



UK Trade
& Investment



Preparing for a Successful U.S. Trade Show

UKTI Trade Services

Contents

- 1 Introduction
- 2 *Take the quiz:*
Five questions to help determine if your business is ready for the U.S. market
- 3 Do your research
- 5 Preparing price lists and marketing materials
- 7 Getting marketing materials and samples to the trade show
- 11 Preparing a commercial invoice for trade show shipments
- 12 After the show
- 13 Resources and references
- 14 Other sources of information



Web Reference

Throughout this guide, you will find web link references. These are intended to direct you to the relevant information online quickly and easily.

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ATC International Inc (ATC) assists companies from overseas with their market entry and ongoing distribution in the USA. ATC offers a combination of distribution and business management services. ATC has been successfully assisting overseas companies in the U.S. marketplace for over 20 years and specialises in consumer product industries.

Introduction

Participating in a trade show is a great way to generate interest for your company's products in the U.S. marketplace. Trade show participation can also help your company learn more about U.S. industry and receive firsthand feedback from potential U.S. customers. In addition, shipping samples to a U.S. trade show can be a valuable first step toward identifying an appropriate supply chain for getting your products into the U.S. market.

The information contained in this publication is designed to help maximise the benefits of participation in a U.S. trade show. This includes general tips about how to effectively prepare marketing materials and price lists for U.S. buyers; suggestions for getting samples into the U.S. market efficiently and avoiding delays caused by U.S. Customs; and a list of websites and organisations that may be helpful when preparing for a successful U.S. trade show experience.

Take the quiz

Five questions to help determine if your business is ready for the U.S. market

1. Has your company been doing business in the UK for at least two years?

The USA is one of the most sophisticated and competitive markets in the world; it is typically not the market for testing out new ideas. Successful UK exporters to the USA have usually established production and distribution in the UK prior to developing U.S. export sales. UK companies that are successful also have the time and resources necessary to generate ongoing sales in the U.S. marketplace.

2. Has your company been receiving U.S. sales enquiries via your website?

If your company has experienced interest from American buyers, it is a good sign that there may be a market for your products in the USA. It can also help determine which of your products are more likely to sell and which items to feature as part of an initial U.S. market entry strategy.

3. Are your products competitive in the U.S. market?

Have you assessed your products in relation to the U.S. competition in terms of construction, design and price? Do your products compete successfully against U.S. products in the UK or other markets? Your product needs to make sense to U.S. buyers and it should be priced at a position that is equal to or less than existing competition or substitute products.

4. Does your company have the resources and time to pursue the U.S. market?

The U.S. market represents a large opportunity for many products and the rewards of a winning market entry strategy can be substantial. In pursuing the U.S. market, however, be sure that everyone in your company is aware that success will require several years of persistent market visits and generally a large start-up investment. The U.S. market is competitive and it is often difficult to gain the confidence and attention of U.S. buyers. Persistence demonstrates your company is there for the long run.

5. Has your company been successfully exporting to other parts of the world?

Familiarity with export documentation, experience in working with overseas buyers or distributors and a general knowledge of the time and effort it will take to develop an overseas market is very helpful when preparing to sell to the USA. U.S. Import regulations in the U.S. are particularly difficult when it comes to documentation and customers there are price sensitive and packaging-savvy. Prior export experience will help your company face these challenges.

Do your research

Investigate the market.

A wealth of information about U.S. industry and business is available through the internet. Be sure to check the websites of industry associations, retailers and competitors.

Develop a competitor summary.

Generate a list of pricing and product features offered by your competitors. Compare and identify benefits that your products may offer to U.S. buyers.

Determine average price points.

Account for differing weights and measures, as well as quantities. Compare prices and products to establish roughly what price points make sense for your products.

Calculate wholesale prices, if applicable.

Retailer mark-ups usually vary from 50 per cent to 150 per cent depending on the target market and/or the industry. A good rule of thumb is to estimate mark-ups initially using 1X standards.

Identify duty rates.

The Harmonized Tariff System of the United States (HTSUS) is more complex than most other countries' and confirming your products' codes, as well as their duty rates, is strongly suggested, even for companies with export experience. If unsure about duty rates, request the assistance of a local freight carrier or contact a U.S.-based customs broker. (For a listing of the Harmonized Tariff Schedule of the USA visit: www.usitc.gov)

Select a U.S. port of entry.

