporting  
    b) Legal aspects  
    c) International Communication  
    d) State rules in export  
    e) Export know how  
    f) Transportation data  
    g) Information source services  
    h) Export order

    Companies, products, services and profile information

    Foreign Economic Trends and country Background Notes


    Industry outlook for U.S. industries
57. Standard Industrial Classification Directory (SIC)
   Directory of businesses, products and services
59. USA Export and Publications (1991)
   Markets, contacts, prices, licenses and other source information
   Banking, finance, marketing, and import/export companies
   Directory of companies in the greater Dallas metro area
   Businesses and contacts of businesses and industry in Halifax

REFERENCE GUIDES FOR EXPORTING

63. Small Business: The World is Your Market (1992)
    Preparing for exporting; legal aspects; international communication
    state regulations; export know how; transportation information;
    source server; export order
64. Small Business Sourcebook Parts I and II (1989)
    Small business information and assistance sources
65. The World is Your Market (1990)
    Export guide for small business
66. Exporting From Start to Finance (1987)
    Export guide for business
    High performance strategies for today's global manager
    A guide for beginners
69. International Tax Considerations
    Arthur Anderson -- Tax considerations for U.S. businesses
70. Trade Show Week Databook (1990)
    Annual guide to marketing
71. Going Global (1992)
   Guide for businesses considering international trade

   A guide for importers

   Directory of U.S. businesses involved in international trade

74. Guide to Funding International and Foreign Programs (1992)
   Directory listings of funding programs and foundations

   Extensive country information (customs, transportation, communication,
   legal, monetary, government, etc.)

**GENERAL COUNTRY INFORMATION**

   General country information

77. Findex (1989)
   Directory of market research reports, studies and surveys

78. The Whole World Oil Directory (1988)
   Directory of companies and contacts

**TELEPHONE DIRECTORIES**

79. AT & T International Telephone Guide
   Information on how to call to countries around the world

80. Congressional Yellow Book (1990)
   Directory of congressional offices and agencies

81. Federal Yellow Book (1990)
   Directory of federal offices and agencies

82. The Export Yellow Pages (1992)
   Names of companies dealing with exporting
PERIODICAL RESOURCES

1. Business America
2. Foreign Trade
3. Global Trade
4. World Trade
5. World Trade Talk
6. The Exporter
7. Ag Exporter
8. Seafood Business
9. Seafood International
10. International Business Chronicle
11. Latin Trade
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