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## Make Domestically and Sell Globally: Federal Resources Available

In this issue you will find informative articles on federal resources, financial assistance, export compliance, exports to Russia, and growth of the U.S. economy; all geared towards helping you form a business strategy for achieving compliance and competing in the global marketplace. Our federal partners featured in this issue include the U.S. Commercial Service, Minority Business Development Agency, Bureau of Industry and Security, U.S. State Department, Directorate Defense Trade Controls, Export-Import Bank of the United States, and the U.S. Census Bureau. Our goal is to keep businesses ready to export and supplied with valuable information for increasing international sales. Exporting is very important to the U.S. economy and we want to motivate you to take advantage of your exporting opportunities, whether it is expanding to new markets, building your client base, or manufacturing a new product to expand business operations in the global marketplace. We want you to know about the many federal resources and hear exporting success stories in order to encourage your own expansion.

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## Guidance on Filing the Address and State of Origin in the Automated Export System

By Soila Delgado-Hoover, Trade Regulations Branch, Economic Management Division, U.S. Census Bureau

This summary is intended for U.S. Principal Parties in Interest (USPPI) when their USPPI Address State and State of Origin do not match on the Electronic Export Information (EEI) in the Automated Export System (AES). Please review the information below and your internal business practices to ensure EEI filings are compliant with the definitions provided in the Foreign Trade Regulations (FTR). If the U.S. states do not match, begin filing in compliance with the FTR going forward.

The following guidance is consistent with Title 15, Part 30, FTR when reporting the USPPI Address and State of Origin in the EEI in the AES. On March 17, 2020, the U.S. Census Bureau released a Global Reach Blog titled "USPPI Address: Getting It Right in the Automated Export System." This notice is a reminder to the trade community to report the correct USPPI Address as defined in section 30.6(a)(1)(ii) and the State of Origin in section 30.6(a)(4) of the FTR.

The Census Bureau has researched the reporting of these two data elements in the AES and discovered that over 12 percent of the EEI contained differences even though the definitions are merely identical. As a result, the Census Bureau's Trade Regulations Branch (TRB) contacted USPPIs whose USPPI Address State and State of Origin did not match to educate and train on the AES filing requirements. The overall goal of this research is to determine if the removal of the State of Origin data element would have any risk to the Census Bureau's statistical processing.

## Below is a common example of how to properly report the USPPI Address and State of Origin data elements:

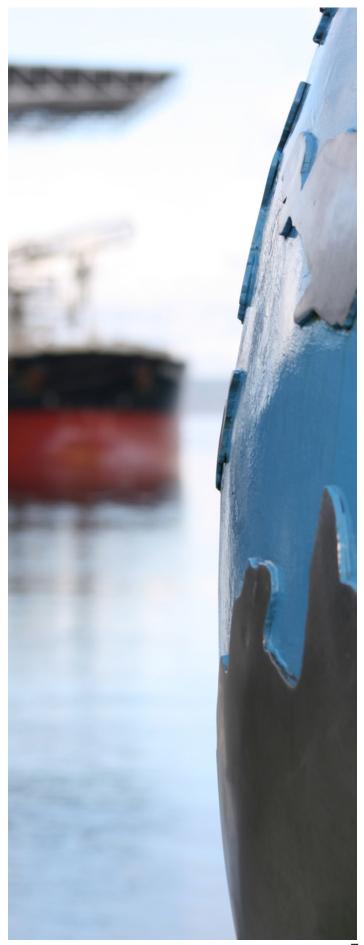
A U.S. company, Pack, Inc. (Pack), headquartered in Texas, sold goods to a foreign buyer in the United Kingdom. The goods originated in several states and were consolidated by a freight forwarder in California to be prepared for export. Pack could not determine the state where the highest value of goods originated. Therefore, to be compliant with the FTR, the USPPI Address and State of Origin shall be California, where the goods were consolidated. This is the case, even if Pack does not own/lease the consolidation facility. Pack would be incorrect if they reported their headquarters in Texas as the USPPI Address and State of Origin because that is not the location where the goods actually began their journey to the port of export.

For reference, the definitions from section 30.6 of the FTR are provided below:

(a)(1)(ii) Address of the USPPI. In all EEI filings, the USPPI shall report the address or location (no post office box number) from which the goods actually begin the journey to the port of export even if the USPPI does not own/lease the facility. For example, the EEI covering goods laden aboard a truck at a warehouse in Georgia for transport to Florida for loading onto a vessel for export to a foreign country shall show the address of the warehouse in Georgia. For shipments with multiple origins, report the address from which the commodity with the greatest value begins its export journey. If such information is not known, report the address in the state where the commodities are consolidated for export.