Identify the port that is closest to the region you intend to ship to, or identify a port that is closest to the port of dispatch. Ports of entry include both airports and seaports and there are over 300 ports of entry in the USA. Larger ports typically have more frequent shipping times and less expensive freight costs. (For a listing of all U.S. ports of entry visit: www.cbp.gov)

Develop several shipment sizes by weight and dimension.

Since it is difficult to predict quantities that will be shipped on a regular basis, start with a few scenarios. For example, a best case scenario might be to ship one full 20ft container and a worst case scenario might be to ship one pallet or loose cartons.

Request detailed international freight quotes.

Request quotes based on the shipping scenarios you develop and get them from more than one freight carrier. Quotes should include import entry fees and duty. Express carriers such as Federal Express, DHL or UPS International may offer competitive rates for smaller sized shipments.



Web Reference

Harmonized Tariff Schedule
www.usitc.gov

US Customs
www.cbp.gov



Trade between most countries today is generally based on rules established by the World Trade Organization. A world tariff coding system is maintained by the World Customs Organization. Additional national rules apply on a country by country basis including: preferential trade agreements, quota restrictions and local regulatory requirements.

The U.S. tariff code system is called the Harmonized Tariff Schedule of the US (HTSUS). The HTSUS is enforced and managed by U.S. Customs & Border Protection (CBP) and the U.S. International Trade Commission (USITC).

Have a Press Kit Ready

A UK company that produces an innovative agricultural device to help distribute water more efficiently was exhibiting for the first time at a large U.S. agricultural trade show in Kansas City.

The device was substantially more efficient than anything similar in the world. During the show, an editor from one of the most popular U.S. agricultural magazines stopped at the booth to ask questions and request information. Unfortunately, it was lunchtime and none of the company heads were in sight.

The administrative assistant left in charge of the booth did not recognise the publication, did not get a business card and was unable to properly answer the editor's questions. The article went to their competitor.

Preparing price lists and marketing materials

Below are some considerations to assist with the preparation of price lists and marketing materials for a U.S. trade show.

- ✓ In the USA, there is no tax on wholesale sales. References to VAT or other taxes should be removed from price lists and marketing materials if selling to distributors or retailers.
- ✓ Price lists should be in U.S. dollars.
- ✓ In many industries, American retail buyers will pay the freight from a U.S. warehouse to their store (note: they will typically not expect to pay international freight). The term “F.O.B. Los Angeles” or “F.O.B Laurel, Maryland” noted on the price list implies that the wholesale prices do not include U.S. domestic freight. Investigate U.S. shipping terms based on the standards specific to your industry.
- ✓ Generally, U.S. weights and measures should be used (eg, inches, feet, ounces, pounds). Metric measurements may also be included for reference (in parentheses).
- ✓ Avoid colloquialisms. Ask an American friend or associate to review the price list to identify UK terms that may not be understood by U.S. buyers, particularly on the price list.
- ✓ U.S. buyers prefer vendors with an established U.S. presence. Establishing a U.S. address and phone number for use on price lists and marketing materials may help to reduce U.S. buyer reluctance to do business with a UK company.
- ✓ Review terms and conditions and make sure that they are applicable to the U.S. market. For example, if a customer is returning merchandise, specify who pays the shipping costs and where the returns will be sent.
- ✓ U.S. retailers generally prefer not to make payment via wire transfer. One of the easiest solutions is to process payment via credit card. Include an area on the order form where credit card details can be provided. U.S. buyers typically pay by U.S. cheques or credit card.
- ✓ Prepare a media kit (including press release(s)) and have it ready to hand out at the show. It is also a good idea to send the media kit to show organisers in advance. Media coverage is a valuable tool for promoting your product in the U.S. market; be ready to take advantage of media visiting your booth.
- ✓ If trying to identify networks (eg, distributors or agents) have distributor price lists ready (in U.S. dollars) and/or account for sales agent commissions when developing U.S. wholesale prices.
- ✓ U.S. sales agent or broker commissions may range from 2 to 15 per cent depending on your industry and the services required. Sales agents involved in introducing a new product to the U.S. market may require a higher commission rate.



