INFORMATION RESOURCES FOR SMALL BUSINESS:
HOTLINES, ELECTRONIC BULLETIN BOARDS, AND DATABASES

SMALL BUSINESS HOTLINE
The Chamber/New Orleans and the River Region
1-800-949-7890

The hotline developed by the Small Business Council and sponsored by a grant from Radiofone has been in existence for a year. The Hotline services those who are interested in starting or expanding a business in these parishes: Orleans, Jefferson, St. Bernard, St. Charles, St. James, St. John, Plaquemines, St. Tammany, and Tangipahoa. The Hotline is available weekdays from 9am to 5pm. If you have questions regarding any phase of small business development, call the Small Business Hotline. The hotline specialist will answer your questions or make the appropriate referral.

TRADE INFORMATION CENTER
1-800-USA-TRADE (1-800-872-8723)

The TIC is a comprehensive resource for information on the export assistance programs of 19 U.S. government agencies. The Center is open weekdays from 8:30 am to 6 pm (Eastern time). The Center's staff guides businesses through the export process and advises them about the location and use of government programs, including those that offer export counseling, international market research and trade leads, overseas and domestic trade events and activities, and technical assistance.

EXPORT OPPORTUNITY HOTLINE
The Small Business Foundation of America
1155 15th Street N.W.
Washington, D.C. 20005
1-800-243-7232, 1-800-258-9204
In Washington, D.C. 202/223-1104

This is a service of AT&T and the Hotline Referral Network in cooperation with the U.S. Department of Commerce. In operation from 9am-5pm weekdays, it is a corporate-sponsored, nationwide fax retrieval system providing international trade information for U.S. businesses. Its purpose is to help find new markets for U.S. products and services. Hotline specialists answer questions about getting started in exporting; give advice on product distribution, documentation, licensing and insurance, export financing, customs, and currency exchange systems. They also provide country reports, trade lead matching, and database searches.

SBA ON-LINE

The SBA-On-Line is a computer-based, national electronic bulletin board. It serves as a communications tool and provides immediate access to information on the SBA's services, publications, and
business development programs. Through SBA On-Line, users can access:

1. A national calendar of events, such as training programs, small business seminars, and international trade fairs.
2. Information on the SBA's loan programs and financial management services.
4. Specific information on all of SBA's programs, including those that benefit women, minorities, and veterans.

Once you access SBA On-Line, you can read directly from the bulletin board or download the data onto your computer. The system provides a comprehensive list of menu items from which to select the desired information.

The system is available 24 hours a day, seven days a week. Entrepreneurs can dial into SBA On-Line (800) 859-INFO for 2400 baud modems, or (800) 697-INFO for 9600 baud modems on their personal computer and modem.

For more details on how SBA On-Line can provide assistance, write to the U.S. Small Business Administration, Office of Business Initiatives, Education and Training, 409 3rd. Street S.W., Washington, D.C. 20416 or call SBA's Small Business Answer Desk at (800) 8-ASK-SBA.

ELECTRONIC BULLETIN BOARD

The EBB, maintained by the Office of Business Analysis of the Department of Commerce, provides online computer access to news releases and other information from several federal agencies. Of particular interest to exporters, the EBB provides trade leads from the Trade Opportunities Program (TOP). The trade leads include opportunities for direct sales, representation, licensing, and joint ventures. Each day, the EBB staff adds 50-75 leads received during the previous 24 hours from commercial posts overseas.

The EBB may be accessed by personal computer, computer terminal, or word processor equipped with a modem; the information available on it may either be viewed on the user's screen or downloaded. It is available by subscription. A $35 annual registration fee covers 2 hours of connect time on the system; additional connect time is charged by the minute. For information on how to subscribe, call 202-482-1986.

NATIONAL TRADE DATA BANK

The National Trade Data Bank (NTDB) is a database established by the U.S. Department of Commerce to provide public access to export promotion data and international economic data. Topics covered range from basic export information to how-to-guides, regulations, and import and export statistics. At most libraries, users can bring a computer disk to save the data in electronic form, making it easier to analyze and manipulate data. The database is distributed monthly as a compact disk. A single CD sells for $35; an annual subscription is $360. For information or to order, call (202) 377-1986.
Companies can use this valuable resource to:
  * Learn about export markets
  * Analyze patterns of imports and exports by country and commodity.
  * Learn about trade practices of foreign countries.
  * Develop contacts for distributing their products

Compiled by Joan McGee
Office of Policy and Research
Department of Economic Development
12/93
RESOURCES FOR SMALL BUSINESS EXPORTERS

Business America: The Magazine of International Trade. (Published biweekly by the U.S. Department of Commerce, Washington, D.C. Annual subscription rate is $61.00.)


FEDERAL, STATE, AND LOCAL AGENCIES THAT PROVIDE ASSISTANCE TO EXPORTERS

U.S. Department of Commerce
Trade Information Center
1-800-872-8723

The ITC is a one-stop source for information on all federal government assistance programs. ITC can provide information on:
* How to get started in exporting
* Foreign markets
* Export financing programs
* Locating overseas buyers
* Trade missions and fairs
* Local export seminars and conferences
* Tariff rates and licensing requirements

Louisiana Department of Economic Development
Office of Commerce and Industry, Export Trade Division
(504) 342-4230

The Division is responsible for programs to help Louisiana companies export Louisiana-made goods and services.
* Conducts seminars on export opportunities and procedures and arranges meetings between Louisiana firms and foreign buyers.
* Plans and manages trade development missions, alerts companies to international trade shows and conferences.
* Collects and disseminates trade leads

Louisiana International Trade Center
College of Business Administration
Room 368
University of New Orleans
New Orleans, LA 70148
(504) 286-6978

It was established to assist small businesses in Louisiana in the areas of exporting, importing, and investing.
* One to one counseling.
* Identifying foreign markets for your product
* Disseminating foreign business leads, putting you in touch with foreign exporters and importers.
* Coordinating and conducting continuing education programs
* Referral coordination

World Trade Center
2 Canal Street
Suite 2900
New Orleans, LA 70130-1507
(504) 529-1601
WTC is a private, non-profit organization which serves as a headquarter for international trade services. The WTC in New Orleans is one of 255 World Trade Centers in 69 countries.

* Tenants at the WTC are engaged in a full range of international trade activities and include foreign consulates and trade offices, federal and state agencies, and more than 100 export-import companies, steamship lines, and maritime insurance brokers.

* The WTC offers foreign trade seminars, training courses, language classes, trade shows, and a worldwide telecommunications system for instant trade leads to bring together international buyers and sellers.

Compiled by Joan McGee
Department of Economic Development
Office of Policy and Research
3/16/94