Protecting the Data We Collect Is Top Priority

AESDirect Shipment Manager vs. ACE Export Reports

4 Export Tips You Shouldn’t Overlook
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Valuable Information on Global Competitiveness: Accelerate Your Exports

In this issue you will learn how the U.S. Census Bureau ensures data are secure at the time of collection as well as when it is stored. Learn the difference between two exporting tools in the Automated Commercial Environment (ACE)—the AESDirect Shipment Manager and the ACE Export Reports. In celebration of World Trade Month, the Census Bureau along with other federal agencies collaborated to offer the four-part “Go Global Webinar” series. The Webinars covered informative exporting topics involving resources, services, online tools, opportunities in international development, and tips to manage challenges in the global marketplace. Agencies included the U.S. Census Bureau, Small Business Administration, Export Import Bank of the United States, U.S. Agency for International Development, and the U.S. Trade and Development. Please feel free to contact a specialist featured from the webinar series if you have questions or desire assistance involving your business operation. The contact information is available for each of the presenters from the webinar series. All webinars are recorded and available online. We hope that you will enjoy the articles, and we believe they will assist you in increasing your market competitiveness.
Protecting the Data We Collect Is Top Priority

Cybersecurity at the U.S. Census Bureau Means Strict and Innovative Safeguards

By Josefina Hicho, U.S. Census Bureau, Public Affairs Specialist

The U.S. Census Bureau, the nation’s leading provider of quality data, wants you to know that our highest priority is keeping the data we collect safe. In this article, you will find five examples of the measures and tactics the Census Bureau uses to ensure that data remain confidential and secure not only when collected but also when it’s stored.

Starting With a Data Stewardship Culture

Knowing that culture is at the core of successful and secure operations, the Census Bureau is focused on maintaining a strong data stewardship culture and integrating it into day-to-day thinking, applications, and decision-making. This approach encompasses our employees, processes, and technology working together to protect data as dictated by law in Title 13 of the U.S. Code. By law, every person who works with your information is sworn for life to keep that information confidential. If anyone violates this law, it is a federal crime; they will face severe penalties, including a federal prison sentence of up to 5 years, a fine of up to $250,000, or both.

Using Advanced Cloud and Physical Security Design Principles

Following industry best practices, we have designed our systems with layered defense to protect our networks from external threats, manage and secure data inside the network, and enable our ability to isolate any portion of the network, if an anomaly is detected. The design enables us to assure you that your data is safe and continuously sustain survey service to the American public.

Think of an apartment building that has a secure entry system at the main door, deadbolt locks on each apartment door, motion detectors in the hallways, and alarms on each of the windows. If someone enters through the main door, several additional security features protect valuables inside each apartment.

Continuously Improving Our Security Posture

Because the security threat landscape continues to evolve, we have implemented leading industry tools and techniques to strengthen our security posture and protect data from a potential breach.

While we are able to share with the public our use of some security tactics such as two-factor authentication, data encryption, and system monitoring, we protect our overall cybersecurity strategy so that potential adversaries are not aware of our approach.

Preventing disruptions to our systems while ensuring our readiness to respond against increasing and sophisticated threats is a never-ending effort. We continually work with cybersecurity experts to ensure we stay abreast of critical knowledge, advanced techniques, and up-to-date technology to protect your data, especially during the 2020 Census.

Not even Census Bureau employees can access all the data the agency collects
Limited Access Ensures Data Security and Privacy
Not even Census Bureau employees can access all the data the agency collects. To safeguard your data, the Census Bureau limits access to the information and constantly monitors the systems to make sure the information stays secure.

From the moment a respondent answers a census or survey, to the time the statistical data are released, the information is protected and kept anonymous.

Cybersecurity Community
Understanding that we are stronger through partnerships, the Census Bureau works with the federal intelligence community and industry experts to stay abreast of emerging cyber threats, identify counter measures, and make the most informed decisions to protect the data we collect and maintain.

We share expertise and learn from each other to improve our ability to respond quickly and collectively to any cyber threat. Our vigilance starts with identifying and detecting problems and continues with protecting, responding, and recovering from cybersecurity challenges.

