

EXPORT-IMPORT GUIDE

Assistance For Those Opening New Markets



Made Possible By...



ABOUT SHEBOYGAN COUNTY, WISCONSIN

Sheboygan County is located in east-central Wisconsin, along Lake Michigan between Milwaukee and Green Bay. Manufacturing, agriculture, education, and a strong work ethic are core elements of Sheboygan County's economy.

Sheboygan County has many world-class amenities to offer businesses, residents, and visitors. Communities within have been ranked as the best place to raise a family, the #1 hometown in the USA, one of the best places to retire, and one of the best small places for business and careers over the last 20 years. With all of these accolades, you are sure to find Sheboygan County a spectacular place to simply do more.



View what makes Sheboygan County unique at:
www.SheboyganCountyEDC.com/OurPromise

CHART OF TRADE RESOURCES

	Learn About Exporting	Find International Trends	See If a Market Exists in a Given Country	See if it is Feasible to Export to a Country	Meet Distributors, Wholesalers, and Buyers	Process of Exporting	Resolve Trade Disputes	Import Products or Materials
WHERE TO FIND ASSISTANCE	LINKe		Wisconsin Export Development			US Commercial Service - Department of Commerce		
						EIBoUS & Int'l Banks		
								US Customs
INCENTIVES			Early Planning Grant					
						TSGP		
								FTZ #41

WHERE TO FIND ASSISTANCE

LINKe (Lakeshore International Networking and Knowledge Exchange) | www.sheboygancountyedc.com/assets/Resources/LINKe-Brochure-2011-08-15.pdf

Organization: Lakeshore Technical College | Contact Rebekah Kubista at (920) 693-1651
 Resource(s): Education seminars; Networking
 Best for: Businesses looking to share information about trading/international business; Businesses looking to get into international trade
 Cost: Fee for Membership and Seminars

Wisconsin Export Development | www.commerce.wi.gov/IE

Organization: Wisconsin Economic Development Corporation (WEDC)
 Resource(s): Companies looking to Export
 Best for: Exporting to Canada, China, Brazil and Mexico; Trade missions
 Cost: Lower than private consultants; Similar structure as US Exporting Service

US Commercial Service - Services

Trade Counseling

- ▶ Planning and Strategy
- ▶ Legal and Regulatory Issues
- ▶ Documentation Requirements
- ▶ Product Requirements
- ▶ Trade Problems
- ▶ Trade Financing and Insurance

Business Matchmaking

- ▶ Contact Lists
- ▶ Partner Search
- ▶ Personalized Business Matchmaking
- ▶ Trade Missions
- ▶ Trade Shows
- ▶ In-Country Promotions

Market Intelligence

- ▶ Country Reports
- ▶ Industry Reports
- ▶ Customized Market Research
- ▶ Background Reports
- ▶ Trade Data and Analysis
- ▶ Commercial Diplomacy

US Commercial Service – US Department of Commerce | www.export.gov/Wisconsin

Organization: US Department of Commerce, International Trade Administration
 Resource(s): See Below
 Best for: All Exporting Companies...HIGHLY RECOMMENDED
 Cost: Much less than private consultants, Initial meeting is free

EIBoUS & Int'l Banks | www.exim.gov

Organization: Export-Import Bank of the United States (EIBoUS) & Other International Banks
 Resource(s): Letters of Credit; Insurance; Lending Programs for International Trade
 Best for: Companies looking to make sure they will receive payment; Loans for exporters
 Cost: Fee-based

US Customs | www.cbp.gov/xp/cgov/trade

Organization: United States Customs
 Resource(s): Paperwork; Rules and Regulations; Tariffs; Shipping Information
 Best for: Companies looking to import products
 Cost: Free for most

FUNDING AND INCENTIVES

Early Planning Grants (EPG) | www.wenportal.org/ToolsandResources/FinancingYourBusiness/Grants1/EPG.htm

Contact: Wisconsin Entrepreneurial Network (WEN)
Type: Grant to cover part of professional services needed to start-up a business or receive financing
Pros (+): Funding is to develop a high-tech or high-impact businesses
Cons(-): Competitive process; Does not soft costs; Not for "average entrepreneur"

TSGP (Trade Show Grant Program) | www.commerce.state.wi.us/ie/ie-tradeshowsgrant.html

Contact: Wisconsin Economic Development Corporation
Type: Grant to attend foreign tradeshows and encourage exports
Pros (+): Melds great with US Department of **Commerce Golden Key Service** (see description below)
Cons(-): Does not cover transportation costs; Must be international business focus; Competitive grant

FTZ #41 (Foreign-Trade Zone #41) | www.city.milwaukee.gov/port/FOREIGN-TRADE-ZONE-NO.-41-GRAN.htm

Contact: Port of Milwaukee
Type: Duty and tariff relief for those who import materials for manufacturing
Pros (+): Manufacturers save money on duties and tariffs
Cons(-): Annual application; No real downside

Golden Key Service - (US Commercial Service)

This service provides you with one-on-one appointments with potential buyers, sales representatives, and business partners in another country. The service also includes market and industry briefings with in country trade experts before your business meetings. Cost - typically less than \$1,000 (cost does not include travel).

