

# TradeSource

July 2023  
Issue 27



**Federal Resources to  
Grow Your Business**

**Census Outreach**

**Manufacturer  
Success Story**

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## Expand Globally With Assistance From Federal Agency Resources

In this issue, you will find informative articles from our federal partners to include the Small Business Administration, U.S. Commercial Services, Export-Import Bank of the United States, and the U.S. Census Bureau. These agencies provide federal resources, programs, and services for developing competitive export strategies that assist businesses in expanding globally. Exporting is very important to the U.S. economy, and there are several agencies that can help bridge the gap if you are uncertain about exporting. In May, World Trade Month was recognized to highlight the great contributions of exporting to the U.S. economy as well as increasing awareness to new exporters or businesses planning to start exporting. You will find recorded webinars offered by the Census Bureau featured during the month of May. In addition, you will find a success story from a manufacturer who made the decision to export and continues to expand globally. As we continue to stress the importance of exporting, we pride ourselves on educating you about the numerous resources available, keeping you abreast of international trade data, networking opportunities, outreach events, and ways to grow your business in the global marketplace.

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## A Tool for Informed Decision-Making

# The Annual Profile of U.S. Importing and Exporting Companies

*Economic Statistical Methods Division, U.S. Census Bureau*

### Importance of Trade Statistics

Public and private entities are dependent on the accuracy and timeliness of trade data to develop sound business strategies and the formulation of policies relevant to the trade community and general public. Trade statistics also place a finger on the pulse of the domestic economy by providing information on the strength of U.S. commerce with additional insight into the economic health and outlook of U.S. trade partners.

### Role of the Profile in Providing Key Data to the Trade Community

The U.S. Census Bureau is “the official source for U.S. export and import statistics” with multiple products delivering perspectives into merchandise goods trade as well as the Advance Economic Indicators [report](#).

One key report is the monthly [FT-900](#) that provides import and export data by commodity and end-use categories. Another is the annual [Profile of U.S. Importing and Exporting Companies \(Profile\)](#). This release presents information on identified companies with known import and export value. By identifying business entities actively engaged in trade for any given year, company characteristics (such as primary industry and employment size) can also be included. Census Bureau data, such as those found in the *Profile*, are for merchandise (i.e., goods) trade statistics only and exclude services. However, the FT-900 is a joint report with the U.S. Bureau of Economic Analysis as it contains both goods and services.

The *Profile* is developed by linking data from two distinct sources using company identifiers. The first of these is

referred to as net transaction data provided by (1) the Automated Export System (AES) and (2) the United States—Canadian Data Exchange. The second is the Census Bureau’s Business Register (BR). The transaction data are the same data that are used to produce the FT-900 and provide the information necessary to match to a specific company on the BR.

AES is a joint venture between U.S. Customs and Border Protection (CBP), which collects and maintains the data, and the Census Bureau, which processes the data. Data are filed electronically with CBP that has the additional benefit of offering immediate error detection and resolution. This information is then used by the Census Bureau in the production of statistical trade reports. The United States—Canada Data Exchange is a unique partnership between these two countries that is structured so the import data of one country is used as export data for the other country.

Trade transaction data provide only part of the story. To further round out the demographics of U.S. businesses engaged in trade, company identifiers are matched to the BR. The BR is a comprehensive national database of all U.S. business establishments and provides company attributes, such as the number of employees and industry, as defined by the North American Industry Classification System (NAICS). Based on NAICS, companies are categorized as manufacturers, wholesalers, or other. In addition, data are subdivided by the company’s NAICS classification at the 3-digit level to furnish information for a deeper analysis of both large and small/medium exporters and importers by known value and company count. For example, NAICS code 325 represents Chemical

Manufacturing. For reference, this can be found in Table 7A, “2021 Exports by 3-Digit NAICS Code for Small and Medium Sized Companies” in the 2021 *Profile*.

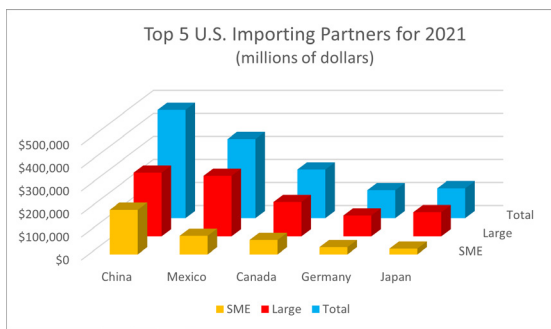
Published data for 2021 for NAICS code 325 indicates there were a total of 5,247 companies accounting for \$154.6 billion in exports. Total known exports for that year were \$1.6 trillion of which Chemical Manufacturing contributed 9.9 percent of the full amount. Small and medium enterprises constituted \$27.7 billion in value with larger firms making up the balance of \$126.9 billion.

The following pair of graphs provides just one snapshot where trade data can be portrayed. The first graph displays the top five U.S. export destinations in 2021. The total value, in blue, is broken down by larger companies with 500 or more employees (red) and small/medium enterprises (SME) with 0–499 employees (yellow).