Contact Us
If you have questions or feedback related to survey participation, you may contact the Census Bureau’s respondent advocates at <respondent-advocate@census.gov>. The respondent advocates assist people who are asked to participate in any of our censuses and surveys. The respondent advocates also make recommendations to improve what we do and how it affects respondents.
The U.S. Census Bureau elicits feedback regarding customer support tools and services to increase efficiencies in the export process. Consequently, exporters and agents requested a comparison and contrast of two tools and their functionality in the Automated Commercial Environment (ACE)—the AESDirect Shipment Manager and ACE Export Reports. Both tools were designed to assist exporters and agents in managing their export transactions, but each has its own purpose.

AESDirect Shipment Manager
The Shipment Manager is the first screen you see after logging into the ACE and accessing the AESDirect portal. This tool allows you to create, submit, amend, and delete Electronic Export Information (EEI) and will also provide high-level information on previously filed AESDirect shipments. The AESDirect Walkthrough Series provides a complete detailed description of the Shipment Manager functionality.

Please note, the Shipment Manager will default to show the filings that were created in AESDirect for the last 90 days. In order to retrieve specific shipments or any beyond the last 90 days, you may want to utilize the filter criteria that are available after selecting “Show Filters.” This option allows you to search for previously transmitted AESDirect shipments based on one or more search options including U.S. Principal Party in Interest (USPPI) Name, USPPI ID, Consignee Name, Country of Destination, Port of Export, Carrier SCAC/IATA, User Name, and “Filings Updated in.” It is important to note that the filter option “Filings Updated in” will also default to show filings from the past 90 days. However, you may expand your search to within the past 5 years by performing a custom search and selecting a date range of 90 days at a time. In summary, the Shipment Manager screen allows you to easily access and manage previously transmitted AESDirect shipments.

ACE Export Reports
The ACE Export Reports is another option to view your EEI and provides a more inclusive listing of all your export filings. The reports feature discussed on the next page includes all shipment data that is found in the Automated Export System (AES). This differs from the Shipment Manager, which is limited to shipments filed only in AESDirect.

Please note, in order to obtain export reports authorization, you must first successfully complete the Census Bureau’s vetting process. More information on our vetting process can be found at our Web site <www.census.gov/foreign-trade/compliance/aesvetting.html>. Once access is granted, you can run ACE Export Reports and view shipment history.
ACE Export Reports gives you the flexibility to access an official record of your exports at any time. There are three types of standard reports which you can run by your Employer Identification Number (EIN). Each of these reports has various data elements associated.

**AES 201 and AES 202**

The AES 201 is the Filer Transactions Report requested by the filer and shows all export transactions submitted by the filer. The AES 202 is the USPPI Transactions Report requested by the USPPI and shows all export transactions filed on behalf of the USPPI by the foreign party’s authorized agent. These two standard reports have identical data elements. However, you can customize these reports by adding or omitting elements to suit your business needs.

**AES 203**

The AES 203 is the USPPI Agent Filed Routed Transactions Report and shows all routed transactions filed on behalf of the USPPI by the foreign party’s authorized agent. This report provides only a subset of data elements approved by the Foreign Trade Regulations.

Lastly, ACE Export Reports provides export data filed in the last 5 years, in addition to the current year. For detailed information on additional functions such as customizing and scheduling reports, you may refer to our ACE Export Reports and Advanced ACE Export Reports Webinars available for viewing at your convenience.

In summary, the Shipment Manager allows filers to access export shipments that were filed in AESDirect, either for review, amendment, or cancellation. ACE Export Reports allow exporters and agents to review the full universe of export shipments that they have filed or that have been filed on their behalf. As always, if you have further questions, or need additional clarification, feel free to contact us.