Web Reference

Foreign exchange rates
www.oanda.com

Allow extra time for U.S. Customs clearance

A UK contemporary furniture company was sending a large collection of furniture for their launch in the U.S. marketplace. The furniture was carefully packed into a 20ft container, the paperwork was meticulously prepared and two weeks of extra time was allowed for U.S. Customs entry. Included in the shipment were some dried flowers and decorative cushions to help showcase the furniture. All of the appropriate information was provided on the commercial invoice, but the dried flowers were from Australia and required a special license from U.S. Fish & Wildlife. The cushions, made in India, were subject to U.S. textile quota, which took three days to obtain from India. Although the exhibitor allowed two weeks additional time for the clearance of the shipment, they needed every minute. The container of samples was delivered the day before the show started and, though they only had minimal time for set up, the exhibitor was very grateful to have any samples at all.

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Getting Marketing Materials and Samples to the Trade Show

Ship early.

Getting the shipment into port is only part of the process. One of the most common mistakes made by companies new to the U.S. market is not allowing enough time for the U.S. Customs entry process. The U.S. Customs entry process can take two to three weeks for sea freight and up to five business days for air freight. If there are additional examinations or questions regarding the entry, these delays can become costly and even tragic for the unprepared. Ship early and allow extra time for U.S. Customs clearance. It is far better to have samples arrive early than for them to arrive late to a trade show.

Bringing samples with you on the plane.

The easiest way to get samples to a trade show is to bring them with you as part of your luggage, particularly if the samples are light and small to pack:

- ✔ There are simple rules for travellers bringing commercial samples into the USA as part of their baggage. To do it properly, have a commercial invoice that lists all of the items and declare the samples on the documents you complete for entry into the USA.
- ✔ Every sample should be valued under \$1 per item and all samples should be marked, torn, perforated or otherwise treated so they are unsuitable for sale or use other than as a sample. Unmarked samples may be subject to higher entry fees or they may be confiscated.
- ✔ On arrival at the U.S. airport, an examination will be made by an inspector who is qualified to determine the required bond. If the traveller's samples exceed \$500 in value, a commercial invoice is required and the entry may be subject to further processing under the authority of the inspector and the port director. Entries with a value of less than \$500 are generally processed more easily. Ultimately, the swiftness of the clearance process is based on the type of product coming into the USA, the value of the samples and the discretion of the inspector and port director.
- ✔ For further information about bringing samples into the USA by carrying them in baggage visit: www.cbp.gov.

What is a commercial sample?

According to U.S. Customs and Border Protection (CBP), the definition of a "sample" is "an article which is imported for the bona fide purpose of taking orders for similar merchandise." Under a standard entry, samples may be consumed in the course of soliciting orders (for example, food products may be tasted). However, samples cannot be on display for ordering and then used (sold) to fill an order. See Importing Commercial Samples document produced by the Department of Homeland Security Office of Customs & Border Protection (www.cbp.gov)

Another option for carrying or shipping samples to a US trade show is to use an ATA Carnet. Fashion and jewellery companies often find this is the best option if they only have one sample / set of samples that they cannot mark or otherwise destroy to make unsuitable for sale, as required by CBP. The ATA Carnet is an international Customs document which allows the temporary importation of commercial samples, professional equipment or goods going to either a trade show or an exhibition. The ATA Carnet is used in many countries throughout the world (including the UK and the US). When using an ATA Carnet, all merchandise must be re-exported within a 12 month period. The ATA Carnet can also be used for multiple entries of the same merchandise within the 12 month period. ATA Carnets range in price (£150 - £300) and are available in the UK through the London Chamber of Commerce.

For more information visit:
www.londonchamber.co.uk.



Web Reference

HM Customs and Excise
www.hmrc.gov.uk

US Customs
www.cbp.gov

The World Customs Organization has established four to six digit coding systems for most products involved in international trade. The U.S. Harmonized Tariff Schedule contains more specifically defined codes by adding two digits to certain product classifications. In these instances, the USA is using an eight digit classification. Two more digits (ie, a ten digit classification code) are also sometimes used for U.S. statistical monitoring purposes. For purposes of duty classification, use the HTSUS 8 digit code. (HTSUS is listed at www.usitc.gov).

