

Illinois SBDC International Trade Center at Bradley University

International Trade Specialist:

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TURNER CENTER
for ENTREPRENEURSHIP



Website: www.bradley.edu/turnercenter

Why Export?

- ➔ Nearly 96 percent of consumers live outside the U.S.
- ➔ Two-thirds of the world's purchasing power is in foreign countries and 87% of its economic growth. The resulting opportunities are immense.
- ➔ In a dramatic shift over the past several decades, U.S. exports are now nearly evenly divided between developed and developing countries.

Less than 2% of US companies export (the US Chamber of Commerce says its over 9%). Of those companies, almost 60% export to only one foreign market.

Why do you want to export?

- ❖ Enhance domestic competitiveness
- ❖ Increase sales and profits
- ❖ Gain global market share
- ❖ Reduce dependence on existing market
- ❖ Exploit corporate technology and know-how
- ❖ Extend the sales potential of existing products
- ❖ Stabilize seasonal market fluctuations
- ❖ Enhance potential for corporate expansion
- ❖ Sell excess production capacity
- ❖ Gain information about foreign competition
- ❖ Earn benefits from the cross-pollination of ideas to discover new ways of using products and services and novel ways of conducting business

FAST FOOD

KFC lives up to its “Finger lickin’ good” slogan with edible nail polish

Published May 05, 2016 · FoxNews.com



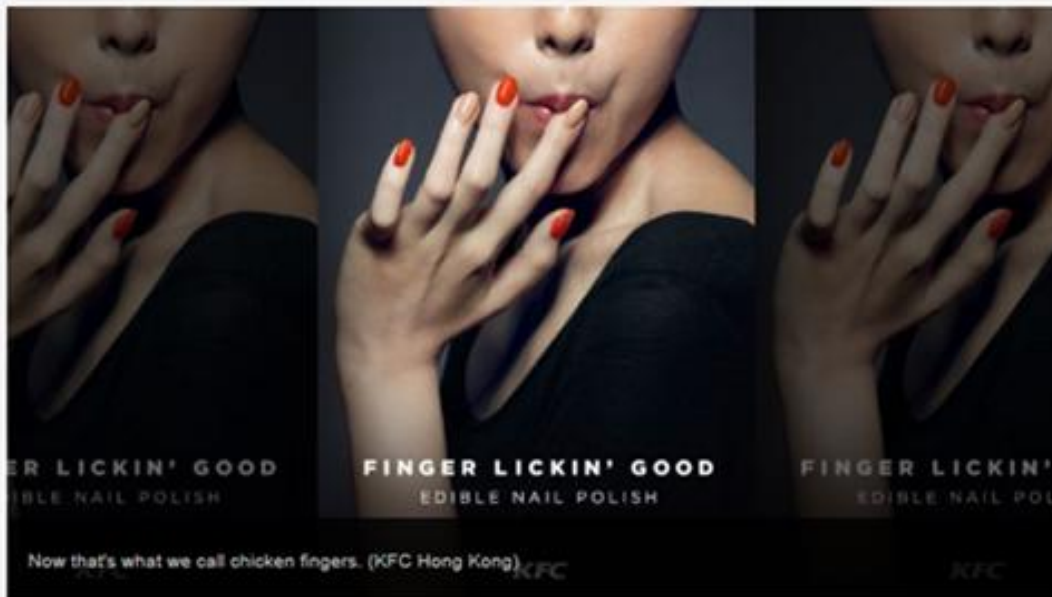
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247



10



[http://
www.foxnews.com/
leisure/2016/05/05/
kfc-lives-up-to-its-
finger-lickin-good-
slogan-with-edible-
nail-polish/?
intcomp=hphz20](http://www.foxnews.com/leisure/2016/05/05/kfc-lives-up-to-its-finger-lickin-good-slogan-with-edible-nail-polish/?intcomp=hphz20)

http://video.foxbusiness.com/v/5096788409001/kfc-thinking-outside-of-the-bucket-with-extra-crispy-sunscreen/?playlist_id=933116666001#sp=show-clips



**PROTECT YOUR SKIN...
WITH FRIED CHICKEN!**

http://video.foxbusiness.com/v/5096788409001/kfc-thinking-outside-of-the-bucket-with-extra-crispy-sunscreen/?playlist_id=933116666001#sp=show-clips

A business may be required to:

- ❖ Use short-term profits to achieve long-term gains
- ❖ Hire staff to launch the export expansion
- ❖ Modify product or packaging
- ❖ Develop new promotional material
- ❖ Incur added administrative costs
- ❖ Dedicate personnel for traveling
- ❖ Wait longer for payments
- ❖ Apply for additional financing
- ❖ Obtain export licenses

- Export readiness
- Prepare your product
- Prepare your team
- Identify and prioritize countries

Export Readiness

- There are tools to help guide discussions within your organization
- There are also more in-depth resources to help you identify specific areas that you need to address before exporting.