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For information or questions regarding the Automated Export System (AES) and AESDirect:

**Contact Data Collection Branch**

Phone: 800-549-0595 option-1
Email: askaes@census.gov

For information or questions regarding ACE Export Accounts and/or Export Reports:

**Contact ACE Account Service Desk**

Phone: 866-530-4172 option-1, followed by option-2
E-mail: ace.support@cbp.dhs.gov

For information or questions regarding ACE Export Reports Authorization:

**Contact Trade Outreach Branch**

Phone: (800) 549-0595 option-5
Email: exportreports@census.gov
If by chance you missed the World Trade Month, “Go Global Webinar” four part series conducted in May, you missed a wealth of valuable information. Here’s an opportunity to hear the Webinar content. Simply visit <www.census.gov/foreign-trade/outreach/index.html> to obtain the transcripts, presentation, and recordings.

Find New Buyers, Finance Deals, and Get Paid
Discover the power of data for researching foreign market opportunities through online tools courtesy of the Department of Commerce.

Manage Challenges in the Global Marketplace
This Webinar will provide an overview of techniques and resources to avoid challenges abroad, such as protecting intellectual property, encountering trade barriers, and competing for foreign government procurement.

Online Tools for Finding New Markets
Discover the power of data for researching foreign market opportunities through online tools courtesy of the Department of Commerce.

Opportunities in International Development
Small business exporters can truly make the world a better place by doing good. Gain insights into the work of U.S. development agencies and find opportunities that can grow your business while solving the world’s most pressing problems.

For more information, visit <www.census.gov/foreign-trade/outreach/index.html>.

FREE WEBINAR
All Webinars recorded online

Small Business Administration
EXIM Bank
International Trade Administration
U.S. Census Bureau
U.S. Agency for International Development
U.S. Trade & Development Agency
International Trade
Measuring the U.S. Economy

Top Exporting States
Percentage of $408.2 Billion
2019 through March

Top Exports for Texas
Value in Billions
- Brazil: 2.9
- Netherlands: 3.0
- South Korea: 3.3
- Canada: 6.6
- Mexico: 26.5

Top Exports for California
Value in Billions
- South Korea: 2.3
- Japan: 3.0
- Canada: 3.8
- China: 3.8
- Mexico: 7.2

Trade data like this, and much more, is available at USA TRADE ONLINE.
Go to usatrade.census.gov to sign up for your FREE account.

Top Harmonized System (HS) Exports for Houston-Galveston
Value in Billions
- Crude Oil: 8.7
- Light Oils: 4.2
- Petroleum Oil: 3.2
- Liquefied Propane: 2.1
- Ethylene: 0.5

Top Harmonized System (HS) Exports for New York City
Value in Billions
- Crude Oil: 3.7
- Light Oils: 2.5
- Petroleum Oil: 1.9
- Liquefied Propane: 1.8
- Ethylene: 0.9

Top Exporting Districts
Percentage of $408.2 Billion
2019 through March

Top Districts
- San Francisco, CA: 34%
- Houston-Galveston, TX: 9%
- New Orleans, LA: 6%
- Miami, FL: 4%
- New York, NY: 9%
- Los Angeles, CA: 7%
- Laredo, TX: 8%

Other Districts: 34%

Other States: 40%
Texas: 19%
California: 11%

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Connect with us
@uscensusbureau
International Trade
Measuring the U.S. Economy

The official source of U.S. trade statistics

What is the International Trade Program at the Census Bureau?
The International Indicator Trade Program at the Census Bureau is the official source of U.S. export and import statistics. Each month the Census Bureau and the Bureau of Economic Analysis (BEA) produce the International Trade in Goods and Services Report. This indicator is vital for informed decision-making in both the private and public sectors.

How is International Trade Data Used?
• BEA uses the data in its quarterly and annual estimates of gross domestic product (GDP).
• Private companies and trade associations use the data in domestic and overseas market analysis and business planning.
• Federal, state, and local governments use the data in policy analysis.
• Major print and electronic news media use the data in economic and business reporting.

