

**CONNECTICUT HARVEST MARKET: DEVELOPING CONNECTICUT  
AGRICULTURAL EXPORTS THROUGH THE NATIONAL EXPORT INITIATIVE  
FY 2011**

The goal of the Connecticut Harvest Market (CHM) project was to establish the export potential and interest of agribusinesses in Connecticut, prepare them to become export-ready, and if feasible, create a unified, cooperative brand and develop an international export market strategy for the State's specialty agricultural products. During the course of the CHM project, more than 300 Connecticut agribusinesses were reached with information about exporting. The Connecticut Department of Agriculture, in coordination with their partners, provided resources using direct mailing, marketing email campaigns, newsletters, seminar, webinars, and the CHM project website. Canada was identified as a promising market for Connecticut food products as was Australia. Although there were not enough agribusinesses involved to develop a cooperative brand and collective marketing strategy, the project laid the foundation for further expansion of the export sector in Connecticut.

**FINAL REPORT**

**EXPORT RESOURCE GUIDE**

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# CONNECTICUT

# HARVEST

# MARKET

# PROJECT



## OVERVIEW

In recent years the economic and financial crisis led to the loss of millions of U.S. jobs. While the economy is beginning to show signs of recovery, millions of Americans remain unemployed or underemployed, and the federal government has made job creation and sustainable economic growth a top priority. Connecticut has not escaped this trend: the number of unemployed has grown from five percent in 2007 to 9.8 percent in 2010 – a 93 percent increase. Connecticut shares the federal government’s priority of stimulating economic growth by ensuring that small and medium sized businesses can actively participate in international markets by increasing their exports of goods, services, and agricultural products.

The President’s National Export Initiative (NEI), which seeks to double exports from 2010-2015 and support the creation of 2 million jobs in the United States, enjoys widespread support in Connecticut from the state government, congressional representatives, and the district office of the U.S. Department of Commerce. Connecticut has already seen an 18% increase, mostly of non-agricultural products, in exports since the implementation of the NEI.

The two-year Connecticut Harvest Market (CHM) project is aligned with one of the key NEI components: the expansion of agricultural exports and “programs that improve information and other technical assistance to first-time exporters [by assisting] current exporters in identifying new export opportunities in international markets. “ The NEI’s focus on creating a more robust effort to expand trade advocacy, especially for small and medium-sized enterprises (SMEs), includes “educating U.S. companies about opportunities overseas, directly connecting them with new customers, and advocating more forcefully for their interests.”

To contribute to the NEI and address both the economic concerns of the state’s small agribusinesses and the need to create wealth through job creation, the Connecticut Department of Agriculture and the Connecticut District Export Council, in collaboration with other export driven partners, proposed the Connecticut Harvest Market (CHM) project. Additionally, the CHM project is designed to build upon the results of the “Maple Products Growth Proposal Demonstration Project,” a 2010 USDA Agricultural Marketing Service (AMS) Specialty Crop Block Grant-FB Program (SCBGP-FB) project. During the SCBGP-FB project, it was ascertained that small agribusinesses are faced with similar challenges when attempting to

expand their production and enter new international markets. It was determined that as an informal cooperative, the maple syrup producers were better able to evaluate their export potential and plan an effective international marketing plan through accessing export-related resources.

## GOALS AND OBJECTIVES

The Connecticut Harvest Market (CHM) project will establish the export potential and interest of agribusinesses in Connecticut and prepare them to become export-ready over a two-year period. If determined feasible, the identified agribusinesses may ultimately create a unified, cooperative brand and develop an international export market strategy for their specialty agricultural products.

### STAGE ONE

The first stage of the project was to determine 10-15 export capable agribusinesses in Connecticut. Our objectives were to identify targeted specialty products, establish a database, determine parameters of capability regarding export operations, and work through cooperative outreach for business facilitation.

During this first stage, we met and exceeded all expectations.

