

TradeSource

July 2024
Issue 29



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Grow Your Business in the Global Landscape

Welcome to the July 2024 edition of the TradeSource newsletter. In this issue, you will find informative articles from our federal partners to include the U.S. Commercial Services, Export-Import Bank of the United States, U.S. Small Business Administration, Bureau of Industry and Security, and the U.S. Census Bureau. These agencies provide federal resources, programs, services, and tools for developing export strategies that assist businesses in expanding in the global landscape. Whether your company is a small, medium, or large business, you can achieve success abroad by taking advantage of the opportunities and support provided by our federal partners. These services can help with increasing your competitiveness and gain a strategic advantage by exporting. Whether you are new to exporting or expanding to new markets, we want you fully equipped for success. By navigating abroad to strengthen your business strategies and applying best practices for networking opportunities, you can gain visibility for growth by attracting new partners and markets. As always, we want you to know specifically how resources from our federal partners can assist you in growing your business to the next level of exporting.

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Going Global With Exports

U.S. Commerce Secretary Announces “New Era” of U.S. Commercial Service Export Assistance

By James Golsen, deputy director general, U.S. and Foreign Commercial Service, International Trade Administration



James Golsen, deputy director general of the U.S. and Foreign Commercial Service

The U.S. Department of Commerce’s International Trade Administration (ITA) is focused on promoting U.S. exports and protecting U.S. business interests in foreign markets. ITA helps businesses of all shapes, sizes, and sectors grow their global business sales through exports.

With 95 percent of the world’s population outside of the United States, it makes economic sense to expand your business abroad. The growth of online sales, better logistics options, and the wide array of federal, state, and local programs have made exporting much more viable.

On average, businesses that export earn higher revenues, create more jobs, and pay better wages.

Also, diversifying your customer base through exports can improve your competitiveness and help your business withstand headwinds in the U.S. economy.

Oftentimes, the main barrier to exporting is not knowing where to start or the belief that exporting is too burdensome. Also, most companies that export only sell to one or two markets and may be limiting their full export potential. We want to increase exports by having more businesses export proactively.

As the trade promotion arm of the ITA, the U.S. Commercial Service has a global network of over 100 offices across the country and locations in more than 80 international markets.

Our assistance helps U.S. businesses navigate the export process through counseling, market intelligence, introduction to global buyers, trade events, and more. Many services are offered virtually, and we can also help you screen international inquiries, including through your website and trade shows. Learn more by visiting www.trade.gov/export-solutions.

A “New Era” of Export Assistance

Virtual interactions have changed the way nearly everyone does business, and the global landscape is becoming increasingly complex. To meet these challenges, the

U.S. Commercial Service is stepping up efforts to help U.S. businesses compete and win abroad.

To this end, during a recent event at the Department of Commerce headquarters, Commerce Secretary Gina Raimondo ushered in “A New Era for the United States and Foreign Commercial Service,” by announcing several new projects to enhance all U.S. Commercial Service touchpoints for businesses—from new web and digital resources to enhanced in-person outreach and services. New tools and resources for exporters include:

- An enhanced [trade.gov](https://www.trade.gov), home to a new web-based **Export Solutions Roadmap** for aspiring exporters. This straightforward, user-friendly guidance helps businesses navigate U.S. government resources, including where to find funding for international expansion. Newer exporters are guided step-by-step to prepare their business, identify markets and buyers, and execute their first export sale. Experienced exporters gain improved access to popular and trending topics, essential self-help tools, customized services, payment options, and financing resources.
- A recently launched [podcast series](#) for new exporters. New episodes of our U.S. Commercial Service podcast, Export Nation, will feature discussions on commonly requested topics by new and experienced exporters. Topics include export basics, tradecraft tools, and keys to doing business in specific international markets. Also discussed are insights on how new and experienced exporters alike can avoid or overcome common pitfalls.
- A new **Business-to-Business Matchmaking Platform** empowers U.S. businesses to connect and collaborate with global partners based on specific industries and market events in real time.
- A new **Virtual Product Pitch Service**, that allows U.S. companies to present their products and services to multiple potential buyers in a virtual/online or hybrid/in-person event, thus breaking down geographical barriers and unlocking new markets.
- Our expanded **Express Leads program** provides early stage/pre-tender trade leads to U.S. businesses of all sizes, helping them with an advantage on foreign competition. Opportunities for winning foreign government procurements have traditionally been pursued mainly by large fortune 500 companies.
- Through our customized **Client Service Assessments**, new clients can receive a custom report prepared by our in-country commercial specialists based in our

offices abroad. Consumer preferences and behaviors have shifted, demanding greater customization and flexibility from exporters. The report outlines our assessment of a company’s international goals, needs, and suggested services/next steps to help them enter new markets.