<https://www.trade.gov/exporter-assessments>

Are You Ready to Export?

Assess your company's readiness to enter your first international market, expand into additional markets, or take on more challenging, high-growth export markets.



Export Questionnaire

US Commercial Service - <http://export.gov/begin/assessment.asp>

1. Does your company have a product or service that has been successfully sold in the domestic market?

Yes / No

2. Does your company have or is your company preparing an international marketing plan with defined goals and strategies?

Yes / No

3. Does your company have sufficient production capacity that can be committed to the export market?

Yes / No

4. Does your company have the financial resources to actively support the marketing of your products in the targeted overseas markets?

Yes / No

5. Is your company's management committed to developing export markets and willing and able to dedicate staff, time and resources to the process?

Yes / No

6. Is your company committed to providing the same level of service given to your domestic customers?

Yes / No

7. Does your company have adequate knowledge in modifying product packaging and ingredients to meet foreign import regulations and cultural preferences?

Yes / No

8. Does your company have adequate knowledge in shipping its product overseas, such as identifying and selecting international freight forwarders and freight costing?

Yes / No

9. Does your company have adequate knowledge of export payment mechanisms, such as developing and negotiating letters of credit?

Yes / No

In-Depth Export Assessments

- CORE™ is a self-assessment tool that will allow you to systematically and objectively identify your company's strengths and weaknesses concerning exporting. [Diagnostic Tools - Core >> globalEDGE: Your source for Global Business Knowledge](#)
- <http://www.sba.gov/exportbusinessplanner>

Do You Need an Export License?

- Exporters must ensure the export complies with the Export Administration Regulations (EAR).
- Verify that your export does not involve prohibited/restricted end uses/users, activities or destinations (under parts 736, 744, or 746 of the EAR)

<https://www.bis.doc.gov/index.php/regulations/export-administration-regulationsear>