(a)(4) U.S. state of origin. The U.S. state of origin is the 2-character postal code for the state in which the goods begin their journey to the port of export. For example, a shipment covering goods laden aboard a truck at a warehouse in Georgia for transport to Florida for loading onto a vessel for export to a foreign country shall show Georgia as the state of origin. The U.S. state of origin may be different from the U.S. state where the goods were produced, mined, or grown. For shipments of multistate origin, reported as a single shipment, report the U.S. state of the commodity with the greatest value. If such information is not known, report the state in which the commodities are consolidated for export.

If additional clarification is needed on this topic or any other regulatory matters, please contact the Census Bureau's TRB at 1-800-549-0595, option 3, or e-mail us at <emd.askregs@census.gov>.





#### **Export Insights From the U.S. Commercial Service**

By Curt Cultice, senior communications specialist, U.S. Commercial Service

The growing demand for U.S. products and services is generating new export possibilities for U.S. companies, including opportunities for minority- and women-owned businesses. Terri Batch is the director of the Global Diversity Export Initiative (GDEI) of the U.S. Department of Commerce's International Trade Administration (ITA). Terri, based in Los Angeles, CA, is part of ITA's U.S. Commercial Service's global network of offices located in over 100 cities across the United States and in U.S. embassies and consulates in more than 75 markets. In the below Q&A, she shares some insights on how these businesses can take advantage of the U.S. Commercial Service and other federal government export resources to grow their international sales.

## Why should U.S. small- and medium-sized businesses consider exporting or expanding into new markets?

Batch: With 95 percent of the world's potential consumers outside of the United States, exporting can be profitable and good for the bottom line. In today's global economy, exporting is not just an option for many businesses, but a necessity for staying competitive. Exporting helps to diversify customer bases, which can help weather business cycle fluctuations in the domestic and world economies. Consider that if your business has a good track record of selling in the United States—one of the world's most open and competitive markets—that's a good indicator of export potential.

## The Department of Commerce has made businesses in underserved communities a priority export initiative, could you provide some insight?

Batch: It is in our collective best interest, and one of the highest priorities at the Department of Commerce, to support the success of small- and medium-sized enterprises (SMEs). When we talk about businesses in underserved communities, we are focusing on businesses that are often underrepresented in the export community. These include minority- and women-owned businesses, among others. We see great potential for growing the number of potential exporters by engaging these diverse groups. Our main goal is to raise business awareness of exporting and federal government export assistance resources. A key component of post-COVID-19 economic recovery is increasing U.S. exports, which enables the creation of good-paying jobs for American workers.

#### What are some export challenges faced by businesses in underserved communities?

Batch: These businesses often face challenges in growing their export business. They may not be fully aware of available export opportunities and public resources to help them get started. Like many SMEs, these businesses often believe they are too small to export, won't get paid, or that exporting is too burdensome.

There may be additional challenges in obtaining the services critical to successful exporting, such as financing, finding and assessing international markets and customers, and connecting with appropriate logistics

providers. We also know that women-owned businesses often encounter similar challenges. According to the U.S. Census Bureau, women-owned businesses in top exporting industries are also less likely to export as compared to similar types of businesses owned by men.

#### What's your message to these businesses?

Batch: Exporting doesn't have to be burdensome; U.S. businesses should know that there are export resources available through the federal government and its partners. Plus, the growth of e-commerce provides businesses a more robust channel than ever for expanding international sales through digital strategies and a globalized web presence. A business is never too small to export. In fact, 97 percent of all U.S. exporters are SMEs.

#### You mentioned the federal government resources, can you tell us about the U.S. Commercial Service?

Batch: The U.S. Commercial Service is the trade promotion arm of the Commerce Department's International Trade Administration (ITA) and includes a network of offices in over 100 U.S. cities and in more than 75 markets. Our trade professionals assist with international business development needs with the goal of increasing U.S. exports. As a solution provider, we help find potential international partners and customers, assist with export business planning, and provide foreign market/industry intelligence. We also provide website globalization, customized matchmaking, support at trade events, and expertise in resolving trade issues. We offer a range of information products on trade.gov and export education events and webinars. An important avenue for outreach to businesses from underserved communities is through our Global Diversity Export Initiative.