- The **Global Business Navigator**, when launched, will be the U.S. government’s first AI-powered chatbot for exporters as it will continue to innovate to better serve our customers. It will also help visitors navigate the vast amount of trade resources and information on our website and provide them with instant expert guidance at their fingertips 24/7.

“At the Commerce Department, we try to hold ourselves to a standard of continuous improvement by listening to businesses, and we want you to know we’re here to partner with you, so you can be successful,” said Commerce Secretary Raimondo. “If you’re in business and want to get into exporting, expand your exporting, or expand into new markets, these new tools are easy to use, and can help you figure out how to do it.”

To further illustrate, Secretary Raimondo noted a U.S. company might ask, “How do I get my product to women in this part of this foreign country in this timeline?” Citing the example, Raimondo emphasized that “this is the type of direction we want to take with our Commerce Department product offering of tools and resources to our business clients.”

Through the new portfolio of resources, businesses will have greater access to vital export information, guidance, and a roadmap to help them understand foreign market opportunities, connect with buyers, and secure financing.

“Modernization of the U.S. Commercial Service isn’t just about keeping up with the times, it’s about helping your business compete and win in the international marketplace,” said Arun Venkataraman, assistant secretary of Commerce for Global Markets and director general of the U.S. and Foreign Commercial Service. “We are harnessing the power of cutting-edge technology as well as the human connection to transform your every touchpoint into Commerce resources, and ultimately fast-track your global success.”

For businesses looking to export, <www.trade.gov/export-solutions> is a great place to learn everything needed to connect with global opportunities.





Authorized Agent



“Forwarding Agent” Has Been Changed to “Authorized Agent” Across the Automated Export System Trade Interface Requirements (AESTIR) and AESDirect Portal

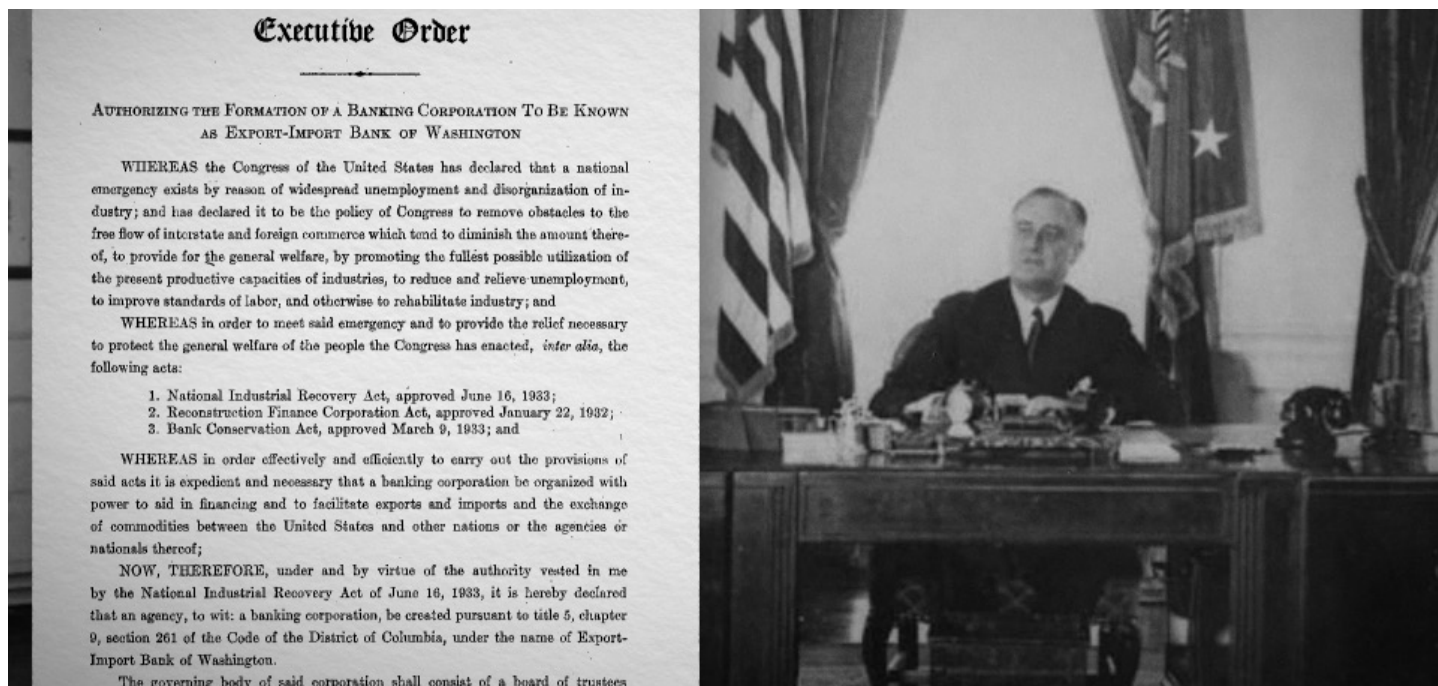
By Gerard Horner, chief, Trade Regulations Branch, U.S. Census Bureau

On April 1, 2024, the U.S. Census Bureau edited all documents, AESDirect screens, and error messages by replacing the term “Forwarding Agent” with “Authorized Agent,” consistent with [15 CFR §30.6\(b\)](#).