- Screen the parties to your transaction using the Consolidated Screening List

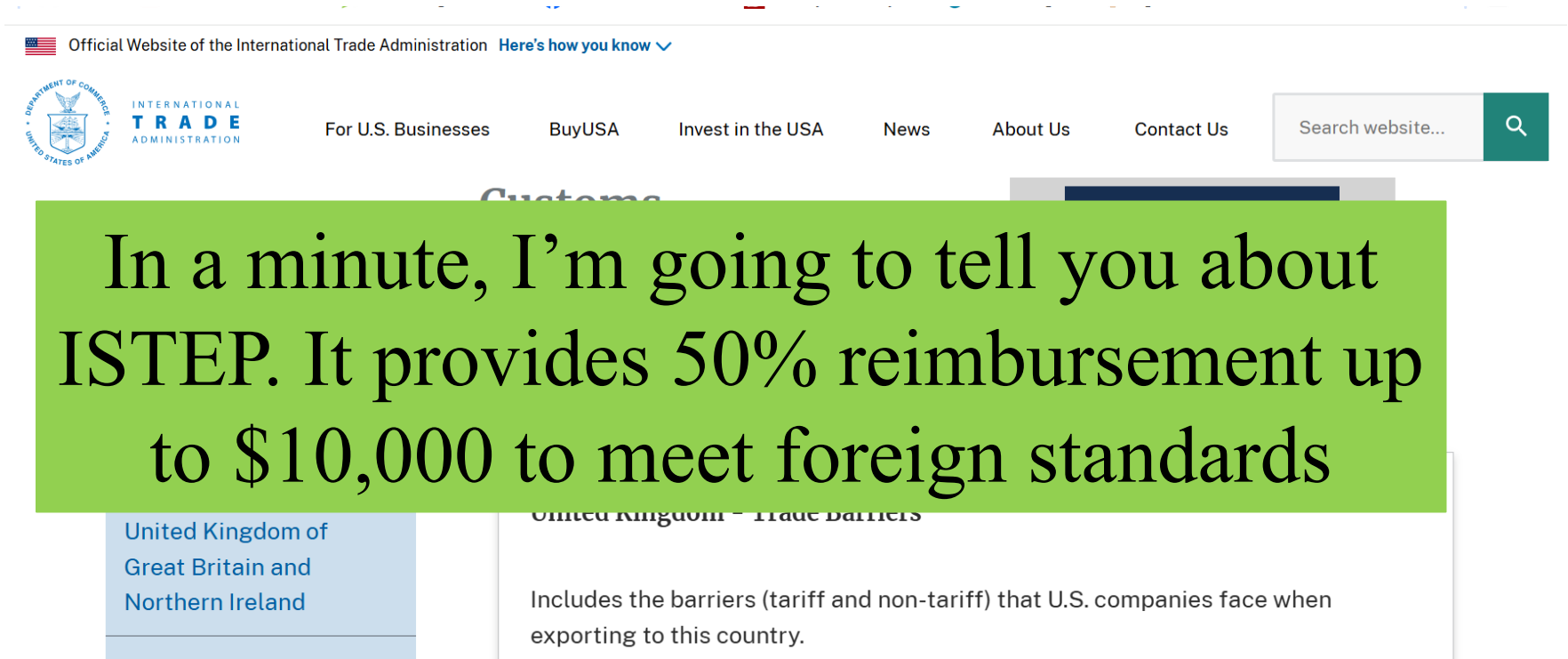
<https://www.export.gov/csl-search>

- Your item could be subject to the EAR and may or may not require a license:
 - a) If it is on the Commerce Control List (CCL), classified in a specific Export Control Classification Number (ECCN); or b) Designated EAR99. Most EAR99 items can be exported under the designation NLR (No License Required)

Make Your Product Export-Ready

- Meet the health and safety standards and regulatory requirements of the target market.

<https://www.trade.gov/country-commercial-guides>



Official Website of the International Trade Administration [Here's how you know](#) ✓

DEPARTMENT OF COMMERCE
UNITED STATES OF AMERICA

INTERNATIONAL
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Search website...

Customs

In a minute, I'm going to tell you about ISTEP. It provides 50% reimbursement up to \$10,000 to meet foreign standards

United Kingdom of Great Britain and Northern Ireland

United Kingdom - Trade Barriers

Includes the barriers (tariff and non-tariff) that U.S. companies face when exporting to this country.


Your Export-Ready Product

- Will you change your selling price?
- Modify products, packaging and labeling by market
- Provide for training and after-sales service


zoom Workplace Meeting Jackie Rasmussen - MU Internatic

Story #1: Upgrading to Larger Sizes

PHILIPPINES



5kg package = 11 lb
Php 799 = USD \$14



80 grams package = 2.8 oz
Php 21 = USD \$0.30

In 2008, the average annual income was Php172,000 (\$3,300) which mean a monthly salary of P14,300 (\$276).

In 2024, the average annual income is Php540,000 (\$9,500) which mean a monthly salary of P45,000 (\$790).

Unmute my audio (Alt+A). Or you can simply press and hold the space bar to temporarily unmute.

Audio Video Participants Chat React Share AI Companion

Meredith (Global Wordsmiths) 1:05 PM

Thank you for sharing that about Tide! I split my time between the U.S. and Ethiopia (in the US winter) during the year. In Eastern Africa, small packaging is really important due to cost. Many families will pay for a packet per wash they do weekly. In the U.S. we want convenience and think we can save with larger packaging. In Ethiopia, we only want to pay a package per wash because it's cheaper and no one wants to pay or transport the jugs.

Take-Aways

- In the beginning, almost everyone to varying degrees is overwhelmed by the process.
It's OK!
- Companies in the U.S. tend to internationalize slowly.
- Companies generally have a sense of what they need to work on. However, there can be blind spots... management commitment.

Assemble Your Team



Your Internal and External Team

- Internal - that person in sales may not always be the best solution. Determine if you need to hire outside expertise.
- External - your existing bank and accountant may not have the relevant experience and services you need.
 - You're going to need an international attorney. ELAN will help you identify the key legal issues facing your company. They will explain basic contractual requirements, taxes and regulations.
<https://exportlegal.org/>
- Engage facilitating firms with the needed expertise, including freight forwarders.
 - Be clear on the extent of services offered by shipping carriers, such as DHL and FedEx.

Your Team of International Trade Experts

- *Local* – **Illinois SBDC International Trade Centers** offering confidential, no-cost trade advising. You can find your closest center [here](#)
- *State* - **the Illinois Department of Commerce and Economic Opportunity** (IL OTI) has offices in the world's major markets, manages the [ISTEP](#) program and leads State of Illinois trade missions.
- *Federal* – **the U.S. Commercial Service** under the International Trade Administration offers overseas assistance through our embassies and consulates around the world. They also have a full range of trade assistance [services](#). There is a fee, but they're heavily subsidized and ISTEP can be used to reimburse 50% or 75% of costs.

Choosing Countries to Prioritize

- Proximity – most exports go to our neighbors, Canada and Mexico
- Comfort level – same language and cultural similarity. Canada, UK, Australia?
- FOMO – your competitors are there, or Vietnam is where “everyone” wants to be.
- Customer interest – if you’re getting a lot of emails from Germany, maybe Germany should be first on your list
- You know a guy – you met the perfect distributor at a trade show.

There is a better way...

- Don't let your markets choose you. Formulate a proactive export strategy, so you're choosing your markets.
- Use trade data to determine where your product has the most potential.
- This requires you to classify your products using the Harmonized System (HS). You can use that HS code to track where your goods are being shipped around the world.