What data resources are available?
International trade data is publicly accessible through multiple dissemination platforms including:
• Monthly press releases
• USA Trade Online
• Census Application Programming Interface (API)

What variables are available?
• Export value and quantity
• Import value and quantity
• Method of transportation
• Shipping weight
• Trading partner
• And More

How are the data classified?
• Harmonized System
• North American Industry Classification System (NAICS)
• End-use
• Standard International Trade Classification (SITC)
• U.S. Department of Agriculture (USDA)
• Advanced Technology Products (ATP)

What geographic levels are provided?
• State
• District
• Port
• Country of origin/destination

How frequently is data released?
International trade statistics are continuously compiled and are released on a monthly basis.

For a complete data release schedule, visit <www.census.gov/foreign-trade/reference/release_schedule.html>.

Visit the International Trade Web site to access the latest data, full release reports, historical data, and information on methodology at <www.census.gov/trade>.

For detailed data, use our free international trade database, USA Trade Online at <https://usatrade.census.gov/>.

Questions? Contact us: 1-800-549-0595, Option 4 <eid.international.trade.data@census.gov>.

For more information on the Economic Indicators, visit <www.census.gov/economic-indicators>.

Receive the latest updates on the nation’s key economic indicators by downloading the FRED App for both Apple and Android devices. FRED, the signature database of the Federal Reserve Bank of St. Louis, now incorporates the Census Bureau’s 13 economic indicators. See <https://fred.stlouisfed.org/fredmobile/>.

Visit the International Trade Web site to access the latest data, full release reports, historical data, and information on methodology at <www.census.gov/trade>.

For detailed data, use our free international trade database, USA Trade Online at <https://usatrade.census.gov/>.

Questions? Contact us: 1-800-549-0595, Option 4 <eid.international.trade.data@census.gov>.

For more information on the Economic Indicators, visit <www.census.gov/economic-indicators>.

Receive the latest updates on the nation’s key economic indicators by downloading the FRED App for both Apple and Android devices. FRED, the signature database of the Federal Reserve Bank of St. Louis, now incorporates the Census Bureau’s 13 economic indicators. See <https://fred.stlouisfed.org/fredmobile/>.
**Benefits of Foreign Trade Zones (FTZ)**

*By Steve Bullman, Governments and Trade Management Division, U.S. Census Bureau*

Importing companies operating in FTZs are allowed to hold and process cargo before entering U.S. commerce or exporting, often at a savings in customs duty. The U.S. Census Bureau accounts for the dollar value of that activity every month, showing its contribution to gross national product and many other sought after statistics. The annual FTZ trade figures of 2018, below, show $261 billion or 10.2 percent of our national imports coming through the zones that year. These zones concentrate relatively more, 19.9 percent versus 8.8 percent nationally, on processing raw import goods. While most products of zones enter into U.S. commerce, some $25 billion leave as exports.

### 2018 U.S. and Foreign Trade Zone (FTZ) Commodity Imports

*(In billions of dollars. Detail may not equal total due to rounding.)*

<table>
<thead>
<tr>
<th>Imports</th>
<th>United States</th>
<th>Foreign Trade Zone</th>
<th>Percentage of FTZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufactured Commodities</td>
<td>2,184</td>
<td>193</td>
<td>8.8</td>
</tr>
<tr>
<td>Non-Manufactured Commodities</td>
<td>340</td>
<td>68</td>
<td>19.9</td>
</tr>
<tr>
<td>Total</td>
<td>2,543</td>
<td>261</td>
<td>10.2</td>
</tr>
</tbody>
</table>

### 2018 U.S. and Foreign Trade Zone (FTZ) Commodity Exports

*(In billions of dollars. Detail may not equal total due to rounding.)*

<table>
<thead>
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<th>Exports</th>
<th>United States</th>
<th>Foreign Trade Zone</th>
<th>Percentage of FTZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufactured Commodities</td>
<td>1,157</td>
<td>24</td>
<td>2.1</td>
</tr>
<tr>
<td>Non-Manufactured Commodities</td>
<td>226</td>
<td>&lt;1</td>
<td>(–)</td>
</tr>
<tr>
<td>Re-exports</td>
<td>253</td>
<td>3</td>
<td>(–)</td>
</tr>
<tr>
<td>Total</td>
<td>1,664</td>
<td>27</td>
<td>1.6</td>
</tr>
</tbody>
</table>

(1) Includes agricultural, forestry, fishery products, mineral commodities, scrap, waste, and used or second-hand merchandise.