Authorized Agent is the term used in the Foreign Trade Regulations (FTR) to identify the individual or legal entity physically located in or otherwise under the jurisdiction of the United States that has obtained power of attorney or written authorization from a U.S. Principal Party in Interest (USPPI) or Foreign Principal Party in Interest to act on their behalf and to complete and file the Electronic Export Information (EEI). If the USPPI does not file the EEI, the profile of the authorized agent must be reported on the EEI. The Census Bureau uses the profile information on the

authorized agent to identify who filed the EEI and for the purpose of verifying the accuracy of the EEI.

For many years, the trade community questioned who they should report on the EEI in the agent field when both an authorized agent and forwarding agent were different parties to the export transaction. The authorized agent filed the EEI, and the forwarding agent moved the goods. With this change, the Census Bureau makes it clear that the FTR requires the reporting of the details of the authorized agent and USPPI. If a forwarding agent is part of the export transaction and its information is needed, the Census Bureau may obtain that information from the authorized agent or USPPI. For more information on the announcement of this change, refer to this [NOTICE](#).



EXIM Celebrates 90 Years of Service in 2024 With Small Business Export Resources

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

For 9 decades, the Export-Import Bank of the United States (EXIM) has played a critical role in fostering economic opportunity for U.S. companies and sustaining jobs for U.S. workers.

That mission began when EXIM was established by executive order on February 2, 1934, by President Franklin D. Roosevelt (FDR) to help U.S. companies and workers during the Great Depression. And it is a mission that continues today as EXIM honors that history while charting a course toward the future.

“Here at EXIM, we strive every day to honor that heritage and achieve our mission of supporting American jobs by facilitating U.S. exports. We take particular pride in our ability to support small businesses across the nation. In fact, nearly 90 percent of the total number of EXIM’s authorizations directly benefit U.S. small businesses,” said President and Chair Reta Jo Lewis in celebrating [EXIM’s 90th anniversary](#).

Building on a Historic Heritage

Over the decades, EXIM has assisted with landmark projects around the world—from construction of the Burma Road and the Pan-American Highway to financing for the Marshall Plan and post-World War II reconstruction.

To underscore that historic heritage, EXIM is pleased to have FDR’s great-granddaughter, Sara Boettiger, serving

on EXIM’s Advisory Committee as the agency moves forward and continues to implement the same ideals for which it was founded. EXIM’s roots date to a critical time in U.S. history, and as the world confronts unprecedented challenges, there are similarities when it comes to addressing those issues.

“There’s a lot of parallels, there’s a lot of echoes as to the era that we are in now,” said Sara Boettiger. “We’re in a very different era than we were 2 years ago, 5 years ago. But add to that climate change, a new era of industrial policy, energy security, and challenges with food security globally. And you begin to see that the tools and EXIM Bank being a critical one for managing in this future are just so important for us.”

Helping Small Businesses Win the Future

As EXIM looks to the future, it continues to seek new and innovative ways to meet the needs of its customers by offering financing tools that help U.S. businesses of all sizes export their American-made products worldwide, including:

- [Export Credit Insurance](#) to protect against the risk of not getting paid.
- [Working Capital Loan Guarantees](#) to provide the necessary cash flow.

- [Equity Express Select](#) export credit insurance created for underserved businesses, including companies owned by minorities, women, veterans, people with disabilities, or companies located in a rural area.

EXIM recently honored eight U.S. businesses from a range of industry sectors and geographic regions as [Exporters of the Year](#) during its 2024 annual conference. These successful exporters represent a cross section of American innovation and ingenuity, and they illustrate how EXIM’s trade finance tools can help U.S. companies expand their international sales as they compete in the global marketplace.

Leveling the Playing Field for South Carolina Company

Among those award winners was [Transcon Trading Co., Inc.](#), a woman-owned business headquartered in Columbia, South Carolina, that was founded in 1979. As an export management company, it represents U.S. manufacturers of pet and equine products as well as human health and beauty products.

