

Session 2a:

Global Market Intelligence

Finding Profitable Export Markets



SESSION 2A:
GLOBAL MARKET INTELLIGENCE

WHERE IN THE WORLD?

(Can I sell my stuff?)



Photo: Jessica Burmann www.fotopedia.com

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THE QUESTION:
IS THERE ENOUGH
DATA?
FOR SOUND BUSINESS
DECISIONS?

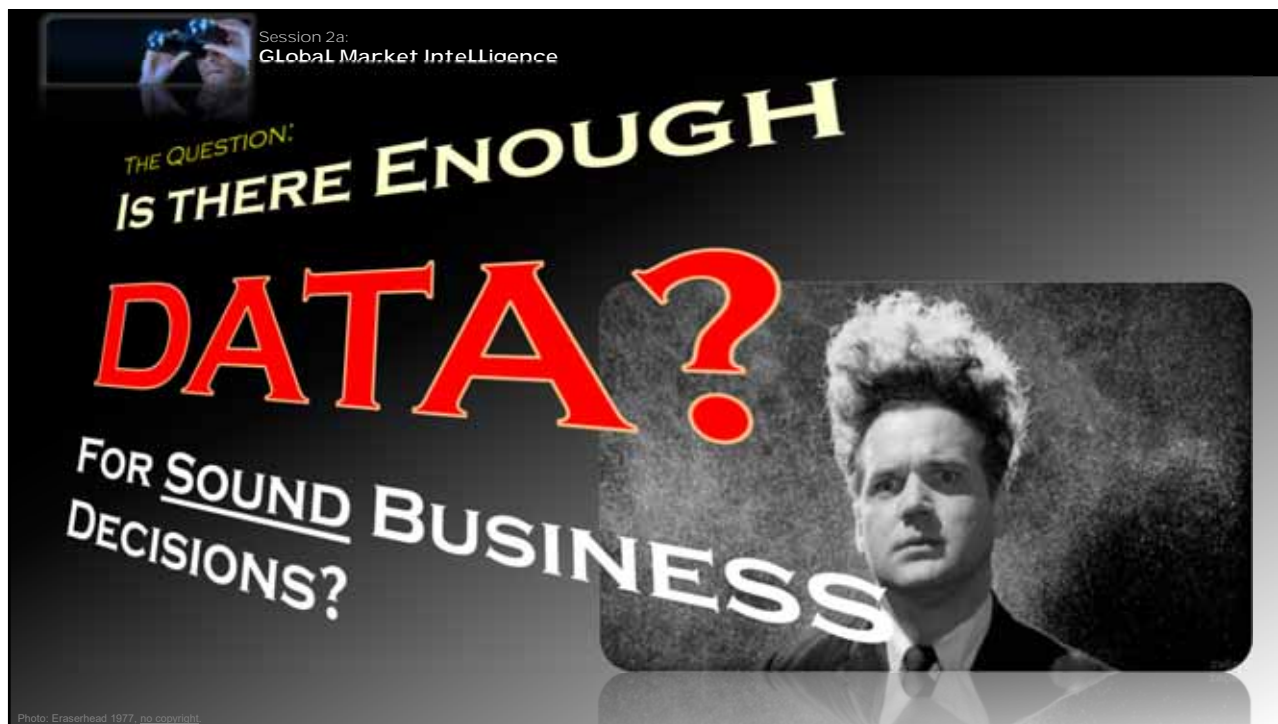


Photo: Eraserhead 1977. no copyright

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DATA
OVERLOAD!




image: <https://pixabay.com/en/binary-one-eye-3565611-1790842/>



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AN ARTIFICIAL RESEARCH STRUCTURE

1. Harmonized code
2. Trade patterns and trends
3. Demographics
4. Special factors
5. Country risk
6. Analysis and selection



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What is a Harmonized Code?

Also called HS Code, or
Schedule-B Number

950300

1



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200870

880220

960321

220421

010190

847160
(The Keyboard)

A global code system for everything
for import tariffs

MARKET INTELLIGENCE

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<https://uscensus.prod.3ceonline.com>

FINDING YOUR CODE

Schedule B Search Engine

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 (2016)

Chapter 64

CHAPTER 64 - FOOTWEAR, GAITERS AND THE LIKE; PARTS OF SUCH ARTICLES

SCHEDULE B NUMBER	DESCRIPTION	UOM
64.03	<input type="checkbox"/> Footwear, with outer soles of rubber, plastics, leather or composition leather and uppers of leather:	
	<input type="checkbox"/> - Sports footwear:	
6403.19.0000	-- Other	Prs.