Source: 2021 Profile of U.S. Importing and Exporting Companies—Table 5a, “2021 Exports by Company Employment Size to World Areas and Selected Countries.”

Similar to exports, the next graph illustrates the categorization of imports between large firms and SME’s as well as the total value of imports from each of the top five importing countries.



Source: 2021 Profile of U.S. Importing and Exporting Companies—Table 5d, “2021 Imports by Company Employment Size to World Areas and Selected Countries.”

### More Than Just a Profile

The first *Profile* was developed for 1987 export data with a subsequent statistical release of 1992 data. Annual production did not begin on a consistent basis until 1996 and has continued since. Import data were first made available with the 2008–2009 release. Each release contains current year and prior year revised data for exports. Due to certain limitations, prior year data are not revised for imports.

The annual *Profile* is released annually in April each year as part of a partnership between the Census Bureau and the International Trade Administration. Economic censuses and surveys, as well as payroll information provided by the Internal Revenue Service, continuously update the BR so that a given calendar year is not finalized until later in the following year. This enables the *Profile* to reference the most current data for more than 160,000 multiestablishment companies with 1.8 million affiliates. Based on this production process, the *Profile* was released on April 6, 2023.

The complete *Profile* merges final annual data from the BR and net transaction data for that year. This release includes a highlights section with descriptive text and visuals, seven data series comprised of 35 tabulations, and a section of explanatory notes including a glossary. A brief two-page *Preliminary Profile* is released 6 months in advance as a trailer of coming attractions. This preliminary version uses current net transaction data but since the BR is not yet finalized for that specific year, the prior year BR is used.

### Data-Driven Policy and Decision-Making

The *Profile* and related products enable interested parties to monitor the international trade environment vis-a-vis the collection and reporting of data from the perspective of the United States. In addition to providing a tool for comparative analysis, these data offer insights into the health of the global economy.

A statistical profile of U.S. exporting and importing firms can enhance the effectiveness of U.S. driven export promotion efforts and assist businesses in designing strategies to target their products. The *Profile* further serves as a tool for the development of informed policies and decision-making by providing an established set of time-series data with a variety of import and export characteristics.

For more information, contact <[esmd.profile@census.gov](mailto:esmd.profile@census.gov)> or call 301-763-3629.

# International Trade Data Tools

## Overview/Summary

USA Trade® Online, Global Market Finder, and the U.S. Census Bureau's Application Programming Interface (API) are dynamic data tools provided as free services by the Census Bureau that give users access to the most current U.S. international trade data. These powerful tools give users access to the most accurate and timely U.S. trade data available.

## USA Trade® Online

USA Trade® Online is a dynamic data tool that gives users access to current and cumulative U.S. export and import data. With multiple datasets and capabilities, USA Trade® Online can assist different types of customers from a wide range of industries and fields. Use this platform to identify new markets, evaluate existing markets, and perform other market research tasks. The data available through this tool can also support economists in interpreting economic news, performing academic research, and assisting governments and federal agencies in analyzing domestic and international trade policies. Data are updated each month with the release of the latest U.S. International Trade in Goods and Services Report.

USA Trade® Online: <<https://usatrade.census.gov/>>.

## Global Market Finder (GMF)

Global Market Finder is an easy to use, interactive data tool for U.S. exporters that is free and open to the public. GMF provides commodity-level, U.S. export data (both annual and the most recent quarter) by value (in U.S. dollar), quantity, unit price, country of destination, and method of transportation. Manufacturers and other businesses interested in expanding their business globally can use it to identify potential markets and compare existing markets.

Global Market Finder: <[www.census.gov/library/visualizations/interactive/export-markets.html](http://www.census.gov/library/visualizations/interactive/export-markets.html)>.

## Schedule B Search Engine

Schedule B numbers are ten-digit, statistical classification codes for all domestic and foreign goods being exported from the United States. With over 9,000 codes, the process of product classification can seem overwhelming. Our enhanced Schedule B Search Engine is here to help.

Schedule B Search Engine: <<https://uscensus.prod.3ceonline.com/>>.



## Census Data API

The Census Data API allows users with computer coding experience to seamlessly pull detailed trade information directly into their systems for forecasting, research, and analysis.

Census Data API User Guide: <[www.census.gov/data/developers/guidance/api-user-guide.Overview.html](http://www.census.gov/data/developers/guidance/api-user-guide.Overview.html)>.

## Contact Information

Need help? Contact the Census Bureau International Trade team at <[eid.international.trade.data@census.gov](mailto:eid.international.trade.data@census.gov)> or 1-800-549-0595, option #4.



