

**From:** BusinessUSA <business@subscriptions.usa.gov>  
**To:** Kester, Tonykester@aging.sc.gov  
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### **An Encyclopedia for First-Time Exporters**

Ever wondered about exporting, but were confused about how and where to begin? You're not alone—a growing number of companies are exporting internationally. In 2013, more than 300,000 small and medium-sized U.S. companies exported to at least one international market—nearly 28 percent more than in 2005.

Of course, exporting is more complicated than selling locally, which is why the [U.S. Commercial Service](#) just released the latest version of its comprehensive [A Basic Guide to Exporting](#) that provides in-depth information and solid advice on issues relevant to any

prospective exporter. [Read the free guide](#) to learn more about:

- Common misperceptions about exporting
- Developing an export strategy
- Finding qualified buyers
- Understanding international legal considerations
- Preparing your product for shipping

If you prefer the printed version, check the [U.S. Government Bookstore](#) for the 11th edition of the Guide.

Interested in learning more about how other companies have started exporting? Read how the U.S. Commercial Service helped [America's oldest ice cream company expand into China](#).

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### **Making Global Local**

In addition to popular how-to guides like [A Basic Guide to Exporting](#), there are numerous federal programs designed to make it easier for companies to sell their products overseas. One of those is the [US Trade and Development Agency's \(USTDA\) Making Global Local initiative](#).

[USTDA](#) – as well as the program – supports U.S. businesses interested in entering or expanding their presence in developing and middle-income countries.

[Find out more about the Making Global Local initiative](#) and how it can help grow your business abroad.

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### **BusinessUSA's New Trade Leads Tool**

One of the biggest challenges to exporting and finding international contracting opportunities is gaining access to concrete, identifiable leads to help determine where to focus your company's efforts.

BusinessUSA's new [Country Trade Leads Portal](#) provides

the solution. Discover major project opportunities in foreign countries scouted on behalf of U.S. businesses by U.S. State Department and Commerce Department officials, as well as from other sources. You can easily select the country you're interested in and review the latest available research, opportunities and projects.

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### Know of Firms Looking to Invest in the U.S.?

The U.S. Department of Commerce's SelectUSA program helps educate foreign firms about the benefits of doing business in the U.S., as well as federal-level programs, incentives and other resources available to help them.

If you haven't looked recently, be sure to [visit the redesigned SelectUSA website](#) to easily access federal programs and services related to business investment interests.

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### We're Getting a New Look

BusinessUSA is redesigning its home page, and we'd love your input as we finalize things. Visit the [new Beta home page](#) and take a look around. Be sure to [tell us what you think](#). You can also access the Beta page from our [current home page](#) by clicking "take me there" at the top. We look forward to hearing from you!

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