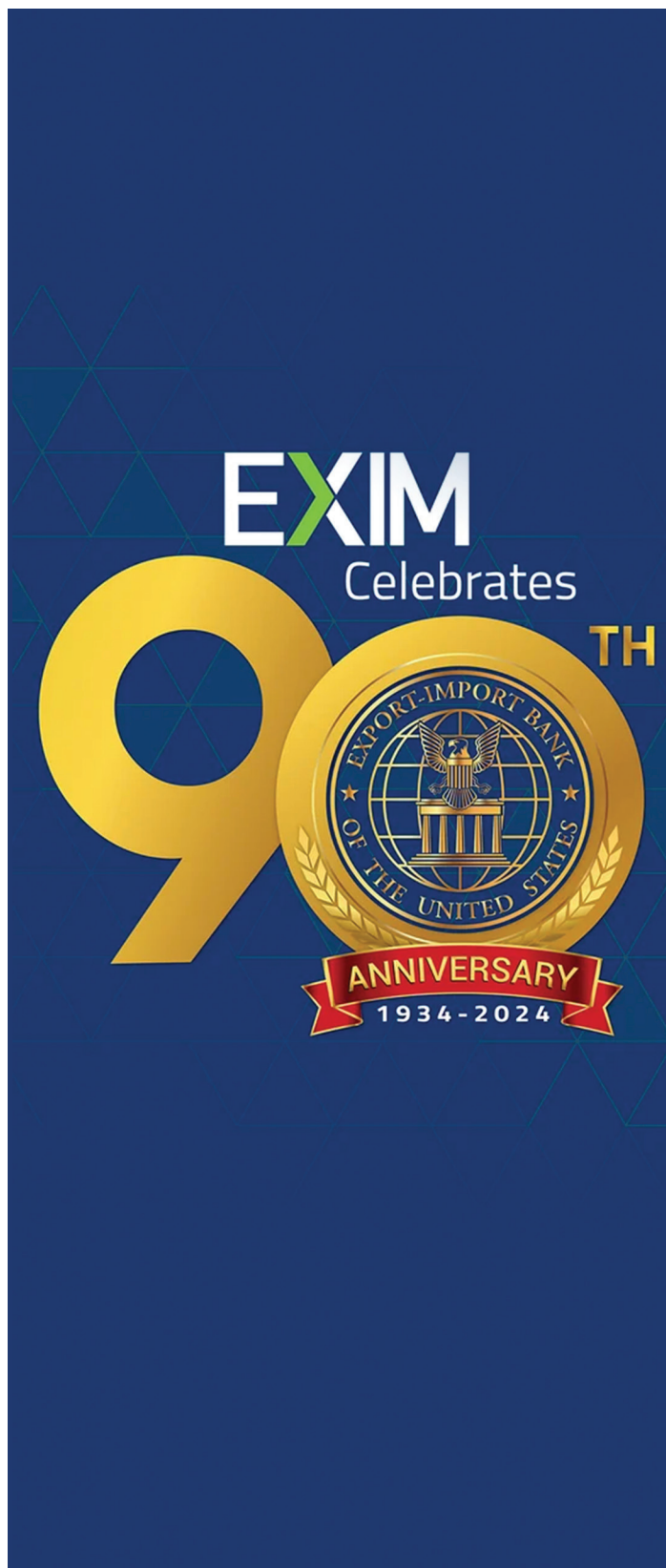
To provide its customers with favorable credit terms, Transcon began using EXIM’s Export Credit Insurance in 1992, and its revenues have grown significantly over the past 3 decades. Its business is 100 percent international, and Transcon exports to more than 100 countries. With EXIM’s support, the company can navigate the global market and manage the financial risks.

“All our sales are international. EXIM helped double and triple our export sales throughout the years,” said Sonya Kosta Di Nova, Transcon’s president. “EXIM helped provide a level playing field for us in the global marketplace. Many countries have robust policies supporting their exporters, and without EXIM’s support mitigating the financial risks for us, we’d be in a very disadvantageous position.”

EXIM equips [small businesses](#) with the financing tools necessary to compete for sales as they export their goods and services around the world. That includes protection from commercial or political risks, access to cash flow, or help with credit terms.

“As EXIM celebrates our 90th anniversary in 2024, we want to reflect on our rich legacy,” Chair Lewis said. “We also want to look ahead—finding new ways to expand the options and strengthen our support so U.S. companies can compete successfully in the ever-changing global marketplace. So, if you are considering export opportunities in your own business, I hope you will think EXIM.”

To examine how EXIM has helped other small businesses like Transcon Trading Co., visit www.exim.gov/results for success stories from across the country. For more information, visit www.exim.gov.