# Global Diversity Export Initiative Focuses on Minority- and Women-Owned Businesses

## U.S. Commercial Service Helps Ohio Machinery Remanufacturer Put Exports in High Gear

*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. The International Trade Administration’s U.S. Commercial Service is assisting these companies through its Global Diversity Export Initiative with value-added export assistance, services, and programs tailored to the export needs of diversely owned businesses (Black, Asian, American Indian, Hispanic, veteran and service-disabled veteran, women, and LGBTQI+). We also conduct outreach to businesses in rural America. One recent export story is DixiTech CNC of Monroe, Ohio.

industries including aerospace, defense, and automotive. Originally founded in 1984, the company was purchased by Devin Flowers in 2020, who now serves as president. The firm continues to expand its export sales and (with the help of the U.S. Commercial Service in Cincinnati and Mexico) signed an agent in Mexico to find new sales in that market. In the question and answer section below, Flowers provides insights on the firm and its exporting story.

**Q: Could you give some background on your company? How did you get started?**

**A:** We remanufacture all types of equipment for numerous industries, focusing on precision gears and bearings. We heat-treat to reshape and strengthen metals to enhance the equipment’s performance, tolerance, and long-term life. It’s like those automotive TV shows where they take an old car, strip it down, and completely rebuild it to a new model with updated performance features.

Most of our customers are from the aerospace, defense, and automotive industries. They require us to help them meet tight industry standards (AMS2750 and CQI-9) with custom designs, features, and integration. For example, one aerospace defense customer had us design and build two custom machines. One of these combined the elements of their original machine (which is no longer being manufactured) and others to create a unique, one-of-a-kind machine only they have. Many customers like having a state-of-the-art machine at lower prices than a standard new machine. In assisting these businesses, our solutions help manufacturers continue their production uninterrupted.



**DixiTech CNC Sees New Opportunity in Mexican Market**

DixiTech CNC is a minority-owned business located in Monroe, Ohio, specializing in the designing, custom-building, and remanufacturing of equipment for various

**Q: How did you become interested in owning this particular business?**

**A:** I bought the company in 2020 because of my background and interest in engineering. I earned my bachelor's degree in chemistry and mathematics from Alabama State University and my Ph.D. from the University of North Carolina in chemistry and polymer science. For several years, I did consulting work with an eye on owning my own business, and when the opportunity arose, I bought the company—it was a dream come true.

**Q: Did you have any initial reservations about exporting? If so, what were they, and how did you overcome them?**

**A:** I didn't have any reservations about exporting. When I bought the company, it was already selling internationally, but it was mainly reactive, fulfilling inquiries from U.S.-based companies doing business internationally. These exports were critical to the bottom line, and I wanted to pursue a more proactive approach to increase our global customer base by finding and selling directly to new international partners.

We knew we had more export potential, but the real challenge was finding the most suitable sales agents and getting expert insights on navigating the Mexican market. This market was particularly interesting to us based on our preliminary research. So, our next step was to seek help.

**Q: What federal and other export promotion services have been particularly valuable in your global sales success?**

**A:** We turned to the U.S. Commercial Service in Cincinnati, where we received export counseling. We also participated in online business-to-business and business-to-government meetings and webinars coordinated by the agency's Advanced Manufacturing Team. I participated in a virtual trade show sponsored by the U.S. Commercial Service for the Mexican automotive industry sector that helped begin the process of connecting me with the Mexican market. We then used the International Partner Search with virtual introductions.

As a result, we signed an agreement with a Mexican representative, Ingenieria Maxima, and we're now doing business in the Mexican automotive sector. We also got guidance on issues such as using incoterms for shipping to Mexico.

In addition, participating in the Discover Global Markets (DGM) event gave us great insight into export planning and how to sell to specific markets. We continue to apply the skills learned from the DGM to pursue new international opportunities. We've become familiar with the U.S. Export-Import Bank, trade insurance brokers,

international attorneys, and freight forwarders through the Commercial Service.

**Q: What was your interest in the Mexico market?**

**A:** Mexico piqued my interest due to the transition to onshoring and moving U.S. supply chains away from China. I thought the United States and Mexico would also benefit from this due to the proximity and the USMCA (United States-Mexico-Canada Agreement) free trade agreement. In addition, Mexico has an extensive automotive sector industry with many in the business already in that country.

**Q: What has exporting meant to your company?**

**A:** We would not be in business without our U.S. customers getting their sister facilities in foreign countries to buy from us. In some years, exports have accounted for over 90 percent of our sales in heavy industrial equipment due to bulk orders to one or two countries within the same year. Then, one or two more companies in foreign countries would place an order the following year. Last year, we decided to more actively pursue foreign orders through foreign companies in their countries to help us to grow our business and stay competitive globally. I believe this proactive approach to exporting will allow our company to weather changes in the domestic and global economy.

**Q: What were some export challenges in your industry that you overcame?**

**A:** There's always the challenge of understanding the machine and taking it apart. And internationally, there are dramatically different standards of quality in meeting the customer's performance requirements. Also, some foreign customers have different price and performance expectations. That means we must offer them options as to which upgrades on equipment they are willing to pay for.

The other challenge is more on the marketing side. When we upgrade something, the product meets or exceeds the machine's original capabilities and often performs better than the new one. However, customers sometimes have a degree of mistrust about the remanufacturing process in general. They need to be reassured that there is no compromise in quality compared to buying a brand-new product.