Source: Report FT900 (CB 19-15, BEA 19-07), Bureau of the Census, Economic Indicators Division, December 2018. For more information, contact Matthew Przybocki (301-763-3148) or Mala Kline (301-763-2311), Economic Indicators Division, <www.census.gov/foreign-trade/Press-Release/2018pr/12/exh2as.txt>.

The FTZ Board Web site lists these FTZ benefits:

- No duties on imported goods that are later re-exported.
- Delayed payment of duties on goods that enter the U.S. market.
- Manufacturing benefits.
- Elimination of duties on waste, scrap, and rejected or defective parts.
- Reduction in merchandise processing fees because zone users may be able to file a single customs “entry” (and pay a single fee) per week rather than making multiple entries during the course of a week.

The Census Bureau is not just a passive recipient of FTZ data, but actually assists FTZs in their reporting of the cargo. The Census Bureau’s editing process checks the quality of the data, such as whether the price is unusually low or the weight is unreasonably high; then, alerts the FTZ filer as to these discrepancies for them to either confirm or correct. Everyone gains in that the filers fix costly reporting mistakes, and the Census Bureau publishes statistics that are more accurate.

The U.S. Congress authorized the creation of FTZs in 1934 “to help encourage activity and value-added at U.S. facilities in competition with foreign alternatives by allowing delayed or reduced duty payments on foreign-merchandise along with other savings.” The Department of Commerce’s FTZs Board Web site at <https://enforcement.trade.gov/ftzpage/index.html>.

For more information on FTZ data reporting, please contact Cheryl Bannister, Census Bureau, Data Analytics Branch at 301-763-7055 or go to our Web site <www.trade.gov/ftz>. 
Four Export Tips You Shouldn’t Overlook

Export Expertise From the U.S. Commercial Service

By Curt Cultice, Senior Communications Specialist, U.S. Commercial Service

Successful exporting requires that companies be prepared ahead of time through careful export planning and doing their homework. In doing so, you need to be aware of some often-overlooked export tips. Debbie Dirr, International Trade Specialist with the U.S. Commercial Service in Dayton/Cincinnati, Ohio, with years of export counseling experience, shares some insights below. As part of the Commerce Department’s International Trade Administration (ITA), the U.S. Commercial Service helps U.S. companies export through a global network of over 100 offices located across the United States and U.S. embassies and consulates in more than 75 countries.

Tip 1: Communicate with the buyer early, clearly, and frequently

Many companies don’t ask the foreign buyer important questions in the earliest stages of a transaction, or clearly communicate what they are doing on the U.S. side. Don’t wait until the transaction is set or goods are ready to ship; this may result in potentially costly problems.

The following are just a few examples of how to use a Proforma invoice as a negotiating tool:

• State the duration of the quote (e.g., 30 days).
• Specify the currency of the quote.
• Specify who is responsible for shipping, insurance, customs clearance, etc.
• Ask well in advance about special documents or compliance with technical regulations that might be required for customs clearance or compliance on the foreign side.

Unfortunately, I have heard of companies being caught in that situation since they were unaware of ITA and Commercial Service specialists, who could counsel them in advance about obtaining the CE Mark. Here’s one potential consequence of a lack of communication: Let’s say you promised a customer in the European Union (EU) delivery on a certain date and your product is ready to ship. The customer now asks if the product has a CE Mark; a certification mark that indicates your product conforms with relevant EU product requirements. If you were unaware of the requirement for a CE Mark on most goods marketed for sale in the EU Single Market, you may have to put a hold on thousands of dollars in sales to modify your product to comply with relevant EU Directives and Regulations. In addition, some non-member countries like Turkey also require compliance with EU Directives.
Tip 2: Communicate Internally

Often, exporters don’t fully appreciate the need for coordination within the company. There should be frequent and clear communication among all relevant departments and personnel: upper management, accounting, sales, operations, etc. For example, inside sales personnel who never meet foreign customers vs. outside sales people who are in direct contact with foreign customers. The sales management interfacing with customers may fail to communicate important details of promises made to the foreign buyer with inside sales or the rest of the company (e.g., shipping dates, not asking about applicable standards or certifications, and payment terms.).