Carry giveaways in luggage

A popular UK artist sent a collection of paintings to New York City for an art opening sponsored by the Metropolitan Museum of Art. The artist included a case of Marmite intended as gift items for the attendees on opening night. None of the proper procedures for shipping the Marmite (a food item) were followed because the artist innocently thought that gift items would not be subject to U.S. Customs entry requirements. As a result, the entire shipment was denied entry by U.S. Customs. Just in time, and at a considerable cost to the artist, the artwork did clear U.S. Customs and was delivered - without the Marmite - six hours prior to the opening night.



Web reference
International Trade
Commission
www.usitc.gov

Sending shipments via express carriers & international post:

- ✓ Sending samples via express carrier or international post can be one of the most cost effective ways to send smaller shipments to the USA.
- ✓ When sending samples direct to a trade show via express carrier or international post, the importer of record will by default be the consignee listed on the package. In other words, if shipping direct to a trade show the consignee will become the trade show. Be sure to investigate if the show can receive international packages (ie, imports). If the trade show can handle imports then be sure to confirm how and where to ship to in order to avoid costly delays. Some U.S. trade show organisers are not able to act as an importer but they may have established a third party to act as an importer on their behalf.
- ✓ Acting as your own importer may or may not be an option. U.S. Customs and Border Protection may require the importer to provide a U.S. federal identification number, social security number, U.S. address or a specific registration or import license. U.S. Customs requirements depend on the items being imported. In the case of food products, for example, the importer must be registered with the U.S. Food and Drug Administration (FDA). Investigate import requirements for your products thoroughly.
- ✓ A common mistake is sending gifts such as hats, t-shirts, food or other giveaway items with trade show samples. Very often gift items are the cause of costly delays. If intending to offer giveaway items, the best way to bring them into the USA is to carry them in your luggage. Do not ship them with your samples. Tools to set up the booth and other articles to assist with selling should also be carried in baggage or purchased in the USA. Every item sent in a shipment must be declared on the commercial invoice and if the items are regulated it can delay the entire shipment.

Shipping samples via a freight carrier:

- ✓ This is the most common way to send larger shipments or high value shipments. The freight carrier, usually based in the port of dispatch, will organise the freight, the dispatch and the delivery into port. If possible, work with a freight carrier who is experienced in shipping to the U.S. market.
- ✓ The freight carrier may also offer U.S. Customs clearance and delivery from port of entry to the final destination. Through the use of their trade networks, the freight carrier will often have a relationship with U.S. Customs brokers.
- ✓ The freight carrier provides the U.S. Customs broker with the shipping documents (airway bill) and the commercial invoice and packing slip. The U.S. Customs broker then clears the shipment on behalf of the importer and, depending upon the terms, will invoice their services via the freight carrier.
- ✓ The U.S. Customs broker will request a Power of Attorney to act on behalf of the shipper for importer of record purposes. Filling out the Power of Attorney form in advance of the shipment's arrival into port will save time.
- ✓ If sending samples by sea freight, additional security related information about the shipment will be required prior to the dispatch from port. Be sure that the freight carrier and the Customs broker are taking care of all the necessary documents to meet U.S. border security requirements.
- ✓ Ask the freight forwarder to contact their Customs brokers in advance to determine if, based on the information provided on the commercial invoice (e.g., the contents of the shipment), there will be any delays with a shipment. Involving the Customs broker before a shipment has departed can often help avoid problems or delays once the items are in a U.S. port.



Unless they are familiar with importing (eg, a U.S. importer/distributor) most American buyers do not want to be the importer (ie, importer of record). American buyers prefer to purchase the products from a U.S.-based location or warehouse. Depending on the product, to achieve longer term success in the U.S. market may require establishing a U.S. company or a U.S. distribution facility.

Declare all items on your Commercial invoice

A UK company that manufactures specialty coffees was participating in a three day gourmet food show in San Francisco. The company included several cases of coffee creamers to be used in sample tastings. The creamers were not declared on the commercial invoice. Once in port, U.S. Customs randomly decided to examine the shipment prior to its release. During the exam, U.S. Customs discovered the creamers and insisted that a permit was required to import the milk products. The shipment arrived a day late.



Web reference
U.S. Food and Drug
Administration
www.fda.gov

Preparing a Commercial Invoice for Trade Show Shipments

Value All Items.