#### **1<sup>st</sup> Quarter Deliverables (0-6 months)**

- Successful identification of Connecticut's specialty agribusinesses and its products
- Completed agribusiness database including targeted specialty products such as; wine, produce, shellfish, forest products, and fiber products
- Cooperative outreach involving multiple sectors including the U.S Export Assistance Center, Connecticut Department of Agriculture, and Food Export Northeast.
- Exploring Agricultural Exports Seminar, in partnership with Food Export Northeast, was attended by 26 participants at Northeast Utilities on February 9<sup>th</sup>; the purpose of the seminar was to convey to Connecticut small businesses the importance of expanding through exporting
- Creation and implementation of Connecticut Harvest Market Website
  - [www.ctharvestmarket.com](http://www.ctharvestmarket.com)

Lessons learned:

The initial quarter yielded a successful outreach to a population of interested agribusinesses; one aspect that became apparent to the facilitators of the CHM was that the export potential for agribusinesses was highly interdependent on production capacity. While production capacity is typically a predominant consideration for any business contemplating exporting, it is especially imperative in agribusinesses. For many specialty food products, annually satisfying the quota for domestic operations is burdensome to the extent that an additional foreign market may be an unsound business venture. Once the CHM identified the companies that had a production capacity sufficient for international markets, (roughly 20% of the CHM database), we began working with them to draft an export strategy.

## STAGE TWO

The second stage of the project was to ascertain the best markets for the identified export-capable agribusinesses. Our objectives were to identify feasible markets based on entry requirements and product demand, as well as formatting an efficient method for product export. Objectives were solidly met.

### **2<sup>nd</sup> Quarter Deliverables (Months 6-12)**

- Researched and identified the Canadian market as the most feasible
- Efficient methods used to prepare exports included
  - US Export Assistance Center in Middletown, CT (USEAC)
  - Food Export Northeast
  - “New to Export” Trade Specialist position was created by the SBDC in CT
    - positioned to handle CT agricultural businesses in initial exporting
- Continuation and promotion of Connecticut Harvest Market Website
  - [www.ctharvestmarket.com](http://www.ctharvestmarket.com)
- Creation and circulation of Connecticut Harvest Market Newsletter to 276 recipients

Lessons Learned

Utilizing the USEAC, the Food Export Northeast, and developing a “New to Export” Trade Specialist position proved instrumental in allocating technical guidance and assistance to companies with export ambitions; however, in retrospect, these resources could have been

used more. Food Export Northeast, an association with a presence in Canada, could have been leveraged more effectively to exercise marketing and identifying best methods of successful product integration into local markets. Furthermore, with our new position established in the SBDC this quarter, a recruitment of additional export-ready clients may have been identified from the SBDC client bank.

### STAGE THREE

The third stage of the project was devoted to educating companies on the process of becoming export-ready, accompanied by the awareness of expert technical assistance available for spontaneous issues. CHM also set out to determine the feasibility of an export co-op of small producers through preliminary discussions between the project partners and a core group of agribusinesses. The education process remained the most crucial part of functional success and the project partners demonstrated exceptional commitment that yielded many favorable developments.

#### **3<sup>rd</sup> Quarter Deliverables (Months 12-18)**

- Conducted webinar titled Canada: Agriculture Opportunities and Challenges
  - Partnered with Food Export Northeast
  - Campaign sent to 276 companies
  - 2 attendees (Carla's Pasta and Ola Foods) were taking serious steps toward exporting
- Connecticut agricultural database grew to over 270 agribusinesses
- Civitello Biscotti made their first export working in conjunction with CHM
- Facilitation efforts made by CHM Partners (such as Food Export Northeast) resulted in numerous networking and exposure opportunities
  - Ola Foods participated in Natural Products Expo East (Anaheim, CA)
  - Ola Foods exhibited at Summer Fancy Foods (New York City, NY)
  - Carla's Pasta exhibited at Canadian Restaurant & Foodservice Association (Toronto, ON)
  - CHM partnered with Mystic Seaport to have a CT booth at International Travel Exchange (Orlando, FL)

- 4,000 attendees
- CHM participated in Agricultural Day at Connecticut State Capitol
  - 150 flyers were distributed
  - 150 samples of Thompson's Chocolate were distributed
- CHM provided export counseling to Maple Syrup Association of America
- CHM worked with Kay Carroll to print 600 Maple Cookbooks that were printed in English, French, and Spanish and distributed internationally
- Produced the Connecticut Harvest Market Resource Guide
  - <http://ctharvestmarket.com/wp-content/uploads/2013/08/CT-Harvest-Market-Resource-Guidesml.pdf>

#### Lessons Learned:

It was determined during this reporting period that due to the small size and inexperience of many Connecticut farms, an export co-op operation would likely be an unrealistic goal at this time; furthermore, expressed interest from agribusinesses was minimal. While this quarter's webinar was marketed over an eight week period, registration was minimal; a lesson from this experience is that phone calls could have been added to facilitate a stronger campaign for what proved to be a very influential webinar.