Classify your Product Using the Harmonized System

- HS Code- a standardized numerical system for classifying products. It is used by countries around the world to uniformly identify and describe products for purposes such as assessing duties and gathering statistics. See [here](#) for details.
- **Prescription Sunglasses HS code - 9004.10.**
Schedule B number - 9004.10.0000

Schedule B 2025 - Browse Chapters

These codes should be used after July 1, 2025.

Chapter
Introduction
Chapter 84: Nuclear Reactors, Boilers, Machinery and Mechanical Appliances; Parts Thereof
Chapter 85: Electrical Machinery and Equipment and Parts Thereof; Sound Recorders and Reproducers, Television Image and Sound Recorders and Reproducers, and Parts and Accessories of Such Articles
Section XVII - Vehicles, Aircraft, Vessels and Associated Transport Equipment
Chapter 86: Railway or Tramway Locomotives, Rolling Stock and Parts Thereof; Railway or Tramway Track Fixtures and Fittings and Parts Thereof; Mechanical (Including Electro-mechanical) Traffic Signaling Equipment of All Kinds
Chapter 87: Vehicles Other than Railway or Tramway Rolling-stock, and Parts and Accessories Thereof
Chapter 88: Aircraft, Spacecraft, and Parts Thereof
Chapter 89: Ships, Boats and Floating Structures
Section XVIII - Optical, Photographic, Cinematographic, Measuring, Checking, Precision, Medical or Surgical Instruments and Apparatus; Clocks and Watches; Musical Instruments; Parts and Accessories Thereof
Chapter 90: Optical, Photographic, Cinematographic, Measuring, Checking, Precision, Medical or Surgical Instruments and Apparatus; Parts and Accessories Thereof
Chapter 91: Clocks and Watches and Parts Thereof
Chapter 92: Musical Instruments; Parts and Accessories of Such Articles
Section XIX - Arms and Ammunition; Parts and Accessories Thereof
Chapter 93: Arms and Ammunition; Parts and Accessories Thereof
Section XX - Miscellaneous Manufactured Articles
Chapter 94: Furniture; Bedding, Mattresses, Mattress Supports, Cushions and Similar Stuffed Furnishings; Lamps and Lighting Fittings, Not Elsewhere Specified or Included; Illuminated Signs, Illuminated Nameplates and the Like; Prefabricated Buildings
Chapter 95: Toys, Games and Sports Equipment; Parts and Accessories Thereof
Chapter 96: Miscellaneous Manufactured Articles
Section XXI - Works of Art, Collectors' Pieces and Antiques
Chapter 97: Works of Art, Collectors' Pieces and Antiques
Section XXII - Special Classification Provisions
Chapter 98: Special Classification Provisions

Or cheat: use the US Census Bureau Schedule B number lookup tool [here](#).

DESCRIBE YOUR PRODUCT ⁱ sunglasses



Classify

Here Is What We Know About Your

Sunglasses

Assumed Characteristics ▾

condition

Other



not antique

Schedule B

Legal Notes

Please read all 10-digit descriptions to find the one that best matches your product

U.S. Census Bureau - Foreign Trade Schedule B (2025)