License Type Codes

Understanding U.S. Department of Commerce, Bureau of Industry and Security License Type Codes

By Lani Tito, senior export administration specialist, Bureau of Industry and Security

A license type code indicates the export authority to ship items filed in the Automated Export System (AES). [Table A of the Automated Export System Trade Interface Requirements \(AESTIR\) Appendix F](#) lists the license codes for exports subject to the [Export Administration Regulations \(EAR\)](#) (15 CFR Parts 730-774) and under the [Bureau of Industry and Security's \(BIS\)](#) jurisdiction. Authorization to ship items subject to the EAR takes the form of an export license or license exception. Items not subject to a license requirement ship under the designation of "No License Required."

Export License—An export license is an authorization issued by the BIS that authorizes a specific export, reexport, or other regulated activity. Select license type code C30 in your AES filing if you are shipping under an export license. Mandatory information includes the license number, Export Control Classification Number(s) (ECCNs), and license value.

License Exception—A license exception is an authorization to export or reexport items subject to the EAR that would otherwise require an export license. Select the license type code in your AES filing for the specific license exception authorizing the export of your shipment. All license exceptions subject to the EAR are described in [15 CFR Part 740](#) and all license type codes for each license exception are listed in [Table A of the Automated Export System Trade Interface Requirements Appendix F](#).

No License Required (NLR)—NLR is a designation for exports that do not require BIS authorization (i.e., export license or license exception) for export or reexport. License type codes C33, C60, and C63 describe specific NLR shipments.

- C33 is for NLR shipments that do not fall under C60 or C63. Reporting the ECCN is required for items with a reason for control other than, or in addition to, antiterrorism. For items destined to China, Russia, or Venezuela, reporting the correct ECCN is required regardless of reason for control.
- C60 is for NLR shipments of items described in the .y subparagraph of 600 series ECCNs. The 600 series ECCNs describe items that were previously controlled on the U.S. Munitions List ([22 CFR 121.1](#)) or that are covered by the [Wassenaar Arrangement Munitions List](#). An example of a 600 series ECCN with a .y subparagraph is 9A610.y.
- C63 is for NLR shipments of items described in the .y subparagraph of ECCN OA501.

BIS export counselors are available Monday through Friday during regular business hours to assist you with your questions related to the EAR at the phone numbers below.

Washington, DC: 202-482-4811
 Irvine, CA: 949-660-0144
 San Jose, CA: 408-998-8806
 Website: <www.bis.gov>

Exporting Decisions

EXIM Encourages Companies to Use U.S. Census Bureau Tools to Help Guide Informed Exporting Decisions

By Ken Click, business development specialist, Export-Import Bank of the United States

For U.S. companies searching for trade-related data and tools, there's an abundant amount of free government information available online. The Export-Import Bank of the United States (EXIM) encourages businesses to take advantage of these tools and resources to help inform decisions about selling goods and services internationally.

Collecting data used for U.S. foreign trade statistics has become timelier and more granular than ever. In recent years, the Census Bureau, the government agency responsible for these statistics, introduced free tools and resources designed to help U.S. exporters and other stakeholders make informed decisions.

Examples of Census Bureau tools that can provide insights and identify opportunities include:

- Schedule B Search Engine:** All U.S. exporters are required to provide these 10-digit numbers when classifying their products on export documents. Simply type a description of a product into the search engine and its corresponding Schedule B number(s) will populate. Schedule B numbers are an extension of 6-digit Harmonized System (HS) numbers that are used worldwide, and more information about their differences can be found on [Exim's website](#).
- Global Market Finder:** This tool enables searches by Schedule B codes to handily identify the top five countries by export dollar value, quantity sold, and average unit price by country, method of shipping, and other information.
- North American Industry Classification System (NAICS):** These codes are used only in North America and categorize businesses by type of economic activity. Enter an industry or sector into the search field and matching NAICS codes will appear. A [downloadable manual](#) of all codes is also available.
- USA Trade Online:** Searches can be run in this extensive database by highly specific parameters, such as exports by state by HS and NAICS codes to identify patterns and trends. Among other benefits, the Census Bureau cites that USA Trade Online can measure

the impact of foreign competition and be used as a statistical resource for determining trade policies. Registration is required.

- The Census Bureau also vets companies with an Employer ID Number (EIN) seeking to access [Automated Commercial Environment \(ACE\) Export Reports](#). One of the available reports explains all export transactions for the past 5 years, including the current year—filed to the Automated Export System (AES) by EIN. AES is an automated system that identifies the type of goods leaving the United States as well as their value, origin, and who is responsible for them. Application to ACE is through the U.S. Customs and Border Protection website, and information contained in the reports is confidential transactional export data and should not be disclosed for nonofficial purposes.

In addition, EXIM collaborates with the Census Bureau on outreach activities (such as its [International Trade Webinar Series](#)) and sources its data in customer guides such as [Export With Confidence: Tools and Opportunities for Texas Businesses](#). Whether businesses are considering exporting or are already selling internationally, free government tools like these can help them make informed decisions.