### STAGE FOUR + Extension

The final stage of the project was to work with the agribusinesses to develop formidable market entry strategies specific to each participating company. We decided to facilitate two congressionally led trade missions to Australia and Canada in order to represent Connecticut companies and products in foreign markets. We partnered with Congressman Joe Courtney, who serves on the House Agriculture Committee, as well as Maria Arbula and Lindy Crothers of the Foreign Agriculture Service.

#### **4<sup>th</sup> Quarter Deliverables (Months 18-24 + Extension)**

- Two very successful congressionally-led foreign trade missions were conducted to yield publicity for CT agricultural products and produce one-on-one meetings with food and beverage importers

- The CHM project hosted a Taste of Connecticut promotion during a trade mission to Australia on September 22<sup>nd</sup>, 2013.
  - <http://www.hartfordbusiness.com/article/20130807/NEWS01/130809937/13-ct-firms-taking-australian-trade-mission>
  - <http://wnpr.org/post/state-trade-mission-charms-aussies-made-connecticut-products>
  - This event took place at the intercontinental Hotel in Sydney and showcased many of Connecticut tasty agriculture and specialist food products which include: Wenzels Maple Syrup, Munson's Chocolates, Mariah's Chow Chow, Sweet Mavens Biscotti and Jonathan Edwards, Priam, and Stonington Wine; the event was attended by over 50 participants.
- The CHM project participated in the Toronto Taste & Sights Event that took place on February 10<sup>th</sup>, 2014.
  - [http://ctharvestmarket.com/?page\\_id=177](http://ctharvestmarket.com/?page_id=177)
  - The products showcased included SuperSeedz, Thompson's chocolates, Munson's Chocolate, Sharpe Hill Wine, Jonathan Edwards Wine, and Cottrell Beer among others; the event was attended by over 60 participants.

#### Lessons learned:

In the final quarter, the project was able to produce fruitful results by partnering the U.S. Department of Agriculture, the District Export Council, the Foreign Agriculture Service, the U.S. Department of Commerce, and the Foreign Commercial Service. The conglomeration of expertise yielded very successful foreign trade missions; however, due to a scheduling conflict, Food Export Northeast was unable to assist us in the Canadian mission. Due to their high value to the Connecticut Harvest Market Project, we could have coordinated with them earlier in order to ensure their participation in the Toronto trade mission.

### CONCLUSION

During the last two years, the CHM project has successfully reached out to more than 300 Connecticut agribusinesses regarding growing their business through exporting. This could not have been accomplished without the collaboration of the U.S Department of Commerce,

Small Business Development Center, FoodExport Northeast, Foreign Agriculture Service, Connecticut District Export Council and Connecticut Department of Agriculture. By the coordinated effort of these organizations, the CHM project was able to communicate export resources available using direct mailing, marketing email campaigns, newsletters, seminar, webinars, and the CHM project website.

This project has successfully advanced the mission of the NEI and increased the visibility of export resources available to Connecticut companies. Furthermore, the impact of the project will continue after the conclusion of the grant through the existing website and an increased outreach to a heretofore underserved sector of the state economy. The grant was not only successful in yielding immediate achievement in short-term goals, but also placed a significant investment in the future of agricultural exports. Through our network of interactions with agribusinesses, these individuals and companies now understand the resources they have at their disposal through the CHM and the partners; when these businesses reach a point in their financial trajectory that is compatible with exporting, they will be aware of the agencies and specialists that can guide them through the process. Our demonstration of expertise was able to approach a common anxiety of insufficient guidance that often makes companies reticent to engage international markets; Connecticut businesses were able to see the function of all the CHM partners and how they can utilize us for their current or future business needs.

For those companies ready to export and those that may be ready in the future, they now know the existence and effectiveness of the Connecticut Harvest Market Project.



## The Connecticut Harvest Market Project

**The Connecticut Harvest Market (CHM)** project will establish the export potential and interest of specialty agribusinesses in Connecticut and prepare them to become export-ready. The CHM project will provide export assistance to a traditionally underserved community to help them overcome the challenges of exporting and to diversify their client base to create economic stability and job growth. The identified agribusinesses may ultimately create a unified, cooperative brand and develop an international export market strategy for Connecticut's value-added specialty agricultural products.

