

SAMPLE GUIDE: How to Find Buyers

1. Identify the product you would like to export by its HS code.
2. Discover which markets are the biggest importers of the item.
3. Study the target market to learn about its demographics, opportunities, and regulations.
4. Use the internet to search for industry associations that can provide general in-country guidance and lists of companies active in their market.
5. Search for buyers using industry associations and their related trade shows.
6. Investigate possible partners or buyers.
7. Check with the Bureau of Industry and Security (BIS) to ensure your sales activities with possible buyers are legal. *Exporting is a privilege not a right.*
8. Identify barriers to getting your product into a foreign market.
9. Find out whether your product can be competitive on price. Be sure to evaluate costs involved with marketing, travel, shipping, commissions, taxes/ tariffs, and legal fees.
10. Once you have decided to enter into a trade relationship, be aware of all local resources available to exporters.
11. Have patience and make every effort to do things correctly the first time. Select an international banker, freight forwarder, attorney and country specialist to assist you...and always ask questions.