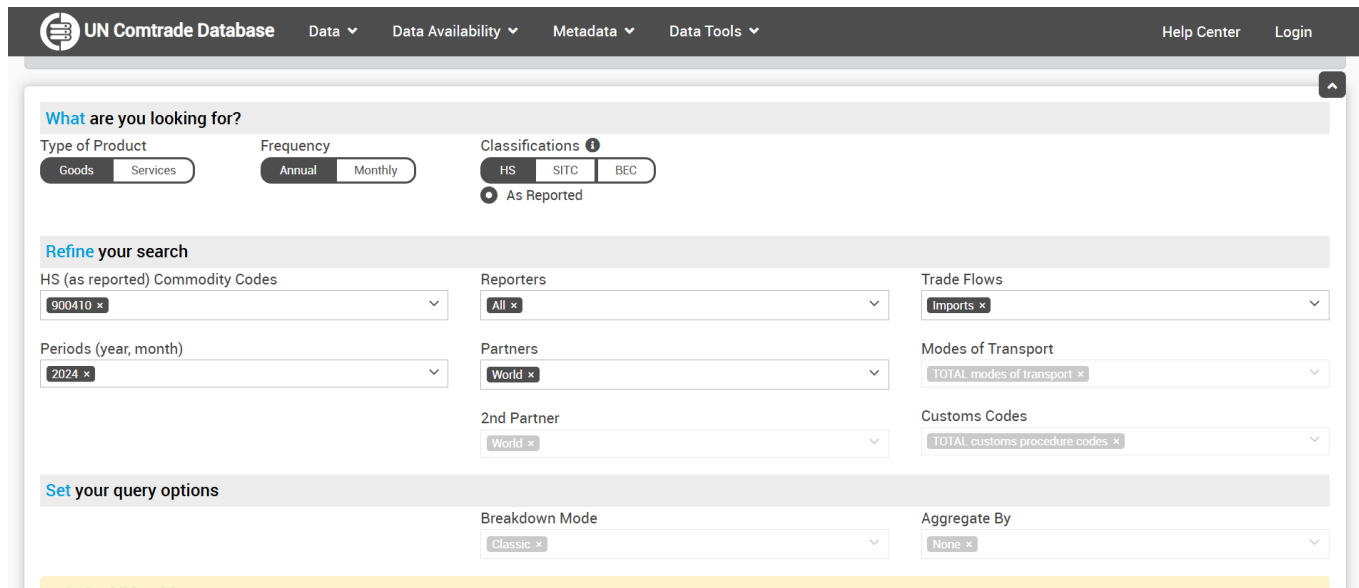
Chapter 90

CHAPTER 90 - OPTICAL, PHOTOGRAPHIC, CINEMATOGRAPHIC, MEASURING, CHECKING, PRECISION, MEDICAL OR SURGICAL INSTRUMENTS AND APPARATUS; PARTS AND ACCESSORIES THEREOF

SCHEDULE B NUMBER	DESCRIPTION	UOM
90.04	<input type="checkbox"/> Spectacles, goggles and the like, corrective, protective or other:	
9004.10.0000	- Sunglasses	Doz.

Track Global Trade Using Your HS code

- For example, UN Comtrade allows you to enter your HS code to identify the top importers of all the products classified under that code. <https://comtradeplus.un.org/TradeFlow>



The screenshot displays the UN Comtrade Database search interface. At the top, a navigation bar includes the UN Comtrade Database logo and links for Data, Data Availability, Metadata, Data Tools, Help Center, and Login. Below this, a search section titled "What are you looking for?" contains filters for Type of Product (Goods, Services), Frequency (Annual, Monthly), and Classifications (HS, SITC, BEC). A "Refine your search" section follows, with dropdown menus for HS (as reported) Commodity Codes (900410), Periods (year, month) (2024), Reporters (All), Partners (World), 2nd Partner (World), Trade Flows (Imports), Modes of Transport (TOTAL modes of transport), Customs Codes (TOTAL customs procedure codes), Breakdown Mode (Classic), and Aggregate By (None). A "Set your query options" section is at the bottom.



Period ↑↓	Trade Flow ↑↓	Reporter ↑↓	Partner ↑↓	2nd Partner ↑↓	Customs Desc ↑↓	Transport Mode ↑↓	Commodity Code ↑↓	Trade Value (US\$) ↑↓	Net Weight(kg) ↑↓	Gross Weight ↑↓	Qty Unit ↑↓	Qty ↑↓	Alternate Quantity unit ↑↓	Alternate Quantity ↑↓
2024	M	USA	World	World	TOTAL CPC	TOTAL MOT	900410	\$1,721,661,723	6,903,273	0 u		335,962,800	12u	27,996,900
2024	M	China, Hong Kong SAR	World	World	TOTAL CPC	TOTAL MOT	900410	\$832,403,603	3,337,653	0 u		43,056,798	u	43,056,798
2024	M	Italy	World	World	TOTAL CPC	TOTAL MOT	900410	\$729,253,965	4,113,909	0 u		45,568,973	u	45,568,973
2024	M	France	World	World	TOTAL CPC	TOTAL MOT	900410	\$489,307,415	3,217,920	0 u		36,384,235	u	36,384,235
2024	M	China	World	World	TOTAL CPC	TOTAL MOT	900410	\$449,140,651	1,128,150	0 u		7,904,035	u	7,904,035
2024	M	Germany	World	World	TOTAL CPC	TOTAL MOT	900410	\$403,077,804	2,934,004	0 u		61,608,795	u	61,608,795
2024	M	Mexico	World	World	TOTAL CPC	TOTAL MOT	900410	\$397,387,092	1,593,386	0 u		55,218,652	u	55,218,652
2024	M	Spain	World	World	TOTAL CPC	TOTAL MOT	900410	\$332,784,836	2,844,501	0 u		39,599,039	u	39,599,039
2024	M	United Kingdom	World	World	TOTAL CPC	TOTAL MOT	900410	\$282,658,960	2,340,954	0 u		31,399,687	u	31,399,687
2024	M	Japan	World	World	TOTAL CPC	TOTAL MOT	900410	\$233,719,719	937,136	0 u		24,874,135	u	24,874,135
2024	M	Türkiye	World	World	TOTAL CPC	TOTAL MOT	900410	\$211,406,547	1,477,538	0 u		10,584,359	u	10,584,359
2024	M	Canada	World	World	TOTAL CPC	TOTAL MOT	900410	\$208,501,271	836,018	0 u		18,603,082	u	18,603,082
2024	M	Rep. of Korea	World	World	TOTAL CPC	TOTAL MOT	900410	\$192,776,553	1,061,103	0 N/A		0	N/A	0
2024	M	Netherlands	World	World	TOTAL CPC	TOTAL MOT	900410	\$186,152,165	1,715,733	0 u		27,881,039	u	27,881,039