**Q: What are some lessons learned?**

**A:** Adjusting for the different markets in terms of their requirements to do business. Some countries have tariffs, and in others, we can enter tariff-free. Some countries require a certain percentage of manufacturing to be done in their country. Understanding these factors is critical to competing price-wise.



**Q: What do you see on the export horizon for your company?**

**A:** More export sales! We're very interested in markets such as Hungary, India, Poland, Singapore, and Italy. We have met virtually with potential partners in these markets through introductions by the U.S. Commercial Service in Cincinnati and U.S. embassies abroad. It's a work in progress.

**Q: What's your advice to those companies on the "export fence?"**

**A:** Don't be afraid and consider different pricing strategies depending on the customer. Also, be sure to take

advantage of the U.S. Commercial Service and other resources to help develop your export plan. For over 2.5 years, we worked hard to learn all aspects of global selling with the support of the U.S. Commercial Service. They've made us aware of many resources available to minority businesses like ours to help us proactively increase our global sales. They helped me find markets, potential leads, and partners much faster than if I had tried alone, saving my company valuable time and resources. We look forward to entering even more markets with their support and services.





**EXIM**

## With U.S. Exports at Record Levels, EXIM can Help Small Businesses Reach the Global Marketplace

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

With U.S. exports of goods and services surpassing \$3 trillion in 2022—the highest total on record—the Export-Import Bank of the United States (EXIM) can provide small businesses with the financial tools they need to take advantage of that vast market opportunity and increase their profitability.

“With 95 percent of the world’s consumers located outside the United States, we encourage all companies to explore new international markets and take advantage of all that exporting can do to strengthen your business,” said EXIM President and Chair Reta Jo Lewis.

In 2022, U.S. exports increased 17.7 percent, to \$3.01 trillion, according to the [U.S. Census Bureau](#) and the [U.S. Bureau of Economic Analysis](#), both of which are agencies under the U.S. Department of Commerce. The U.S. exports total includes \$2.1 trillion in exports of goods and \$924.2 billion in exports of services, which also were the highest totals on record.

Those numbers underscore that U.S. companies can increase their sales and grow their business by exporting their American-made goods and services around the globe.

“The reason small businesses should be exporting is because there is a world of opportunity out

there—literally,” said J.R. Gonzales, executive vice chair of the Texas Association of Mexican-American Chambers of Commerce based in Buda, Texas, and a member of EXIM’s Council on Small Business.

“Businesses are no longer competing against the business across the street. They’re competing in a global market,” he said. “So, there’s no reason why small businesses shouldn’t, with the help of others, learn how to do it and export their products globally. After all, the world is shrinking and there’s a great opportunity out there for people to grow and scale up and become even larger.”

### Grow Your Business With Exporting

That message is illustrated by a trio of successful small businesses that were among those honored by EXIM as 2022 Exporters of the Year. Each has relied on EXIM’s export finance tools, including [Export Credit Insurance](#) and [Working Capital Loan Guarantees](#), to increase their sales and revenues.

### Think Outside Your Borders

Founded in 1969, WCCO Belting in Wahpeton, North Dakota, is a leading manufacturer of rubber belting products used for agricultural and industrial equipment.

The company has relied on EXIM's Export Credit Insurance since 2004.

WCCO began exporting more than 2 decades ago, beginning with neighboring Canada and then expanding worldwide. The company currently distributes its products to more than 25 countries, with more than one-half of total sales coming from customers outside of the United States. "The willingness to look beyond local, state, or national markets is essential to any company's growth," said Thomas Shorma, WCCO's former CEO. "With fewer than a million people in North Dakota—and less than 10,000 in the company's rural hometown—that expansive view of potential customers was particularly crucial to WCCO's success."

"We're small compared to the world," Shorma said. "So, there are a lot more opportunities than perhaps what people understand at the front side of it. And once they do, and they make that first sale internationally, they go, 'Wow, I can do this.' And then it just builds from there."

### Diversify Your Customer Base

Founded in 2001, Aventure International Aviation Services is an award-winning supplier of aircraft parts to airlines and maintenance facilities worldwide. With 34 employees and more than 1,600 customers, the minority-owned company is headquartered in Peachtree City, Georgia.

Aventure turned to EXIM's Export Credit Insurance in 2007, and it has become a key feature of the company's international sales strategy. During the 2 decades of exporting, Aventure has shipped aircraft parts to at least 55 countries on a regular basis, and approximately 65 percent of its revenues are generated from international customers.

"When we first started out, I could never have imagined that's where I would be today," said Zaheer Faruqi, Aventure's CEO. The company has customers around the globe, from neighboring Canada and Mexico to Africa, Asia, Europe, and South America.

"The beauty of the whole thing is that by exporting to different parts of the world, I have a diversified portfolio

of customers," Faruqi said. "If for any reason things are not doing well in Japan, then South Africa might be doing great, or maybe it's Europe that's doing very well. Spreading your risks is very important, and I would encourage any exporter to do that."

