

EXPORTING FROM UTAH

STARTER GUIDE



DEVELOPING YOUR PLAN TO EXPORT OVERSEAS

PRODUCT:

Assess the export-readiness of your product or service.
What market demand will you be meeting and what value will you be adding?
Consider adapting, redesigning, and repackaging the product for foreign markets.

MARKET:

Connecting to markets abroad requires research into local economies, global competitors, and cultural customs.
Determine:
(1) What competitive advantage you can leverage in a foreign market
(2) Where the fastest growing markets for your product are in the world
(3) Who your competitors will be domestically and internationally (See *Market Research Online Tools* below)

STRATEGY:

How will exporting change the structure of your company?
Consider altering production to meet new demand and export financing for expansion
(See *Small Business Development Center* below)

LOGISTICS:

How will your product reach its destination?
Consider contracting with a freight-forwarding company, or export management/trade consultants, or remarketers.
(See *Utah Logistics & Customs* below)

REGULATIONS:

Comply with U.S. export regulations and foreign government import and distribution requirements
Visit the Bureau of Industry & Security webpage to learn more about export control: www.bis.doc.gov

LOCAL RESOURCES

WORLD TRADE CENTER UTAH

175 East 400 South, Suite 609 (801) 532.8080
Salt Lake City, UT 84111
www.wtcut.com

GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

International Trade and Diplomacy Office (ITDO) (801) 538.8700
324 South State Street, Suite 500
Salt Lake City, UT 84111
<http://business.utah.gov/international-trade/International/>

U.S. COMMERCIAL SERVICE

U.S. Export Assistance Center.....(801) 255.1871
9690 S. 300 West, Suite 201
Sandy, UT 84070
www.buyusa.gov/utah

SMALL BUSINESS DEVELOPMENT CENTER

Sandy Office (801) 957.5411
9750 South 300 West
Sandy, Utah 84070
www.utahsbdc.org

MARKET RESEARCH ONLINE TOOLS

Search for key words:

TRADE STATS EXPRESS

International Trade Administration
Big-picture market data: volume of exports from U.S. to the world

COUNTRY COMMERCIAL GUIDES

U.S. Commercial Services Market Research Library
Detailed studies of country markets and business environments

UTAH LOGISTICS & CUSTOMS

FREIGHT FORWARDING & SHIPPING

Search for *dexpages.com* or look up Freight Forwarders in your local yellow pages for companies who can ship your product and help navigate export regulations

LIST OF EXPORT DOCUMENTS, LICENSES, AND REQUIREMENTS:

Search for *Basic Importing and Exporting CBP.gov*

FURTHER ONLINE READING & EDUCATION

Search for key words:

TAKE YOUR BUSINESS GLOBAL SBA

Small Business Administration
Online brochure and workbook convenient to track your research

SEARCH FOR: **EXPORT.GOV**

Register and get access to market research, trade leads, and training and counseling programs