Library | Guides | Research | Database List | Journal Holdings List | CODE | Schedule of Classes | My Wisconsin | Capture Reference | Public Printers | Other Bookmarks

UNITED NATIONS > DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS > STATISTICS DIVISION > TRADE STATISTICS

UN Comtrade Extract data **beta** Legacy Data availability Metadata & reference

Welcome to the beta trade data extraction interface!

Right now this is still a **beta** interface, we want you to tell us [how to improve it](#). To begin with you won't be able to login, and results are *limited to 50,000 records*. **As of June, the entire site is powered by an open API** and both monthly and annual data are publicly accessible. Keep an eye out for other [new features](#) being added based on your feedback!

1. Frequency

☒ Annual ☐ Monthly

2. Classification

HS ☒ As reported ☐ 92 ☐ 96 ☐ 02 ☐ 07 ☐ 12 **SITC** ☐ As reported * ☐ Rev. 1 ☐ Rev. 2 ☐ Rev. 3 ☐ Rev. 4 **BEC** ☐ BEC

3. Select desired data

Periods (year) **Reporters** **Partners** **Trade flows**

All or a valid period. Up to 5 may be selected.

All or a valid reporter. Up to 5 may be selected.

World **All** or a valid partner. Up to 5 may be selected.

All or select multiple trade flows.

HS (as reported) commodity codes

and this will take you to data interface.

Feedback

Using UN Comtrade

<https://www.youtube.com/watch?v=oflKZUj2BgE>

Conduct a Global Market Opportunity Assessment (GMOA)

- This involves identifying indicators that suggest demand for your product
- Create a matrix to use a three-phase approach to narrow down prospective target countries by examining increasingly specific indicators. Start with general macro-level indicators (Indicator 1) and end with indicators that are specific to your product (Indicator 3) to identify your top countries.

Prescription Sunglasses HS code - 9004.10.

Schedule B code - 9004.10.0000

- Indicator 1 – macro-level economic, political and consumer behavior potential
 - adjusted per capita income
 - number of sunny days
- Indicator 2 - industry-specific indicators
 - Import of prescription lenses
 - Number of retail sunglass outlets
- Indicator 3 - product-specific indicators
 - Import of sunglasses
 - Import of glasses
- Convert the measures into a score. Weights are assigned to each variable to establish its relative importance (maybe 1 for the weakest indicators and 3 for the strongest).

Th

Company XYZ Matrix

Imports HS Code xxxxx - Medical
Equipment and Devices Nsoai

Imports HS Code
Surgical, Dental Ch
Pat

7.5%

Company XYZ Matrix

Imports HS Code xxxxx - Medical
Equipment and Devices Nsoai


7.5%

RANK	COUNTRY	Data	# Standard Deviations	Score
1	Germany	\$ 619,305,036	1.71191	0.13
2	Singapore	\$ 510,277,249	1.14547	0.09
3	Australia	\$ 112,744,012	1.64752	0.12
4	Switzerland	\$ 20,719,015	1.23953	0.09
5	Turkey	\$ 24,057,719	1.25834	0.09
6	Netherlands	\$ 25,171,986	1.59333	0.12
7	Saudi Arabia	\$ 175,600,109	0.63184	0.05
8	Italy	\$ 433,544,310	1.18711	0.09
9	Colombia	\$ 127,782,637	0.58216	0.04
10	South Africa	\$ 303,934,013	0.89326	0.07
11	Brazil	\$ 80,414,466	1.29281	0.10
12	United Kingdom	\$ 1,263,148,146	1.52357	0.11
13	Mexico	\$ 158,310,682	1.47523	0.11
14	China	\$ 351,493,467	1.94892	0.15
15	Spain	\$ 149,602,768	1.16362	0.09
16	Canada	\$ 119,067,640	1.53568	0.12
17	India	\$ 124,136,484	1.17748	0.09
18	Philippines	\$ 52,806,662	0.64690	0.05
19	United Arab Emirates	\$ 364,534,351	1.03310	0.08
20	Peru	\$ 353,452,649	0.54705	0.04
21	Indonesia	\$ 18,642,588	1.09118	0.08
22	Dominican Republic	\$ 64,783,173	-0.25078	(0.02)
23	Kenya	\$ -	0.08561	0.01
24	Argentina	\$ 95,760,066	1.06456	0.08
25	Malaysia	\$ 88,391,846	0.97524	0.07
26	Russia	\$ 113,193,100	1.52542	0.11
27	France	\$ 67,569,771	1.47071	0.11
28	Thailand	\$ 299,835,325	1.14679	0.09
29	South Korea	\$ 1,692,372	1.49724	0.11
30	Denmark	\$ 39,033,333	0.96123	0.07
31	Ethiopia	\$ 324,731,128	0.13918	0.01
32	New Zealand	\$ 56,781,709	0.91739	0.07
33	Poland	\$ 124,454,614	1.17833	0.09
34	Czech Republic	\$ 66,866,377	0.97176	0.07
35	Austria	\$ 145,773,104	1.23091	0.09
36	Israel	\$ 3,690,941	0.79277	0.06
37	Lithuania	\$ 5,467,716	0.67659	0.05
38	Finland	\$ 75,368,432	1.01156	0.08
39	Morocco	\$ 110,930,722	0.66070	0.05
40	Ecuador	\$ 959,021	0.00851	0.00
41	New Caledonia	\$ 31,542,668	-0.43964	(0.03)
42	Uruguay	\$ 20,582,895	0.25346	0.02
43	Greece	\$ 35,058,457	0.21285	0.02