### Use Payment Terms as a Competitive Advantage

Established in 1973, Jeco Plastic Products is a global leader in the development and production of custom and durable plastic pallets that have been sold on every continent and even traveled into space. The veteran-owned company, headquartered in Plainfield, Indiana, has been exporting for 25 years and has used EXIM's Export Credit Insurance since 1998. Exports now comprise about 65 percent of Jeco's sales volume, with markets including Western and Eastern Europe, North and South America, Japan, and the Middle East.

With EXIM's support in assessing the credit risk of international buyers, Jeco was able to offer favorable open account payment terms to its customers, which was instrumental in the company's expansion, said Craig Carson, Jeco's owner and CEO.

"Our export business at Jeco Plastic Products has shown double-digit annual growth in recent years, in part because we were able to offer open account payment terms and still eliminate the risk of nonpayment by overseas customers," Carson said.

EXIM's trade finance tools can help businesses of all sizes begin or expand their export journey. In addition, the [Minority and Women-Owned Business Division](#) provides support tailored specifically to underserved businesses, including companies owned by women, minorities, veterans, and individuals with disabilities.

To learn how EXIM has helped other small businesses, visit [www.exim.gov/results](http://www.exim.gov/results) for 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](http://www.exim.gov) or call (800) 565-3946.



## Small Business

# Small Business Administration Research Sheds New Light on Small Business Exporters

*Small Business Administration, Office of International Trade*

In January 2023, the [U.S. Small Business Administration \(SBA\)](#) released new findings from a commissioned study on the Total Addressable Market (TAM) of small business exporters in the United States. Among the key findings from the study is **new data based on recent business surveys. The new data places the actual number of exporting small businesses between 850,000 and 1.3 million**—potentially an almost five-fold increase over the estimates previously published by the federal government. **Furthermore, the research places the potential market size (or total addressable market) at over 2.6 million small businesses, representing 42 percent of all small employer businesses.**

“This new research gives us our best insight yet into the actual market being served by America’s small business exporters, with findings showing significantly more small businesses exporting than previously understood,” **said SBA Administrator Isabella Casillas Guzman.** “The data confirms that America’s 33 million small businesses and startups play a central role in our nation’s export strength, and that millions more of these businesses have been able to grow and diversify their revenue through trade. By ensuring small exporters have the resources they need to compete in the global marketplace, we can continue to

drive innovation and power our nation’s historic economic comeback.”

“We know that small businesses are the engine that drives the U.S. economy,” **says SBA’s Associate Administrator for International Trade, Gabriel J. Esparza,** “and we can now tell a better and more comprehensive story of the importance of exporting for small businesses. We will use this research to support and advance the global market success of U.S. small businesses and evolve our products and services to better meet the needs of those current and future small business exporters.”

The federal government has traditionally derived small business exporter numbers primarily from U.S. Census Bureau surveys and goods export data. The latest official data (2020) indicates that there were 264,366 small business goods exporters in the United States. **Esparza** suggested that relying on this data unintentionally excludes many small businesses. He continued, “There are a lot of small business exporters that weren’t being counted in the official numbers. For example, shipments overseas that are valued at less than \$2,500 are not counted in Census Bureau data. We also know that service exports, including software as a service, and small value



e-commerce transactions are particularly hard to capture through the normal survey methods.”

Also revealed through the study’s research are that the highest concentrations of small business exporters and exports exist within a variety of manufacturing, wholesale, plastics and chemicals, medical equipment, and computer systems design firms, as well as management consulting, architectural, engineering, legal, and software service providers. Emerging industries were also a focus with both goods and services exporters, such as green technology industries, given the growing global demand for technologies and services that benefit the environment. Finally, small businesses led by minority-owned women were found to be especially likely to export.

The insight gathered through this study serves as a strong reminder to policymakers on both the federal and state level of the significance and opportunity that international trade provides to U.S. small businesses. SBA will be using the findings to enhance SBA’s export finance products and programs, better target outreach, and to promote promising small business export sectors.

The [full commissioned study](#) to define the TAM of U.S. small business exporters is now available to the public.

For more information contact the team at [<international@sba.gov>](mailto:international@sba.gov).



## Visual Data Center

# Visual Data Center: Your One-Stop Shop for Trade and Industry Data

*By the Office of Industry and Engagement, Industry and Analysis, International Trade Administration*

The U.S. Department of Commerce's International Trade Administration (ITA) has a new export tool available at your fingertips. Check out the [Visual Data Center](#) that provides a one-stop shop for finding a variety of trade and industry-related data analysis. Discover industry trends in an easy-to-understand format that will help simplify complex robust data points to provide valuable insights that can impact your business.

