

SAMPLE GUIDE: How to Find Buyers (Example 2)

1- Identify the product you would like to export by its HS code.

- The US Census Bureau has a very helpful online tool that can help first time exporters with identifying their correct HS Code.
- To search the US Census Bureau's Schedule B records follow the below link:
www.census.gov/foreign-trade/schedules/b/#search

2- Discover which markets are the biggest importers of your product.

- The U.S. Government offers a free website for researching basic trade statistics called [Trade States Express](#). Extremely detailed trade reports can be obtained via [WISERTrade](#). A sample report from WISERTrade is available here: [Sample 1](#). WISERTrade reports are obtainable from the World Trade Center Saint Louis at a cost of \$12 per report.
- Lets assume your product are air structures. According to both data sources, Brazil appears not to be a heavy importer of air structures. Therefore we should reconsider entering the Brazilian air structures market. Instead, we should consider looking at other markets such as Canada, Mexico, and Germany as they appear to be heavier importers of air structures. Also, markets with statistically significant growth would be the Netherlands and Hong Kong (China) and should be noted as possible opportunities for fast growth.
- However, for sake of this instructional guide, let's assume that you have received information that air structures will be in high demand in Brazil, and you want to be prepared and proceed.

3- Study the target market to learn about its demographics, opportunities, and regulations.

- Demographic information about Brazil can be obtained from: the [CIA Factbook](#) or the [Brazilian Institute of Geography and Statistics](#). Data to look for would be GDP by geography and income per capita as they would be indicators of a buying power in an region.
- Business opportunities in Brazil can also be found through the [US Department of Commerce](#) via its website (select Brazil as your target market).
- Further legal and regulatory information on doing business in Brazil can be found at the following:
 - ▶ [Ministry of Foreign Relations](#)
 - ▶ [Ministry of Development, Industry, and Foreign Trade](#)
 - ▶ [Ministry of Transportation](#)
 - ▶ [Ministry of Agriculture, Livestock, and Food Supply](#)

4- Use the internet to search for Brazilian industry associations that can provide general in-country guidance and lists of companies active in the Brazilian construction market. The following associations should offer leads (*please note these names have been interpreted from Portuguese*):

- [Brazilian Association of Structural Engineering and Consulting](#)
- [Brazilian Institute of Architects](#)
- [National Syndicate of Enterprises of Architecture and Engineering Advisory](#)
- [Brazilian Association of Steel Construction](#)
- [National Federation of Architects and Urban Planners](#)



Remember, a partner can be found in industries that complement your business. If an industry association does not exist for your product, try to find the next best matching industry association.

5- Search for partners or buyers

- The National Syndicate of Enterprises of Architecture and Engineering Advisory lists their active members on their website. Many of their members could be a suitable in-country partner.
- Also, the Brazilian Institute of Architects offers a list Architects that may have interest in knowing about air structures and also could be an excellent sales partner.
- Compile a "rough list" of companies that could be your foreign sales partner. You might be able eliminate some companies using just their name if there is a descriptor in their name that would indicate an orientation towards being a service provider rather than a manufacturer (terms such as "Bank of...", "Logistics" or "Consulting").

6- Investigate possible partners or buyers

- After compiling your rough list of companies, distill the list further by learning about each of them. At this time it is advisable to think about what characteristics you would like to have in a partner. Would you like to have an independent agent that arranges sales or a distributor that takes position of your product and then sells it through their own channels? Would you prefer to work with a large company or smaller one? Is there a particular “style of selling” that works best with your product? Would you consider private labeling your product?
- A simple internet search using the company’s name likely will reveal their website, which should also offer information on their products and services. *Again, the key question to ask yourself is whether a found company’s products will be complementary or competitive against yours.*
- Once you have your list narrowed to a limited set of candidates, consider using the services of a credit reporting firm to learn further details about a foreign company’s operations. A credit reporting firm such as Dun & Bradstreet or Coface can supply copious information about foreign company’s credit history, and alert you to who may have debilitating financial issues.

7- Check with the US Government’s [Bureau of Industry and Security](#) to ensure your sales activities with possible partners are legal. Exporting is a privilege not a right. The US Government has several lists to check before you proceed with a sale such as:

- Denied Persons List
- Unverified List
- Entity List
- Specially Designated Nationals List



Debarred List

- Nonproliferation Sanctions List

The WTC recommends calling the BIS to discuss your transactions to ensure you are compliant with US export controls and laws. Failure to comply mean fines and imprisonment.

8- Identify barriers to getting your product into a foreign market.

- The office of the [US Trade Representative](#) is an excellent location to learn about trade agreements between the US and other countries.
- The [Brazilian Customs](#) office offers an online schedule of tariffs by HS code.

9- Find out whether your product can be competitive on price. Be sure to evaluate costs involved with marketing, travel, packaging, shipping, commissions, taxes (VAT) and tariffs.

10- Once you have decided to enter into a trade relationship, be sure to be aware of all your local resources available to exporters, such as:

- The [World Trade Center Saint Louis](#)
- The [St. Louis Export Assistance Center](#) (US Government)
- The [Small Business Administration](#) (US Government)
- The [Missouri Department of Economic Development](#) (Missouri Government)
- The [Missouri Department of Agriculture](#) (Missouri Government)

11- Have patience and make every effort to do things correctly the first time. Select an [international banker](#), [freight forwarder](#), [attorney](#) or country specialist to assist you...and always ask questions. Good luck!