To review how EXIM can help U.S. companies begin or expand their exporting journey, visit www.exim.gov/results for success stories from across the country. For more information on EXIM, visit www.exim.gov.



U.S. Small Business Administration Celebrates 2024 Exporter of the Year

Living the American Dream and Changing Lives

*By Stephen Sullivan, senior international trade specialist,
U.S. Small Business Administration*

The [U.S. Small Business Administration \(SBA\)](#) recently announced Spectrum International LLC as the [2024 National Small Business Exporter of the Year](#).

Spectrum International designs and manufactures specialty contact lenses. But there is so much more to the story.

Felipe Arroyave immigrated to the United States from Colombia at the age of 18 to escape violence after his father was kidnapped by guerillas. He spent the next 17 years working in the vision industry while completing a college degree in international business. His entry-level job at Excel Specialty Contact Lenses exposed him to technology that he had not realized existed. This was technology that he was sure was not available in his home country, including Latin America.



Felipe engaging with booth visitors at a trade show in Latin America.

He made it his personal mission to spread that technology. It wasn't easy. When he first brought his proposal to management, they told him to get back to the lab and do his job. But he was persistent, and finally convinced them to support his participation in a trade show in Puerto Rico. He promised to reimburse the cost of the trip if it didn't pay for itself in sales. He ended up bringing back sales 17 times the cost of the trip, and the company was sold on his vision.

In 2017, he started his own company in the same industry. "Our mission is to provide visual specialists around the world with the highest technology available, with the best education, with the best resources so that we can treat visual problems throughout the world," Felipe said.

"According to the World Health Organization, 80 percent of visual impairments can be prevented or cured with an early diagnosis or treatment. Every 5 seconds a person goes blind in the world, and every minute a child loses vision. We believe that we can decrease those numbers and improve the visual health of the world one lens at a time," Felipe said.

The company also operates a philanthropic arm called Changing Lives that gifts vision treatment and products free to those most in need. "The #ChangingLives, campaign is our contribution to corporate social responsibility, where we bring light to the eyes of people who need these tools," Felipe said.

Spectrum International's assistance began through Felipe's relationship with the [Georgia Small Business Development Center](#), which helped guide him to resources then and continues to assist Spectrum with market research, export strategy, and counseling today.

As Darrel Hulse, director of the University of Georgia's SBDC International Trade Center contends, "The true laurel of SBDC is to provide information and tools that help a business owner make the best decisions for themselves and their business. Ultimately, Spectrum's success is due to the efforts of Felipe and his team."

One of the tools that the SBDC connected Spectrum to is SBA's State Trade Expansion Program (STEP) grant. "We have used multiple STEP grants," Felipe said. "This year, we were awarded \$8,000 in STEP grants to support global sales. We used it for things such as translation services in Turkish. It has also helped support our participation in trade shows and events overseas. We have made improvements to globalize our website. There are so many things that you can do with a STEP grant to improve your business and increase your overall sales and growth."

Thanks to resources like the Georgia SBDC, the SBA, the Georgia Department of Economic Development, EXIM Bank, and the U.S. Commercial Service, Spectrum International is now exporting to 68 countries and has multiple locations around the world. The headquarters is in Atlanta, Georgia, but now have offices in Mexico, Colombia, and recently opened facilities in Madrid, Spain.

In addition to delivering a product that is improving lives around the world, Felipe also gives back at home by serving on the [Georgia District Export Council](#) where he helps other Georgia companies expand abroad.

Felipe credits the SBA for his success, "If it weren't for the SBA, my business would have never survived the pandemic. We were shut down for 8 months, and thanks to the SBA and the multiple programs they had, the PPP programs, the relief funds, and all the coaching and help they gave us during this time, we were able to export again, and to keep changing the lives of all these patients that we touch on a day-to-day basis."

To hear more about Felipe's story, and to learn about the International Trade Administration's [Global Diversity Export Initiative](#), listen in to the recording of this 2024 World Trade Month webinar: [Leveraging Hispanic Heritage for Global Sales Success \(census.gov\)](#).