Each item listed on the commercial invoice must have a value assigned to it including gift giveaways and marketing materials. Items of no commercial value should be assigned a nominal value (eg, 0.01 cents per catalogue). Be sure to state the currency used on the commercial invoice and sign the invoice.

List All Items.

All items in the shipment must be listed on the commercial invoice. This includes promotional materials and even items such as banners (used to build a trade show booth). The commercial invoice cannot state generalisations such as “tools” or “clothing.”

Describe Each Item in Detail.

More shipments are held in U.S. port due to an inaccurate “Description of Goods” than due to any other cause. U.S. Customs requires a complete and accurate description of the products contained in each import shipment. Here are some specifics:

- ✓ **General Info:**
 - Describe the type of item: bolt, cable, pipe, automobile wiper blades, etc.
 - Describe what the item is made of: plastic, steel, aluminium, glass, etc.
 - Describe what the item is used for: for sewing machines, for air compressors, for cars, etc.
- ✓ **Food/Ingestible Products:**
 - Food exporters must be registered with the U.S. Food and Drug Administration (FDA) in order to send samples or commercial products to the USA. Registration with the FDA is free and can be done via their website: www.fda.gov.
 - In addition, for every food shipment sent to the USA, an FDA Prior Notice must be filed through the FDA website (this includes sample and trade show shipments).
 - Prior Notice should be completed on or before the date of dispatch.
 - Freight or express carriers may offer to prepare Prior Notice for the shipper.
- ✓ **Textile Products and Promotional Items:**
 - Specify the type of article: jumpers, trousers, blouse, towel, etc. (be careful to avoid colloquialisms).
 - Describe the end user: men’s, women’s, children’s, unisex, etc.
 - Detail the fabric content: 100% cotton, 50% cotton/50% polyester, wool, etc.
 - Include the manufacturing process: woven, knitted, etc.
 - Provide the name and address of the manufacturer or Manufacturer ID (MID) by item for commercial products.

After the Show

What to do with your samples

Use the freight/carrier services of the trade show organisers.

This is usually the easiest and most efficient way to ship samples back home or to a U.S. location. Be sure to pack up the samples carefully to avoid damages and to keep a packing slip by carton, as well as to clearly mark and label the carton with carton number and the final destination address. Commercial invoices for shipping out of the USA back into the UK will also be required.

Take them back with you as part of your luggage.

The least costly solution is to carry the samples back to the UK with you either as part of your baggage or as excess baggage. Prepare a commercial invoice for UK Customs just in case there are concerns when you are proceeding through UK Customs on arrival.

Take the samples to a UPS or Federal Express retail store located outside of the trade show.

The costs may be less to ship via these locations to avoid trade show fee additions. Be sure to keep all documentation, as well as the name and contact details for the location that has been used for tracking purposes. Commercial invoices for shipping back into the UK will also be required using this method of shipping.

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Resources and References

Trade show marketing & preparation

www.allbusiness.com

“Boothmanship and Beyond: Tips on Getting the Most from Trade Shows”

(www.allbusiness.com/marketing-advertising/events-marketing-trade-shows/486108-1.html)

www.entrepreneur.com

“Preparing for a Trade Show” Here’s how to generate much-needed buzz about your business before you even set up your booth.

(www.entrepreneur.com/marketing/publicrelations/specialevents/article60400.html)

www.tradeshowmarketing.com

“Using a Trade Show Check List: Preparing for Success” (<http://www.tradeshowmarketing.com/using-a-trade-show-checklist-preparing-for-success.shtml>)

U.S. Trade Show Listings:

www.biztradeshow.com

www.TSNN.com

Information on Shipping Samples to the USA

For further helpful information about preparing to import samples to the U.S. visit: www.cbp.gov.

- Click the “TRADE” section
- Click “CBP Legal Decisions & Publications”
- Scroll down to a document titled “Importation of Commercial Samples” published by the U.S. Department of Homeland Security (i.e.; U.S. Customs) (www.cbp.gov/linkhandler/cgov/trade/legal/informed_compliance_pubs/icp066.ctb?top066.pdf)

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Other sources of information

UK Trade & Investment

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy, acknowledged as Europe's best place from which to succeed in global business. UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

For information on the services available to you, or to locate your nearest International Trade Team, please visit our website: www.ukti.gov.uk

UK Trade & Investment has teams located in the British Embassy in Washington DC and eight British Consulates around the United States. For more information on our offices, please visit: www.ukinusa.fco.gov.uk