#### Could you give readers some insight on the Global Diversity Export Initiative?

Batch: The Global Diversity Export Initiative (GDEI) provides the U.S. Commercial Service value-added programs tailored to the export needs of minority- and women-owned businesses. These include Black, Asian, American Indian, Hispanic, veteran and service-disabled veteran, women, and LGBTQI+ owned businesses. We also conduct outreach to businesses in rural America. Our capacity-building programs and services equip entrepreneurs with the necessary tools and resources to compete globally.

Our GDEI website offers a wealth of export resources. The global diversity toolkit addresses common exporting questions such as how to get started in exporting. The site also points to timely webinars, trade shows, and virtual events on topics ranging from how to develop an export strategy and create an export-friendly digital web presence, to tariffs, logistics, and freight forwarding. The

Women's Global Trade Empowerment platform offers programs to help women-owned businesses accelerate their exporting journey. Companies in rural areas can start and grow their export sales by tapping customized market research and training provided by the Rural Export Center.

Through outreach, the GDEI also amplifies the U.S. Commercial Service partnerships with other federal agencies such as the Census Bureau, the trade financing resources of the U.S. Small Business Administration (SBA), and the Export-Import Bank of the United States (EXIM Bank).

The coordinated resources of the U.S. Commercial Service network and the Department of Commerce Minority Business Development Agency (MBDA) help to facilitate new opportunities for U.S. exporters. MBDA's more than 50 business centers, programs, and initiatives across the United States provide greater access to services, cross referrals, enhanced sharing of information, and joint trade promotion efforts. MBDA offices are located in cities with the highest concentration of minority populations and businesses.

Recently, the U.S. Commercial Service further enhanced GDEI outreach by launching the Building Bridges program, a series of nationwide hands-on export seminars and workshops tailored to export needs of minority- and women-owned businesses, as well as businesses from other underserved communities, e.g., rural America.

#### How can a business get started in exporting or expanding their current export sales?

Batch: Take advantage of U.S. Commercial Service and other federal government export resources early on. Through export counseling, we can learn about your business and export goals. We can help you develop an export strategy, tell you about free services and information, and point you in the right direction—helping you to avoid costly mistakes in the process. To get started on exporting, visit <www.trade.gov> or locate your nearest U.S. Commercial Service office by visiting <www.trade.gov/cs>.

#### Export tips from the U.S. Commercial Service

- When looking to export, your company should have top-level management commitment, dedicated resources, and a long-term strategy for expanding exports.
- Take advantage of U.S. Commercial Service export counseling, market intelligence, and customized services. Also, seek professional help from the local District Export Council, bankers, state resources, legal firms, freight forwarders, and other service providers.

- Identify your potential market(s) by conducting research and a risk/reward assessment.
- Make sure your product is export-ready (e.g., standards compliance, intellectual property protection [IPR], regulations, labeling, licensing, an effective export compliance plan).
- Understand and select the best distribution channel for each market and conduct due diligence on all potential distribution partners.
- Consider using EXIM Bank and SBA export loan and insurance programs to be more competitive by offering a variety of payment terms to your foreign buyers.
- Be diligent in nurturing and maintaining one-on-one foreign business relationships by staying in touch and understanding your buyer's needs. Your foreign business partners can also provide valuable input on customizing products for specific markets.
- Consider other ways to increase export sales. For example, design and optimize your website to be attractive and responsive to foreign buyers, including adding pages in foreign languages.
- Be patient and realistic when going international. Take a long-term approach and allow sufficient time to see a return on investment.

### Indiana Exporter Success: Helping Farmers in Kenya

JUA Technologies International is a minority-owned manufacturer that is helping smallholder farms in less-developed countries utilize solar energy to dry freshly harvested produce. Founded in 2016 by Drs. Klein and Reiko Ileleji, JUA operates from Purdue Technology Park in West Lafayette, Indiana. JUA is addressing the long-standing difficulty small farmers face in losing large amounts of farm produce to spoilage due to lack of affordable drying technology. Spoilage is a major global food security issue given that small farms produce over 80 percent of the food in Asia and Africa.

Early on, Klein contacted the U.S. Commercial Service in Indiana for assistance in finding new international partners. The Indiana office then collaborated directly with U.S. Commercial Service colleagues on the ground at the U.S. Embassy in Nairobi, Kenya to help JUA locate a partner that facilitated the company's entry into the Kenyan market. Since then, JUA has established a subsidiary company in Kenya that services East African

markets. Along the way, JUA has also leveraged U.S. Small Business Administration export financing programs and EXIM Bank credit insurance.