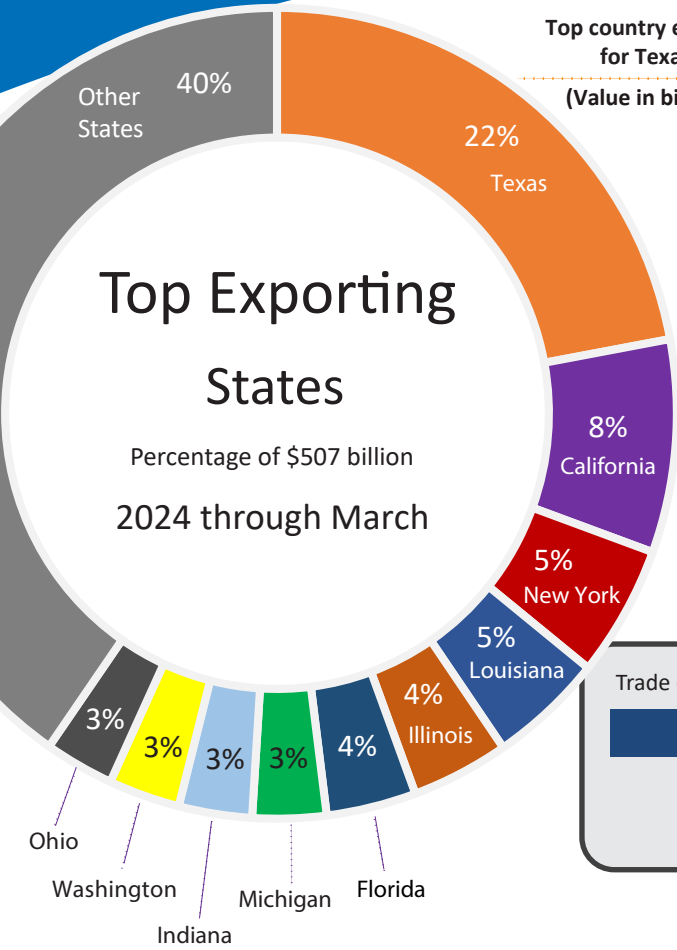
For more information about the STEP grant, visit www.sba.gov/STEP.

To find your nearest SBDC, visit <https://americassbdc.org/find-your-sbdc/>.

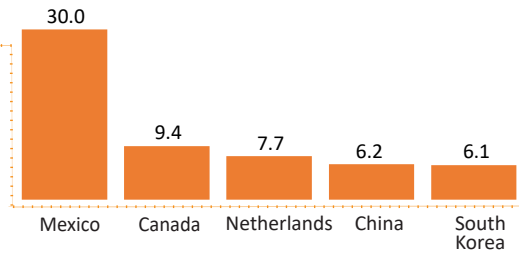


International Trade

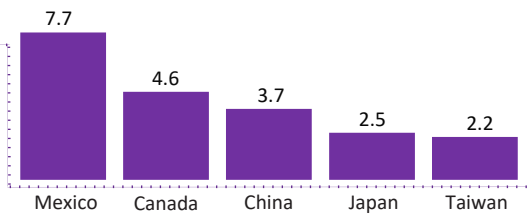
Measuring the U.S. Economy



Top country exports for Texas
(Value in billions)



Top country exports for California
(Value in billions)

