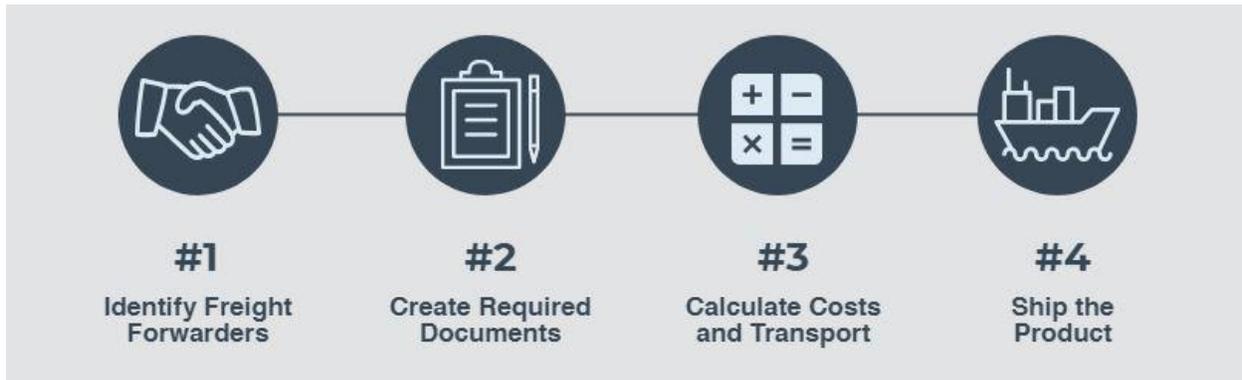


Export Simple: Take Advantage Of That Unexpected Opportunity



Exporting may seem like a daunting process but in reality it only takes a few documents with information that companies already know.

Clients at the Illinois SBDC International Trade Center at the Industrial Council of Nearwest Chicago (ICNC) are curious about how to start the export process. We worked on a real case study with an ITC client, and for confidentiality purposes we will not use her real name. We'll call her Mary Smith, CEO of SAFEPATH, and we'll follow her path on her company's first export experience. Mary met an international customer at a trade show, and wanted to take advantage of this unexpected opportunity.

1. Identify Freight Forwarders

After receiving products samples, Mary's new international customer wanted to import SAFEPATH for all 100 stores in Norway. We connected her with Ric Frantz, the CEO of [LR International](#), a freight forwarder with experience in Norway and many other European countries. They help clients with documentation, cargo insurance and logistics for exporting their products. All companies big or small need a freight forwarder.

2. Create Required Documents

Ric needed to know:

- Products
- Country of destination
- Number of cartons or boxes
- Total approximate gross weight of the products
- All the dimensions of the cartons or boxes

- Value of the products
- What would be the terms of payment (Open Account, Letter of Credit, Cash against Documents, etc.)
- Production lead time produce the products

3. Calculate costs and transport

With this information Ric could calculate:

- Approximate freight costs and insurance costs
- Determine the mode of transport, and
- Any banking costs (if there was a letter of credit, or cash against documents)

Also, Ric help compiled the “Destination Control Statement” according to U.S. Export Administration Regulations.

Mary considered using insurance not only for cargo, but also for payment. The options were through the government (EX-IM Bank) or private sector can help reduce the risk for exporters. Also Small Business Administration (SBA) export working capital.

4. Ship the product

After the Purchase Order (P.O.) is accepted and the products are ready to go, Ric helps with:

- Commercial Invoice
- Any other documents depending on the product and destination
 - Packing list
 - Country of Origin Document, etc.
- Bill of Lading (air or ocean)

Exporting Around the World

Mary went from thinking about international clients to having a multi-thousand dollar deal exporting SAFEPATH to Norway, all within three months. As she becomes more comfortable exporting to Norway, Mary may delve into other international markets and spread SAFEPATH all around the world.

To learn more about how your company can export successfully, contact Lauro Arias, Certified Global Business Professional (CGBP) at the Illinois SBDC ITC at ICNC:

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