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2: TRADE PATTERNS & TRENDS

Photo: <https://upload.wikimedia.org/wikipedia/commons/2/23/Dufrenoy.jpg>



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Car Parts: HS-8708





TRADE STATS EXPRESS

2015 Exports of NAICS Total All Merchandise



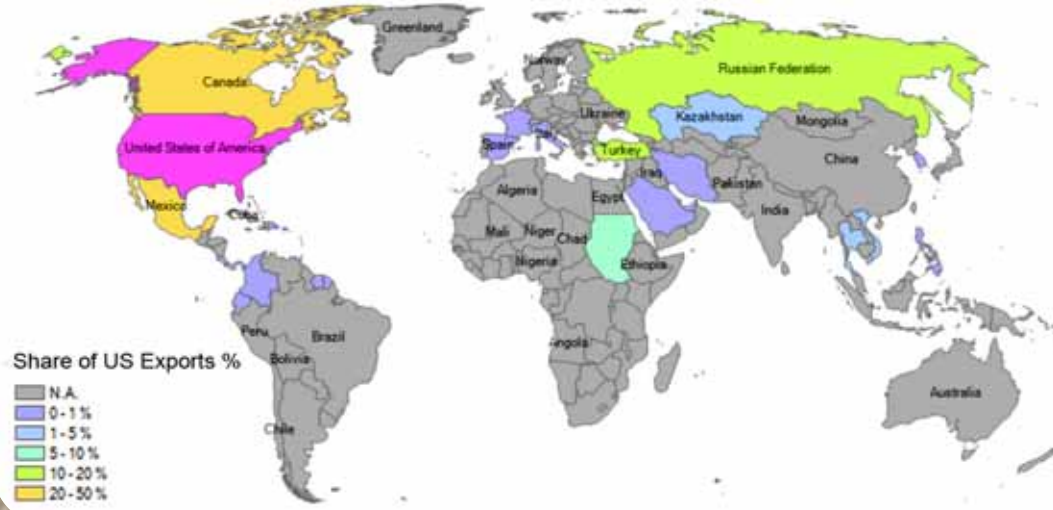


Photo: no copyright: <https://www.gettyimages.com/detail/photo/germanskite-giganti-uplasheni-od-trampa>



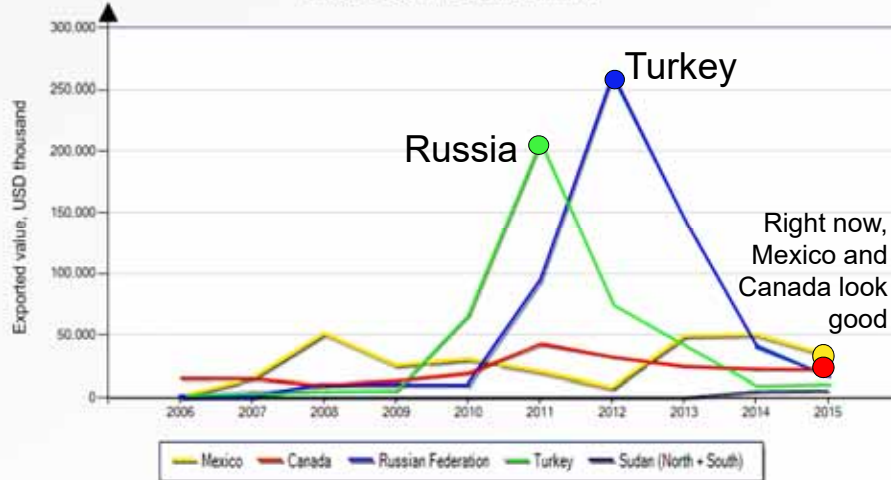
List of importing markets for product from the US in 2015

Product: 0102 Live bovine animals



List of importing markets for a product exported by United States of America

Product: 0102 Live bovine animals



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The End

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