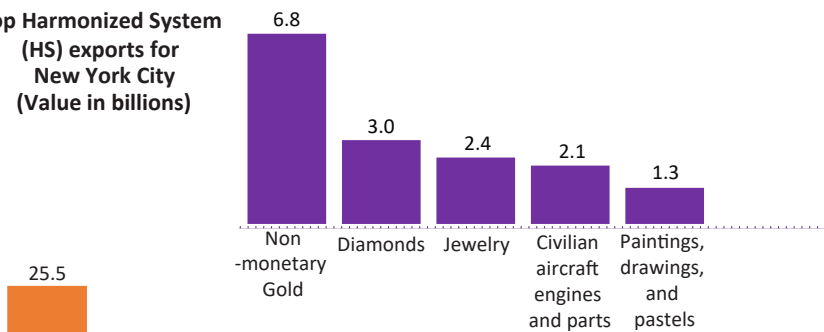


Trade data like this, and much more, are available at

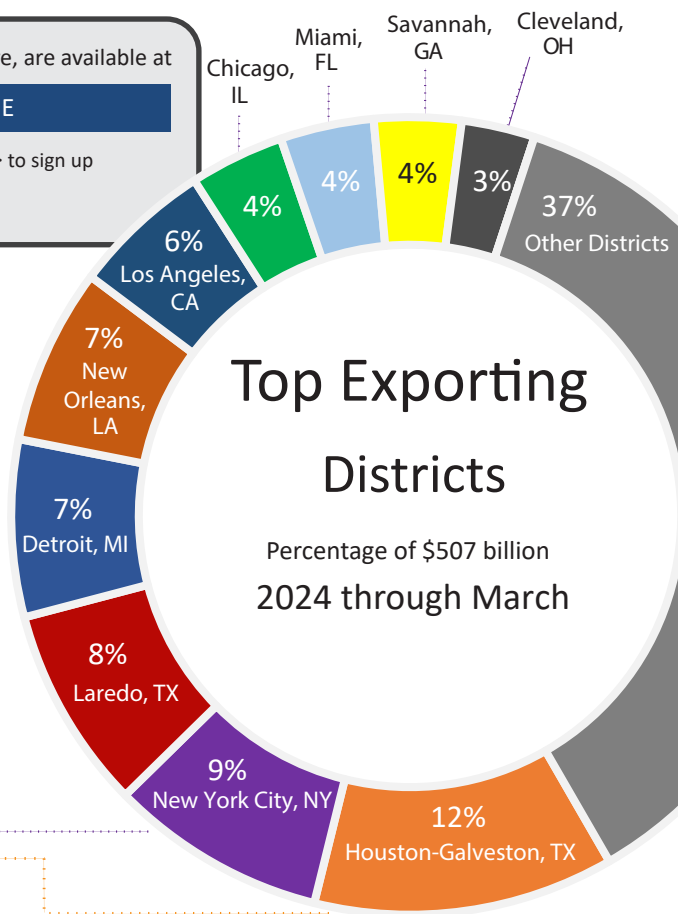
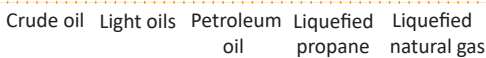
USA TRADE® ONLINE

Go to usatrade.census.gov 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)



Contact Information

International Trade Helpline	
Global Reach blogs: < www.census.gov/newsroom/blogs/global-reach.html > 800-549-0595 (Refer to the menu options below.)	
<p style="text-align: center;">Assistance With the Automated Export System, Option 1</p> <p style="text-align: center;">Monday-Friday 7:30 a.m.-6 p.m. (Eastern Time) Email: <askaes@census.gov></p>	<p style="text-align: center;">Assistance With Commodity Classification, Option 2</p> <p style="text-align: center;">Monday-Friday 8:30 a.m.-5 p.m. (Eastern Time) Email: <eid.scheduleb@census.gov></p>
<p style="text-align: center;">Assistance With Regulatory Guidelines, Option 3</p> <p style="text-align: center;">Monday-Friday 7 a.m.-5 p.m. (Eastern Time) Email: <emd.askregs@census.gov></p>	<p style="text-align: center;">Assistance With Information on Trade Data, Option 4</p> <p style="text-align: center;">Monday-Friday 8:30 a.m.-5 p.m. (Eastern Time) Email: <eid.international.trade.data@census.gov></p>
<p>Assistance With Trade Outreach, Census Vetting, and Export Reports Authorization, Option 5</p> <p style="text-align: center;">Monday-Friday 8 a.m.-6 p.m. (Eastern Time) Email: <exportreports@census.gov></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>U.S. Customs and Border Protection (CBP), Trade Enforcement and Facilitation</p> <p>For general questions: <ofo-export-cargo@cbp.dhs.gov> For vehicle questions: <cbpvehicleexports@cbp.dhs.gov></p> <p>David Garcia, program manager, Outbound Enforcement and Policy Office of Field Operations 202-344-3277</p>	<p>Export-Import Bank of the United States <www.exim.gov></p> <p>U.S. Department of Agriculture Foreign Agriculture Service <www.fas.usda.gov></p> <p>U.S. Department of Commerce Bureau of Industry and Security <www.bis.doc.gov></p> <p>International Trade Administration <www.export.gov> <www.trade.gov></p> <p>U.S. Census Bureau International Trade Management Division <www.census.gov/foreign-trade></p> <p>U.S. Department of Homeland Security U.S. Customs and Border Protection <www.cbp.gov></p> <p>U.S. Small Business Administration Office of International Trade <www.sba.gov/international></p> <p>Small Business Development Centers <www.sba.gov/sbdc></p> <p>U.S. State Department Directorate of Defense Trade Controls <www.pmdtcc.state.gov></p>
<p>Bureau of Industry and Security (BIS)</p> <p>Help Desk, Washington, DC 202-482-4811</p> <p>Western Regional Office, 949-660-0144 Newport Beach, CA</p> <p>Western Regional Offices, San Jose, CA 408-998-8806</p>	<p>U.S. Small Business Administration Office of International Trade <www.sba.gov/international></p> <p>Small Business Development Centers <www.sba.gov/sbdc></p> <p>U.S. State Department Directorate of Defense Trade Controls <www.pmdtcc.state.gov></p>
<p>Directorate of Defense Trade Controls, U.S. State Department, Washington, DC</p> <p>Response Team 202-663-1282</p> <p>Help Desk 202-663-2838</p>	<p>U.S. Treasury Department Office of Foreign Assets Control <https://home.treasury.gov/policy-issues/office-of-foreign-assets-control-sanctions-programs-and-information></p>