RANK	COUNTRY	Data	# Standard Deviations	Score	Data
1	Germany	\$ 619,305,036	1.71191	0.13	\$173,760,535
2	Singapore	\$ 510,277,249	1.14547	0.09	\$43,951,141
3	Australia	\$ 112,744,012	1.64752	0.12	\$87,073,484
4	Switzerland	\$ 20,719,015	1.23953	0.09	\$63,816,760
5	Turkey	\$ 24,057,719	1.25834	0.09	\$29,662,202
6	Netherlands	\$ 25,171,986	1.59333	0.12	\$83,996,494
7	Saudi Arabia	\$ 175,600,109	0.63184	0.05	\$29,107,503
8	Italy	\$ 433,544,310	1.18711	0.09	\$57,429,960
9	Colombia	\$ 127,782,637	0.58216	0.04	\$15,840,187
10	South Africa	\$ 303,934,013	0.89326	0.07	\$29,288,165
11	Brazil	\$ 80,414,466	1.29281	0.10	\$40,832,112
12	United Kingdom	\$ 1,263,148,146	1.52357	0.11	\$117,423,767
13	Mexico	\$ 158,310,682	1.47523	0.11	\$54,360,520
14	China	\$ 351,493,467	1.94892	0.15	\$121,784,127
15	Spain	\$ 149,602,768	1.16362	0.09	\$40,390,792
16	Canada	\$ 119,067,640	1.53568	0.12	\$159,639,883
17	India	\$ 124,136,484	1.17748	0.09	\$31,485,156
18	Philippines	\$ 52,806,662	0.64690	0.05	\$8,918,959
19	United Arab Emirates	\$ 364,534,351	1.03310	0.08	\$38,317,206
20	Peru	\$ 353,452,649	0.54705	0.04	\$8,373,761
21	Indonesia	\$ 18,642,588	1.09118	0.08	\$22,919,483
22	Dominican Republic	\$ 64,783,173	-0.25078	(0.02)	\$2,776,541
23	Kenya	\$ -	0.08561	0.01	\$0
24	Argentina	\$ 95,760,066	1.06456	0.08	\$5,676,981
25	Malaysia	\$ 88,391,846	0.97524	0.07	\$11,914,746
26	Russia	\$ 113,193,100	1.52542	0.11	\$61,674,536
27	France	\$ 67,569,771	1.47071	0.11	\$120,481,586
28	Thailand	\$ 299,835,325	1.14679	0.09	\$22,822,355
29	South Korea	\$ 1,692,372	1.49724	0.11	\$15,076,133
30	Denmark	\$ 39,033,333	0.96123	0.07	\$23,259,925
31	Ethiopia	\$ 324,731,128	0.13918	0.01	\$12,013,855
32	New Zealand	\$ 56,781,709	0.91739	0.07	\$13,290,594
33	Poland	\$ 124,454,614	1.17833	0.09	\$52,312,032
34	Czech Republic	\$ 66,866,377	0.97176	0.07	\$12,995,739
35	Austria	\$ 145,773,104	1.23091	0.09	\$52,240,380
36	Israel	\$ 3,690,941	0.79277	0.06	\$13,893,667
37	Lithuania	\$ 5,467,716	0.67659	0.05	\$5,369,846
38	Finland	\$ 75,368,432	1.01156	0.08	\$12,170,883
39	Morocco	\$ 110,930,722	0.66070	0.05	\$11,670,397
40	Ecuador	\$ 959,021	0.00851	0.00	\$10,541,911
41	New Caledonia	\$ 31,542,668	-0.43964	(0.03)	\$1,738,250
42	Uruguay	\$ 20,582,895	0.25346	0.02	\$1,833,691
43	Greece	\$ 35,058,457	0.21285	0.02	\$6,104,128