The result was a triple win for consumers, farmers, and the environment. Drying crops to produce nutritious foods will help solve food insecurity, reduce greenhouse gases, and provide better income for small growers globally.

"What drives me and my business is a passion for improving the lives of small farmers," says Klein, who is also a professor of agricultural and biological engineering at Purdue University. "Making our product in the USA and selling it globally is a dream come true; export sales sustain our business and account for 99 percent of overall sales."

Klein offers this advice to other businesses looking to export: "Be sure to take advantage of federal export resources such as the U.S. Commercial Service early on. They know what's out there, offer many services, and can help with logistics. Without their help, we wouldn't be where we are today."



Drs. Reiko and Klein Ileleji



### EXIM Chair Reta Jo Lewis Reaffirms Support for Small Businesses Exporters

By Jane Lemons, business development specialist, Export-Import Bank of the United States

The Export-Import Bank of the United States (EXIM) underscored its continuing support for small business exporters as Reta Jo Lewis took the helm as president and chair earlier this year. Her appointment marks a milestone in EXIM's history as she becomes the first Black woman and the first person of color to lead the agency since it was established in 1934.

Chair Lewis, a Georgia native, has worked in the public and private sectors on public policy and international affairs for nearly 3 decades. In her historic role at EXIM, she will bring a record of commitment to small businesses and underserved communities.

"Americans are the strongest, most hardworking people on Earth," Chair Lewis said. "I am extremely proud that I will have the opportunity to support the small businesses that are the backbone of our country's economy. As we move forward, EXIM will work to expand outreach to historically underserved businesses, enhance collaboration and partnerships with state and local officials, and ensure that as our nation's economy recovers from the COVID-19 pandemic, American companies and American workers

can count on EXIM standing shoulder-to-shoulder with them as they compete around the globe."

With 95 percent of the world's consumers living outside the United States, exporting can be the strategic growth opportunity that takes a business—no matter how small—to the next level. With the pandemic recovery underway, the timing is fortuitous for companies ready to export their American-made products to the global marketplace.

While the prospect of selling internationally may sound daunting, businesses don't need to do it alone. There are government resources available to help at every step along the path to global sales. EXIM empowers U.S. companies to compete and win internationally by offering export finance tools, including:

 Export Credit Insurance that protects U.S. businesses against the risk of nonpayment by providing coverage on the accounts receivable generated from international sales. It also allows exporters the ability to extend open account credit terms to their buyers.

 Working Capital Loan Guarantees that unlock cash flow and expand the borrowing base by providing a guarantee to lenders, so they will be more willing to lend money to purchase or manufacture goods and services destined for export.

To support underserved businesses, EXIM's Minority and Women-Owned Business Division (MWOB) works closely with organizations that have a minority trade focus to help spread the word about EXIM financing and create opportunities for export-ready U.S. businesses that are owned by women, minorities, veterans, and individuals with disabilities.

"If you are considering export opportunities in your own business, I hope you will think EXIM," Chair Lewis said. "Our dedicated minority- and women-owned business specialists are ready to assist you on your journey."

#### Hear From Your Peers: Small Businesses Successfully Reach the Global Marketplace

To underscore the importance of international trade to the U.S. economy and encourage U.S. businesses to take advantage of the opportunities presented by exporting, Chair Lewis recently offered a special message for World Trade Month.

"For 88 years, EXIM has played a critical role in fostering economic opportunity for U.S. companies and our

workers," Chair Lewis said. "As we move forward at this critical juncture, and as our nation and the world recover from the pandemic, my focus will be on helping the agency seize this historic opportunity to live up to our mission of supporting American jobs by facilitating U.S. exports."

Nearly 90 percent of EXIM's transactions directly benefit small businesses. Chair Lewis' message is illustrated by small businesses who have relied on EXIM solutions to increase their revenues with international sales, including:

- AcousticSheep of Erie, Pennsylvania, that opened two dozen new markets over the past 4 years.
- Darn Tough Vermont, of Northfield, Vermont, that expanded sales to more than 25 countries.
- KOVAL Distillery, of Chicago, Illinois, that generates about 30 percent of overall revenue from export sales.