Lack of internal communication can result in a mad scramble at the end of a transaction to complete the sale or even a serious loss of money for the seller since the cost of certain requirements were not folded into the final price quoted. So, as part of your export strategy, bring everyone into the loop early on and keep them there.

Tip 3: Know Your Export Financing and Insurance Options

Many companies—especially smaller firms—are unwilling to consider or are unaware of financing options available through the U.S. Small Business Administration (SBA) or financing and insurance options through organizations like the Export-Import Bank of the United States (EXIM Bank) or even through private firms. For the exporter, the assurance of being paid is a top priority and the reason for selling. Some companies will set aside collateral in case of nonpayment—thus greatly reducing their cash flow or tying up money that could be used for capital improvements. By using federal programs for finance or insurance, companies can free up that cash to be used in other ways. And even foreign buyers with solid reputations may default on a payment if something beyond their control happens. With reduced risk, an exporter can be even more competitive. And being competitive is so important. Being open to new ideas, like accepting foreign currency for payments or learning how to use Incoterms, can make a big difference with your foreign customer.

Tip 4: Take Advantage of U.S. Government Resources

Along with SBA and EXIM Bank, there are many key federal government export resources to help. A good place to start is your nearest U.S. Commercial Service office, part of the U.S. Department of Commerce. Through export counseling, trade experts can help you navigate the export process—everything from developing an export strategy to dealing with documentation, customs, obstacles in a market, and unfair trade practices. We also offer a range of customized services such as business matchmaking and due diligence on prospective foreign partners. Working hand-in-glove with our federal partners, we provide referrals to the USDA Foreign Agricultural Service, EXIM Bank, SBA, Bureau of Industry and Security, and other government resources.

Learn more by visiting export.gov, the federal government’s export assistance portal. On the site you can view the Exporting Basics video series.
Boost your competitiveness!

_By William Houck, Trade Finance Regional Manager, Small Business Administration_

Made in the USA is what global companies look for when sourcing goods and services which automatically puts your company at a competitive advantage; however, you can be even more competitive by enhancing your global Internet presence and offering credit terms to your export customers. Boosting your global competitiveness does come at a cost. This is why the U.S. Small Business Administration (SBA) has export loan guarantee programs that can support any export related funding challenges. These programs can be used to finance all export related activities, including expanding a company’s operations.

In brief, these are SBA’s three export loan guarantee programs:

- **Export Express**
  - Your bank can finance any export related activity
  - Loans up to $500,000 and a 90% guarantee

- **Export Working Capital Guarantee**
  - Your bank can finance export POs, invoices, inventory and bid bonds
  - Loans/lines of credit up to $5,000,000 and a 90% bank guarantee

- **International Trade Loan**
  - Finance your business expansion needs
  - Fixed assets, permanent working capital, commercial real estate
  - Terms from 10 years (fixed assets) to 25 years (real estate)

When companies understand how to take advantage of these programs and systematically use them and export credit insurance prior to negotiating a contract, they can aggressively meet and beat foreign competitors and realistically experience sustainable revenue growth exceeding 5 percent annually.
### Contact Information

<table>
<thead>
<tr>
<th>AES Partnership Agencies</th>
<th>Web Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bureau of Industry and Security (BIS)</strong>&lt;br&gt;Help Desk, Washington, DC 202-482-4811&lt;br&gt;Western Regional Office, Los Angeles/ Newport Beach, CA 949-660-0144&lt;br&gt;Western Regional Office, San Jose, CA 408-351-3378</td>
<td></td>
</tr>
<tr>
<td><strong>Directorate of Defense Trade Controls, U.S. State Department, Washington, DC</strong>&lt;br&gt;Response Team 202-663-1282&lt;br&gt;D-Trade Questions 202-663-2838</td>
<td></td>
</tr>
</tbody>
</table>