EXPORTING PAPERWORK

LEARN HOW & WHAT EXPORT PAPERWORK TO FILL OUT AT:

www.export.gov/Wisconsin/DocumentationForms

Classifying Products: The Harmonized System	
Organization of the Schedule B classification	6
Example of Schedule B classification	7
Explanation and list of Incoterms 2000	8
Export documentation	
Formal quote (with example)	9
Proforma invoice (with example)	16
Commercial invoice (with example)	18
Packing list (with example)	20
Automated Export System	22
Shipper's letter of instructions (with example)	23
Certificate of origin (with example)	25
Bill of lading (with example)	28

EXPORT DOCUMENT TEMPLATES:

www.export.gov/Wisconsin/DocumentationForms/eg_us_wi_021133.asp

The screenshot shows the export.gov website interface. At the top, the logo reads "export.gov" with the tagline "Helping U.S. Companies Export". A navigation bar includes links for "Opportunities", "Solutions", "Locations", "FAQ", and "Blog". A search bar is visible with the text "Search Our Site". The main content area shows the breadcrumb "Home > Wisconsin > Documentation & Forms" and the heading "Export Documentation Templates". Below this, a list of templates is provided:

- Commercial Invoice
- Generic Certificate of Origin
- Packing List
- Proforma Invoice
- Shippers Letter of Instruction

OTHER HELPFUL ON LINE EXPORT RESOURCES

Export.Gov
www.export.gov

US International Trade Commission
www.usitc.gov

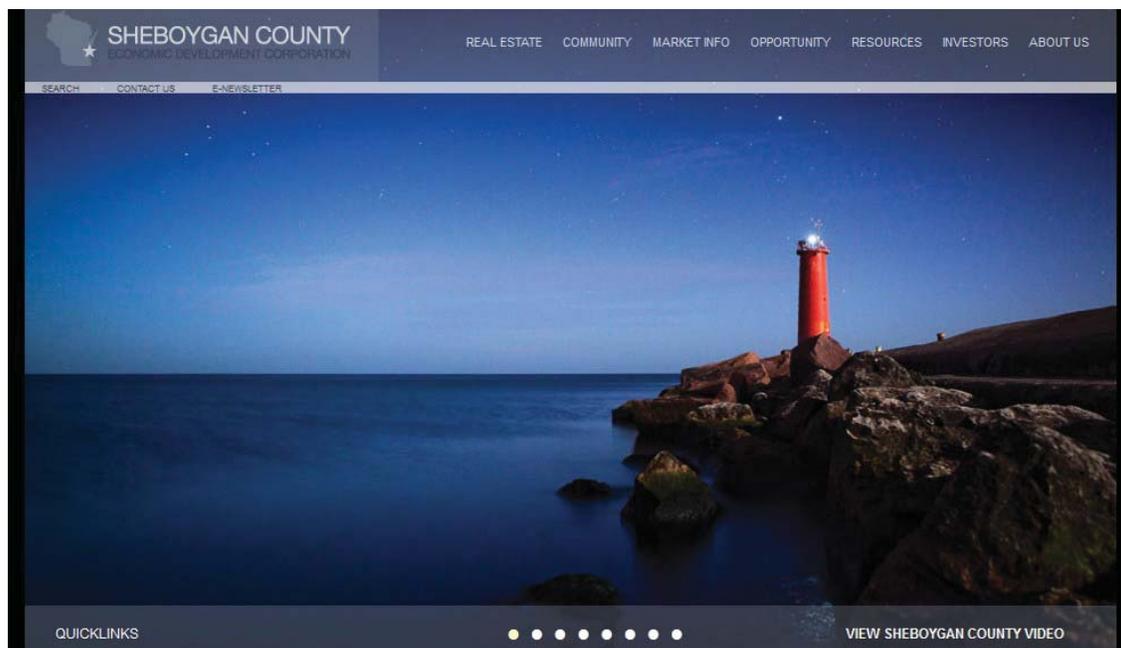
US Census Foreign Trade
www.census.gov/foreign-trade

How to Find Tariff and Import Fees Video
http://export.gov/faq/eg_main_017510.asp

Common Export Documents
http://export.gov/logistics/eg_main_018121.asp

Find the Schedule B Number for Any Product
<https://uscensus.prod.3ceonline.com/>

VIEW OUR OTHER BUSINESS GUIDES AT
www.SheboyganCountyEDC.com/Guides



ABOUT THE SCEDC

The Sheboygan County Economic Development Corporation (SCEDC) is a non-profit public/private partnership with the goal of increasing jobs and investment in Sheboygan County, Wisconsin. We have been successful in this effort by leading initiatives to support business and community development, forging strong strategic partnerships with key local and regional organizations, assisting businesses one-on-one with a variety of short and long-term needs, and providing the most accurate up-to-date information available to our clients and stakeholders.



Watch some of our success stories:
www.SheboyganCountyEDC.com/KeepingThePromise