To see how EXIM has helped small businesses compete in the global marketplace, visit <www.exim.gov/results> to see success stories from across the country.

Jane Lemons is a business development specialist with the Export-Import Bank of the United States. For more information, visit <www.exim.gov> or call 1-800-565-3946.





#### Federal Resources Available for Global Expansion

Contributions by the U.S. Small Business Administration, Export-Import Bank of the United States, U.S. Commercial Services, and the U.S. Census Bureau

In May, World Trade Month was celebrated in the United States. Global trade has had a positive impact on the U.S. economy and the trade celebration was an opportunity to acknowledge that and to encourage U.S. businesses to begin or expand exporting activities. In collaboration with our partnership agencies (U.S. Small Business Administration, Export-Import Bank of the United States, U.S. Commercial Services, and the U.S. Census Bureau) we offered webinars to celebrate and increase awareness of the many federal resources that support global growth. Please find the content provided from the webinars at Recorded Webinars (census.gov).

The following list of resources is provided to support your expansion into the global market:

- Small Business Development Centers: Find Your SBDC
   America's SBDC (americassbdc.org).
- Access to State Trade Expansion Program (STEP) grants: Directory of STEP Awardees (sba.gov).
- Finding international buyers or foreign distributors: Let Our Experts Help (trade.gov).
- U.S. international trade data: find trade data on our website or call 800-549-0595.
- Export regulation/trade barriers: e-mail
   <international@sba.gov> or call 855-722-4877.
- Export working capital financing: contact the export finance managers at the U.S. Small Business Administration (sba.gov).

- Export credit insurance: Request a consultation at the Export-Import Bank of the United States (exim.gov).
- Connect with your local Small Business Association (SBA) district office: Find A Local SBA Office.

We believe these resources will greatly benefit your success in the global market!





## Exporting to Russia or Belarus Under the Export Administration Regulations (EAR)

A Message From the Bureau of Industry and Security

In response to the Russian Federation's (Russia's) invasion of Ukraine, the Bureau of Industry and Security (BIS) has taken swift and severe action to impose stringent export controls on Russia. These restrictions have also been applied to Belarus in response to its substantial enabling of Russia's invasion. These new rules are primarily found in 15 CFR Part 746.

How do these new export controls affect shipments from the United States to Russia or Belarus?

An export license is required prior to shipping items to Russia or Belarus that are subject to the Export Administration Regulations (15 CFR 730 – 774)(EAR) and described on the Commerce Control List (CCL) under any Export Control Classification Number (ECCN). New license applications will be reviewed under a policy of denial (existing licenses have been suspended), with a few exceptions described in 15 CFR Section 746.8(b). A limited portion of certain license exceptions are eligible for use.

Items that are subject to the EAR and designated EAR99 (i.e., not specified in an ECCN) generally do not require a license for export to Russia or Belarus unless they are: (1) described as a luxury good and identified in Supplement No. 5 in 15 CFR Part 746, (2) for use in the Russian oil industry sector and identified in Supplement No. 2 in 15 CFR Part 746, (3) described in Supplement No. 4 in 15 CFR Part 746, (4) destined to prohibited end uses and end users listed in 15 CFR Part 744, or (5) destined to

the Crimea region of Ukraine, or to the so-called Donetsk People's Republic (DNR) or the Luhansk People's Republic (LNR) regions of Ukraine, other than food and medicine designated as EAR99, or software necessary to enable the exchange of personal communications over the internet.

BIS recently published Frequently Asked Questions on these new rules at <www.bis.doc.gov/index.php/policy-guidance/country-guidance/russia-belarus>.

Sign up for BIS e-mail notifications at <www.bis.doc.gov/index.php?option=com\_rsform&formId=49> to stay current with changes to the EAR.

Visit the BIS online training room at <www.bis.doc.gov/index.php/online-training-room> to view videos on various provisions of the EAR and to learn how to apply for an export license.

For questions related to these new rules under the EAR, please reach out to BIS export counselors at one of the phone numbers below:

- Outreach and Educational Services Division (Washington, DC): 202-482-4811.
- Western Regional Office (Irvine, CA): 949-660-0144.
- Northern California Branch (San Jose, CA): 408-998-8806.