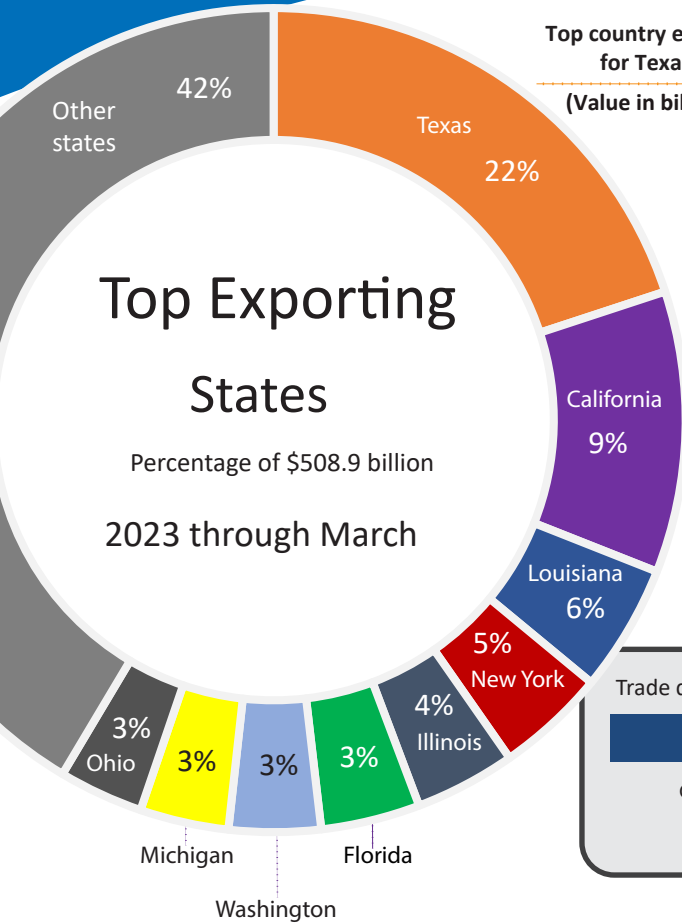
Our data covers a variety of sectors including automotive, supply chain, energy, manufacturing, professional business services, steel, textiles and apparel, and travel and tourism. If foreign direct investment is your focus, we have data that shows how it plays an essential role in ensuring U.S. economic growth, creates highly compensated jobs, spurs innovation, and drives exports.

The Visual Data Center also includes sections dedicated to trade enforcement, U.S. export promotion, and U.S. trade statistics, providing users with a wealth of information to explore. Another great feature of the Visual Data Center is the ability to interact with the data and view different patterns and trends, as well as downloading the data for further analysis or use. Additionally, the center offers an application programming interface you can use to find key contacts and data streams as part of the federal data strategy.

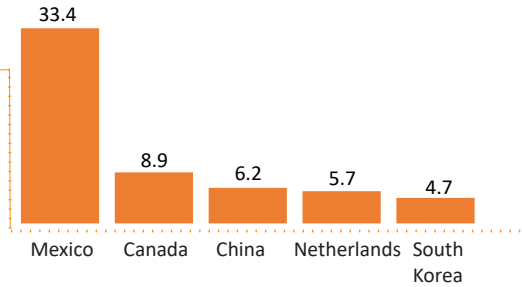
With ITA's Visual Data Center, your business can tap into a valuable resource for those looking to gain insight into various industries and stay up to date on trends and patterns. Check back regularly as we will add new products to feed your data analysis.

# International Trade

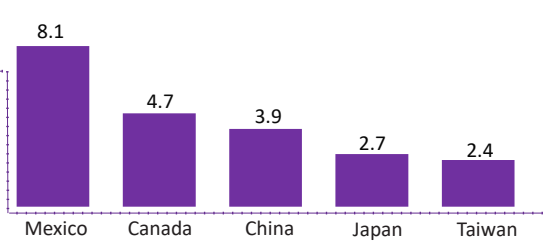
## Measuring the U.S. Economy



Top country exports for Texas  
(Value in billions)



Top country exports for California  
(Value in billions)



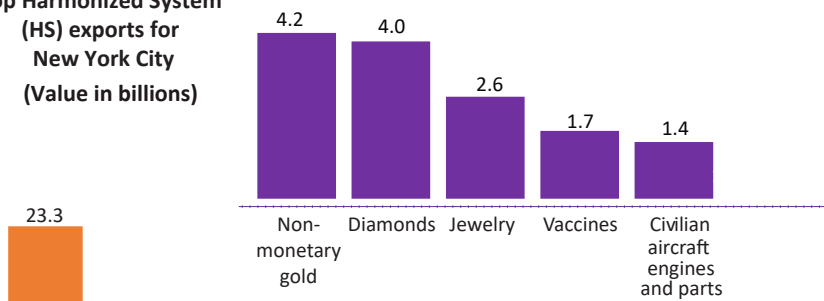
Trade data like this, and much more, are available at

