

eCourse Outline

Expanding Your Business Through Exporting

1. **A basic guide to exporting for NH businesses**
 - a. Strategy
 - b. Marketing
 - c. Finance
 - d. Compliance
 - e. Logistics
2. **Strategy**
 - a. Developing your strategy
 - b. Develop an action plan
 - c. Regulations & securities
 - d. Strategic resources
 - e. Tariffs & duties
3. **Marketing**
 - a. Are you ready?
 - b. Finding the right markets
 - c. Additional market resources
4. **Finance**
 - a. Financial institutions
 - b. Local and foreign government resources
 - c. Export insurance
 - d. Term of sale
5. **Compliance**
 - a. Steps to achieve compliance
 - i. Ensure management/team buy-in
 - ii. Identify your company and product
 - iii. Determine licensing requirements
 - iv. Perform due diligence
 - v. Document, document, document!

6. Logistics

- a. Protecting your investment
- b. Freight forwarders
- c. Documentation

Helpful Exporting Links

United States-Mexico-Canada Agreement	https://ustr.gov/trade-agreements/free-trade-agreements/united-states-mexico-canada-agreement
Free Trade Agreement	https://www.trade.gov/free-trade-agreement-overview#:~:text=A%20Free%20trade%20Agreement%20(FTA,property%20rights%2C%20among%20other%20topics.
Export Administration Regulations (EAR)	https://www.bis.doc.gov/index.php/regulations/export-administration-regulations-ear
Export Control Classification Number (ECCN)	https://www.bis.doc.gov/index.php/licensing/commerce-control-list-classification/export-control-classification-number-eccn
How to Determine an Export Control Classification Number (ECCN)	https://www.bis.doc.gov/index.php/documents/regulations-docs/143-bis-eccn-pdf/file#:~:text=What%20is%20an%20ECCN%3F,items%20for%20export%20control%20purposes
Export Management and Compliance Program (EMCP)	https://www.bis.doc.gov/index.php/compliance-a-training/export-management-a-compliance/compliance
International Traffic in Arms Regulations (ITAR)	https://www.pmdtc.state.gov/ddtc_public?id=ddtc_public_portal_itar_landing
U.S. Department of State's Directorate of Defense Trade Controls (DDTC)	https://www.pmdtc.state.gov/ddtc_public
Office of Foreign Assets Control (OFAC)	https://home.treasury.gov/policy-issues/office-of-foreign-assets-control-sanctions-programs-and-information
USA Trade Online	https://usatrade.census.gov/
Trade Stats Express	https://www.trade.gov/report/tradestats-express-national-and-state-trade-data#:~:text=TradeStats%20Express%20(TSE)%20%2D%20National,Industrial%20Classification%20System%20(NAICS).
Atlas of Global Development	https://elibrary.worldbank.org/doi/abs/10.1596/978-0-8213-9757-2
Global Population Mapping and Spatial Analysis	https://www.census.gov/programs-surveys/international-programs/about/global-mapping.html
Central Intelligence Agency World Factbook	https://www.cia.gov/the-world-factbook/
Office of the United States Trade Representative	https://ustr.gov/
World Port Source	http://www.worldportsource.com/

Transparency International the Global Coalition Against Corruption	https://www.transparency.org/
U.S. Trade and Development Agency	https://www.ustda.gov/
Export-Import Bank of the United States (EXIM)	https://www.exim.gov/
Incoterms - International Trade Administration	https://www.trade.gov/know-your-incoterms
Harmonized System - U.S. Census Bureau	https://uscensus.prod.3ceonline.com/
World Customs Organization (WCO)	https://www.wcotradetools.org/en/harmonized-system
Common Export Documents - International Trade Administration	https://www.trade.gov/common-export-documents