Total Patients per Country		Total Weights		
and rd	Score	Total Score	100.0%	
			RANK	COUNTRY
704	0.04	1.28	1	Germany
257	0.06	1.10	2	Singapore
330	0.05	0.97	3	Australia
239	0.03	0.80	4	Switzerland
821	0.04	0.82	5	Turkey
881	0.04	0.83	6	Netherlands
445	0.01	0.59	7	Saudi Arabia
630	0.04	0.45	8	Italy
714	0.05	0.86	9	Colombia
888	0.06	0.69	10	South Africa
146	0.03	0.86	11	Brazil
411	0.01	0.85	12	United Kingdom
583	0.04	0.54	13	Mexico
421	0.03	0.49	14	China
991	0.03	0.26	15	Spain
699	0.08	0.67	16	Canada
881	0.07	0.73	17	India
182	0.01	0.25	18	Philippines
678	0.15	0.16	19	United Arab Emirates
480	0.06	0.30	20	Peru
822	0.05	0.16	21	Indonesia
317	0.11	0.67	22	Dominican Republic
903	0.05	0.01	23	Kenya
875	0.02	0.12	24	Argentina
752	0.00	0.21	25	Malaysia
251	0.10	0.13	26	Russia
461	0.01	0.00	27	France
367	0.08	0.14	28	Thailand
281	0.03	0.28	29	South Korea
230	0.00	0.18	30	Denmark
101	0.01	0.15	31	Ethiopia
124	0.02	0.40	32	New Zealand
289	0.00	0.41	33	Poland
228	0.07	0.46	34	Czech Republic
463	0.02	0.54	35	Austria
213	0.04	0.66	36	Israel
141	0.04	0.54	37	Lithuania
930	0.04	0.62	38	Finland
383	0.00	0.94	39	Morocco
143	0.04	0.77	40	Ecuador
123	0.04	0.68	41	New Caledonia
139	0.05	0.71	42	Uruguay
478	0.05	0.86	43	Greece
240	0.06	0.59	44	Ireland
421	0.14	0.42	45	United States
738	0.18	0.78	46	Romania

Or Cheat....

 Official Website of the International Trade Administration [Here's how you know](#) ▾



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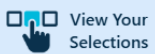
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MARKET DIVERSIFICATION TOOL



Results Overview



Use the buttons to the left to navigate through the results.

Data for Hong Kong



Results



Rank	Market	Score
1	Hong Kong	73.90
2	Italy	68.30
3	China	46.04
4	Mexico	45.16
5	Canada	40.47
6	France	38.67
7	Australia	37.67
8	Germany	36.74
9	South Korea	34.55
10	Singapore	33.10

\$712.49M

Average Imports from World
(2019-2023) ?

1.28%

GDP Growth (CAGR)
(2019-2023) ?

Yes

Language Match ?

\$50.56M

Average Imports from U.S.
(2019-2023) ?

3.90%

Share Gap ?

4.00

Logistics Performance Index
Score (2023) ?

7.10%

Average U.S. Share of Imports ?

0.32%

Import Growth (CAGR)
(2019-2023) ?

No

FTA with U.S. ?

Success Factors

1. Know why you're going international beyond increasing sales. Will you do this by augmenting a slow period in your sales cycle?
2. Choose your market. Don't let it choose you. How do you identify and prioritize countries?
3. Consider how each country is going to provide you access to other countries and regions.
4. Make sure you're ready to commit if you're responsible for making the decision, or have buy-in from the decision makers .
5. Be realistic about the demands that it will put on your resources in time and money
6. Build your team, both internal and external. You'll need external support from accountants, bankers and lawyers, as well as freight forwarders and export assistance centers.
5. Know your product or service and what is going to need to be changed for each market you enter, eg pricing, packaging, certifications or licenses, product modification, etc.

Assistance Hypothetical

- Determine export readiness and address any weaknesses
- Classify your products and identify indicators
- Create a matrix to identify the countries with the best potential for your products or services and prioritize your first market.
- Discuss findings with trade specialists in the targeted country – Illinois Office of Trade and Investment's overseas offices and US Commercial Service posts.
- Find a trade show or trade mission. Submit an application for US Commercial Service matchmaking. Consider an International Partner Search with Virtual Introductions <https://www.trade.gov/international-partner-search>
- Submit an ISTEP application to cover the trade show, matchmaking and approved travel (50% or 75% reimbursement up to \$10,000)
- Inquire if the Illinois Office of Trade and Investment can do an outreach campaign
- Inquire if there will be a State of Illinois or US Commercial Service presence at the show