**USA TRADE® ONLINE**

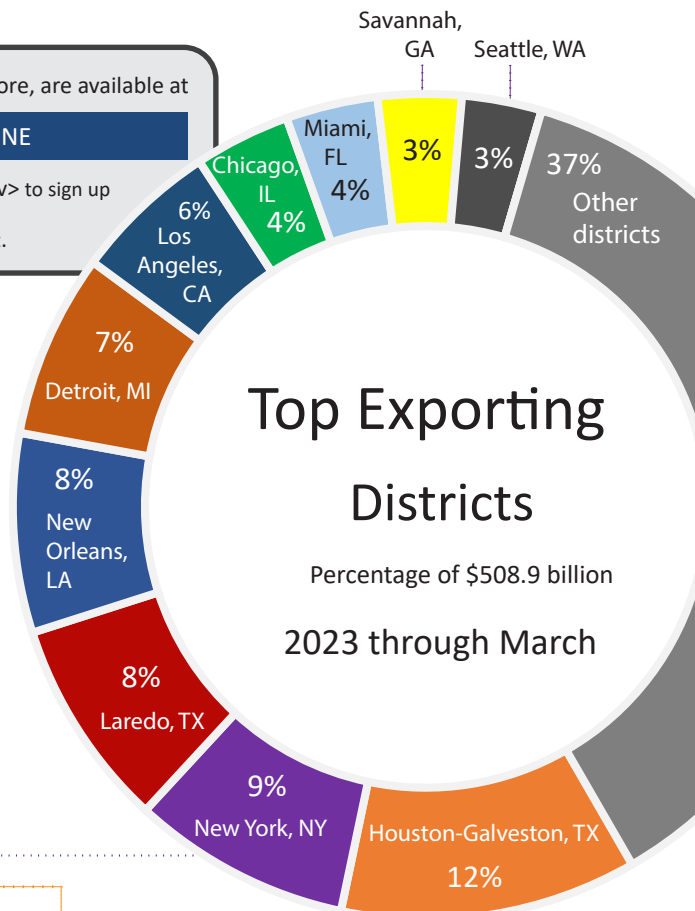
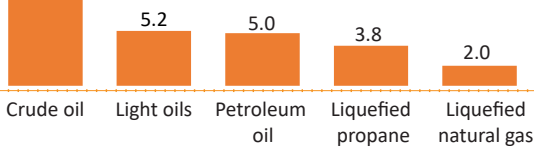
Go to [usatrade.census.gov](https://usatrade.census.gov) to sign up

for your FREE account.

Top Harmonized System (HS) exports for New York City  
(Value in billions)



Top Harmonized System (HS) exports for Houston-Galveston  
(Value in billions)





## Census Outreach

### Offering Valuable Training to Meet Your Exporting Business Needs

Visit the links below from the [Census Academy](#) website that provides valuable resources on the nation's people, places, and economy. Listed below are recorded webinars offered in celebration of World Trade Month this year. World Trade Month, which was acknowledged in May, has been celebrated for over 90 years. The federal agencies, public and private businesses, world trade centers, and chambers of commerce has recognized the importance of international trade to the U.S. economy and efforts to promote and educate individuals new to exporting or expanding exporting opportunities. The U.S. Census Bureau and our partnership agencies collaborated this year to bring you valuable information on increasing exporting growth opportunities. We hope you will find the content informative and it assists you in your business practices for expanding international growth.

[Back on the Trade Road: Navigating Your Way to New Export Sales \(census.gov\)](#)

[How Census Is Leveraging Real Dollar Data and Completing Trade Picture](#)

[Census Academy](#)

In addition, check out where the Census Bureau team will be presenting in the upcoming months. The Census Bureau team continue collaborations with U.S. trade

associations and partnership agencies to offer trade events to keep businesses abreast of the latest trade filing guidelines, assist with achieving compliance, and provide an opportunity to build networks. This information will help you leverage your business operations by targeting new markets to grow your business. Learn from the experts and gain agency contacts for assistance with your business needs. Visit the websites below for additional details, and we recommend visiting these websites regularly as content is updated periodically with new trainings and events.

**Title: Complying With U.S. Export Controls**

**Date: August 15 and 16**

**Location: Milpitas (Orange County), CA**

**Summary content:**

This 2-day program is led by the Bureau of Industry and Security's professional counselling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements under these regulations.

Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. This unique program is ideal

for those who need a comprehensive understanding of their obligations under the EAR.

**Benefits:**

- A focus on what items and activities are subject to the EAR.
- Steps to take to determine the export licensing requirements for your item.
- Determine your export control classification number.
- Automated Export System procedures and requirements.
- Export Compliance Program concepts.

**Website:** <[www.bis.doc.gov/index.php/component/docman/?task=doc\\_download&gid=3280](http://www.bis.doc.gov/index.php/component/docman/?task=doc_download&gid=3280)>

**Title: Automated Commercial Environment Export Compliance Seminar—Half Day**

**Date: August 24**

**Location: Virtual**

**Summary content:**

This webinar is open to all U.S. companies and will greatly benefit small- and medium-sized enterprises, freight forwarders, logistics and documentation, compliance managers, manufacturers, shippers, and U.S. Principal Parties of Interest.