U.S. States

If you are looking for advice on establishing a presence in the United States, Select USA is a programme under the US Department of Commerce that explains the benefits and puts you in touch with relevant US Economic Development Agency contacts: selectusa.commerce.gov

In addition, many US States maintain offices in the UK or elsewhere in Europe. The US state governments are a good source of advice and information about business conditions in their states. Please visit the Council of the American States in Europe website for more information: www.cuse-europe.com

U.S. Lawyers

A list of American attorneys based in the UK is available on the US Embassy website: www.usembassy.org.uk

The American Bar Association website provides extensive lists of law firms across the United States. You can search by geography, area of practice or just browse the list of law firms to search for ABA-certified lawyers by state and by specialty: apps.americanbar.org/legalservices/lris/directory

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Select U.S. Government Resources

All US federal agencies

www.usa.gov/directory/federal/index.shtml

Alcohol and Tobacco Tax and Trade Bureau (TTB)

www.ttb.gov/index.shtml

Regulates Alcohol & Tobacco

American Embassy, London

london.usembassy.gov

Represents US diplomatic interests abroad

Consumer Product Safety Commission (CPSC)

www.cpsc.gov

Regulates Consumer Products

Customs & Border Protection (CBP)

www.cbp.gov

Regulates and facilitates international trade, collecting import duties, and enforcing US regulations, including trade, customs and immigration

Federal Trade Commission (FTC)

www.ftc.gov

Presides over Dissatisfaction with Business Practices

FedWorld

www.fedworld.gov

Online locator service for a comprehensive inventory of information disseminated by the US Federal Government

Food & Drug Administration (FDA)

www.fda.gov

Regulates Cosmetics & Drugs, Food, Medical Devices, Veterinary Medicines & Electronic Product Radiation

Internal Revenue Service (IRS)

www.irs.gov

Responsible for tax collection and tax law enforcement

National Institute of Standards and Technology (NIST)

www.nist.gov

Promotes US innovation and industrial competitiveness by advancing measurement science, standards, and technology in ways that enhance economic security and improve quality of life

Occupational Safety & Health Administration (OSHA)

www.osha.gov

Assures safe and healthful working conditions by setting and enforcing standards and by providing training, outreach, education and assistance

Small Business Administration (SBA)

www.sba.gov

Provides support to entrepreneurs and small businesses

United States International Trade Commission (USITC)

www.usitc.gov

Provides international trade statistics and the Harmonised Tariff Schedule

United States Patent and Trademark Office (USPTO)

www.uspto.gov

Issues patents to inventors and businesses for their inventions, and trademark registration for product and intellectual property identification

Withdrawn 17 May 2019

UK Export and International Business Development Resources

British American Business, Inc.

www.babinc.org

Leading transatlantic business organization, dedicated to helping companies connect and build their business on both sides of the Atlantic

British Standards Institute

www.bsigroup.com/en

Multinational business services provider that advises on how to meet technical standards and approvals procedures

Business Link

www.businesslink.gov.uk

UK government's online resource for businesses, providing guidance on regulations and to access government services.

Department for Business Innovation and Skills (BIS)

www.bis.gov.uk

UK department that supports sustained growth and higher skills across the economy

Export Control Organisation

www.businesslink.gov.uk/exportcontrol

Helps businesses regarding export procedures and documentation

Export for Growth Guide

(Click [here](#) for PDF Guide)

SME export guide produced by Forum of Private Business in conjunction with UK Trade & Investment

HM Revenue & Customs

www.hmrc.gov.uk

UK department responsible for the collection of taxes

UK Export Finance

www.ukexportfinance.gov.uk

Export credit agency that provide assistance with credit insurance and financing products

Company Information

Better Business Bureau

www.bbb.org

Dun and Bradstreet

www.dnb.com

Oanda

www.oanda.com

Foreign exchange rates, current and historical.

Nasdaq

www.nasdaq.com

US Securities and Exchange Commission

www.sec.gov

Forbes Magazine

www.forbes.com/forbes

US News & World Report

www.usnews.com

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**Solutions
for Business**

Funded by
UK Government

UK Trade & Investment is responsible for the delivery of the Solutions for Business product "Helping Your Business Grow Internationally." These "solutions" are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

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