#### **DECCS Licensing 2.0 Goes Live!**

By the U.S. State Department, Directorate Defense Trade Controls Team

On Friday, June 24th, 2022, the U.S. Department of State, Directorate of Defense Trade Controls (DDTC) released the updated Licensing 2.0 application to the Defense Export Control and Compliance System (DECCS). This update provides greater flexibility and security for users and system administrators when working in the licensing application. The DDTC team had four goals in mind when developing this update:

- Safeguarding systems while maintaining agility.
- Bridging the gap between accessing multiple systems.
- Migrating external licensing User Interface (UI) to the new common UI framework.
- Streamlining user interaction with DDTC's online presence.

Within the updated application, users will notice a few key changes. Most notably, previous license forms are now accessed as PDF documents, allowing the system to store true historical documentation. User records can now be easily transmitted as needed, providing greater development freedom for future updates. Additionally, there are several form fields that have received updates, making it easier to select multiple values (when applicable) and to properly define the date range in a search tool. The license form itself did not change, but the interaction with it is now more intuitive. The forms also received a style update

that standardized the look and feel of all pages to provide a consistent experience to all users. These changes will also provide the guide for future updates to other DECCS applications.

### **International Trade**





U.S. Department of Commerce U.S. CENSUS BUREAU census.gov Connect with us @uscensusbureau

#### **Contact Information**

#### **International Trade Helpline**

Global Reach blogs: <www.census.gov/newsroom/blogs/global-reach.html> 800-549-0595 (see menu options below)

#### Assistance With the Automated Export System, Option 1

Monday-Friday 7:30 a.m.-6:00 p.m. (Eastern Time) E-mail: <askaes@census.gov>

### Assistance With Commodity Classification, Option 2

Monday-Friday 8:30 a.m.-5:00 p.m. (Eastern Time) E-mail: <eid.scheduleb@census.gov>

#### Assistance With Regulatory Guidelines, Option 3

Monday-Friday 7:00 a.m.-5:00 p.m. (Eastern Time) E-mail: <emd.askregs@census.gov>

#### Assistance With Information on Trade Data, Option 4

Monday-Friday 8:30 a.m.-5:00 p.m. (Eastern Time) E-mail: <eid.international.trade.data@census.gov>

#### Assistance With Trade Outreach, Census Vetting, and Export Reports Authorization, Option 5

Monday-Friday 8:00 a.m.-6:00 p.m. (Eastern Time) E-mail: <exportreports@census.gov>

Automated Export System (AES) Agencies	Websites		
The e-mail addresses below are not secure. Confidential company information should not be sent to these addresses.			
U.S. Customs and Border Protection (CBP), Trade Enforcement and Facilitation		Export-Import Bank of the United States <a href="https://www.exim.gov">www.exim.gov</a> >	
For general questions: <ofo-export-cargo@cbp.dhs.gov> For vehicle questions: <cbpvehicleexports@cbp.dhs.gov></cbpvehicleexports@cbp.dhs.gov></ofo-export-cargo@cbp.dhs.gov>		U.S. Department of Agriculture Foreign Agriculture Service <www.fas.usda.gov></www.fas.usda.gov>	
David Garcia, program manager, Outbound Enforcement and Policy Office of Field Operations	202-344-3277	U.S. Department of Commerce Bureau of Industry and Security <www.bis.doc.gov> International Trade Administration <www.export.gov> <www.trade.gov></www.trade.gov></www.export.gov></www.bis.doc.gov>	
Bureau of Industry and Security (BIS)		U.S. Census Bureau International Trade Management Division	
Help Desk, Washington, DC	202-482-4811	<pre><www.census.gov foreign-trade=""></www.census.gov></pre>	
Western Regional Office, Newport Beach, CA	949-660-0144	U.S. Department of Homeland Security U.S. Customs and Border Protection <www.cbp.gov></www.cbp.gov>	
Western Regional Offices, San Jose, CA	408-998-8806	U.S. Small Business Administration Office of International Trade <www.sba.gov international=""></www.sba.gov>	
		Small Business Development Centers <a href="https://www.sba.gov/sbdc">www.sba.gov/sbdc</a> >	
		U.S. State Department Directorate of Defense Trade Controls	
Directorate of Defense Trade Controls, U.S. State Department, Washington, DC		<www.pmddtc.state.gov> U.S. Treasury Department</www.pmddtc.state.gov>	
Response Team	202-663-1282	Office of Foreign Assets Control <a href="https://home.treasury.gov/policy-issues/office-of-">https://home.treasury.gov/policy-issues/office-of-</a>	
D-Trade Questions	202-663-2838	foreign-assets-control-sanctions-programs-and-information>	