**Benefits:**

- Automated Commercial Environment (ACE)/Automated Export System Direct Filings.
- Foreign Trade Regulations and an update on the latest regulatory changes.
- Commodity Classification (i.e., Schedule B) guidance and tips and the Global Market Finder.
- Export reports feature in ACE to manage your company's filings and compliance.
- U.S. export controls overview.

**Website: [Upcoming Outreach Activities](#)**

**Title: Exploring Census Data: Small Business**

**Date: August 31**

**Location: Virtual**

**Summary content:**

Exploring Census Data webinar series on Small Business. Census Bureau subject matter experts will present data available from economic data sources. You will learn about the different types of business data available from

the County Business Patterns, Nonemployer Statistics, Business Dynamics Statistics, Statistics of U.S. Businesses, and the economic census.

**Benefits:**

- Live demonstration on how to find data along with illustrated real-world applications.
- Learn about employment and payroll data for employer businesses and revenue data for nonemployer businesses.
- Learn about establishment openings/closings, firm startups/shutdowns, unique information on firm age and size, and the most comprehensive source for business data.

**Website: [Exploring Census Data: Small Business](#)**

**Title: ASBDC Conference Re-Imagine Mainstreet**

**Date: September 5-8**

**Location: Nashville, TN**

**Summary content:**

ASBDC represents America's nationwide network of SBDCs—the most comprehensive small business assistance network in the United States and its territories.

SBDCs are hosted by leading universities, colleges, state economic development agencies, private partners, and funded in part by the U.S. Congress through a partnership with the SBDC.

There are nearly 1,000 [local centers](#) available to provide no-cost business consulting and low-cost training to new and existing businesses.

Small business owners and aspiring entrepreneurs can go to their local SBDCs for free face-to-face business consulting and at-cost training on a variety of topics. [Learn more](#) about how SBDCs are helping local businesses start, grow, and thrive.

**Benefits:**

- Increased brand exposure and awareness on our trade show floor.
- Speaking opportunities to help boost brand equity.
- Event interactions that can be highly informative for product development and research.
- Training opportunities to educate and elevate our advisors on your product/service.
- Access to 1,400 small business professionals.

**Website:** <[tools.eventpower.com/agenda\\_module/schedule/display/23SBDC?agenda\\_id=1903](http://tools.eventpower.com/agenda_module/schedule/display/23SBDC?agenda_id=1903)>



**Title: WESCCON 2023—Board the Stagecoach to the Trade Festival****Date: October 26-29****Location: Ranchos Las Palmas, Palm Springs, CA****Summary content:**

WESCCON offers the best opportunity to meet people in the global logistics industry. Whether by attending or exhibiting, finding contacts in the Directory of Registrants, or promoting your name as a sponsor, participation in WESCCON gives you the contacts you need. As we often hear from our WESCCON participants, there is no other conference in this industry that offers the educational, networking, and social programs.

**Benefits:**

- Networking opportunities.
- Hear from federal agency experts and industry specialists on trade issues.
- Training opportunities for equipping your employees.
- Interact with vendors in the exhibit hall for building businesses operations.

**Website:** [WESCCON](#) | [pacificcoastcouncil](#)

## Contact Information

International Trade Helpline	
Global Reach blogs: < <a href="http://www.census.gov/newsroom/blogs/global-reach.html">www.census.gov/newsroom/blogs/global-reach.html</a> > 800-549-0595 (refer to the menu options below)	
<p style="text-align: center;"><b>Assistance With the Automated Export System, Option 1</b></p> <p style="text-align: center;">Monday-Friday 7:30 a.m.-6 p.m. (Eastern Time) Email: &lt;<a href="mailto:askaes@census.gov">askaes@census.gov</a>&gt;</p>	<p style="text-align: center;"><b>Assistance With Commodity Classification, Option 2</b></p> <p style="text-align: center;">Monday-Friday 8:30 a.m.-5 p.m. (Eastern Time) Email: &lt;<a href="mailto:eid.scheduleb@census.gov">eid.scheduleb@census.gov</a>&gt;</p>
<p style="text-align: center;"><b>Assistance With Regulatory Guidelines, Option 3</b></p> <p style="text-align: center;">Monday-Friday 7 a.m.-5 p.m. (Eastern Time) Email: &lt;<a href="mailto:emd.askregs@census.gov">emd.askregs@census.gov</a>&gt;</p>	<p style="text-align: center;"><b>Assistance With Information on Trade Data, Option 4</b></p> <p style="text-align: center;">Monday-Friday 8:30 a.m.-5 p.m. (Eastern Time) Email: &lt;<a href="mailto:eid.international.trade.data@census.gov">eid.international.trade.data@census.gov</a>&gt;</p>
<p><b>Assistance With Trade Outreach, Census Vetting, and Export Reports Authorization, Option 5</b></p> <p style="text-align: center;">Monday-Friday 8 a.m.-6 p.m. (Eastern Time) Email: &lt;<a href="mailto:exportreports@census.gov">exportreports@census.gov</a>&gt;</p>	

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