### **Specifically, the CHM project will:**

- (1) Identify Connecticut's specialty agribusinesses and products to assess their export capacity and determine their export interest. Targeted agribusinesses include small and rural producers of specialty agricultural products in the following categories: specialty food, shellfish, forest products, and fiber products.
- (2) Identify best markets for the specialty agricultural products and determine the most efficient methods to prepare those products for export;
- (3) Identify the challenges and opportunities that small and new to export firms face in exporting specialty agricultural products overseas; and
- (4) Assist in the development of an international market entry strategy and develop direct marketing opportunities for specialty agricultural product producers.

**The project is aligned with the President's National Export Initiative (NEI),** [www.export.gov/nej](http://www.export.gov/nej), to expand agricultural exports "via programs that enhance export assistance to Small and Medium-Sized Enterprises (SMEs)" including "programs that improve information and other technical assistance to first-time exporters." The CHM addresses a key component of the NEI strategy to help small businesses overcome the hurdles to enter new export markets.

Click on the below pictures for more information:



*Funding has been provided by the Federal-State Marketing Improvement Program of the Agricultural Marketing Service, U.S. Department of Agriculture, matched and administered by the Connecticut Department of Agriculture.*

*The Department of Agriculture (DAG) is an affirmative action/equal opportunity employer and service provider. In conformance with the Americans with Disabilities Act, DAG makes every effort to provide equally effective services for persons with disabilities. Individuals with disabilities who need this information in an alternative format, to allow them to benefit and/or participate in the agency's programs and services, should call 860-713-2559. Persons who are hearing impaired should call the State of Connecticut relay number 711.*

Small Business Development Center

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March 29, 2012

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*SBDC International Trade Specialist*  
for this **FREE** Webinar  
Thursday, March 29, 2012  
10:00 - 11:30am

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- **Agri-Businesses** Welcome!!!
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## Connecticut Harvest Market:

### Developing Connecticut Agricultural Exports through the *National Export Initiative*

- Establish the export potential and interest of specialty agribusinesses in Connecticut
- Prepare them to become export-ready
- Provide export assistance to a traditionally underserved community
- Help them overcome the challenges of exporting
- Diversify their client base to create economic stability and job growth
- Create a unified, cooperative brand and develop an international export market strategy for Connecticut's value-added specialty agricultural products.

**Identify Connecticut's specialty agribusinesses and products to assess their export capacity and determine their export interest. Targeted agribusinesses include small and rural producers of specialty agricultural products in the following categories: specialty food and wine, produce, shellfish, forest products, and fiber products.**

- Assess the scope of Connecticut's exportable specialty agricultural products.
- Identify agribusinesses that are export-capable.
- Identify the level of export interest among Connecticut's export-capable agribusinesses.

**Identify best markets for the specialty agricultural products and determine efficient methods to prepare those products for export.**

- Identify feasible markets for those products based on product demand and market entry requirements.

**Identify the challenges and opportunities that small and new to export firms face in exporting specialty agricultural products overseas; and**

- Provide the education needed to make companies export-ready.
- Step-by-step technical export readiness assistance to targeted producers/products.
- Determine feasibility of creating an export co-op of small producers.

**Assist in the development of an international market entry strategy and develop direct marketing opportunities for specialty agricultural product producers.**

- Produce materials to promote the CT Harvest Market product line.
- Develop a website that will support the export of products.



# Connecticut Harvest Market Agriculture Resource Guide



# Acknowledgement

*Funding has been provided by the Federal-State Marketing Improvement Program of the Agricultural Marketing Service, U.S. Department of Agriculture, matched and administered by the Connecticut Department of Agriculture.*

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Are you a small business owner in the agricultural industry looking to increase sales and profit, reduce dependence on the domestic market and stabilize seasonal fluctuations? If you answered yes to those questions, then you should consider exporting. With Nearly 96 percent of consumers living outside the U.S. and two-thirds of the world's purchasing power being in foreign countries - there is significant opportunity for small businesses to profit through exporting.

## Export Readiness

Before you begin the process of exporting your product(s) it is very important you assess your export readiness with the [questions](#) below:

- 1. Does your company have a product or service that has been successfully sold in the domestic market?** A product or service's success in the domestic market is a good indicator of its potential success in markets abroad. However, since selling domestically and internationally are entirely different ventures, it would be beneficial for you to read through the [Basic Guide to Exporting](#) to see what to expect when selling internationally.
- 2. Does your company have or is your company preparing an international marketing plan with defined goals and strategies?** Many companies begin export activities haphazardly, without carefully screening markets or options for market entry. While these companies may or may not have a measure of success, they may overlook better export opportunities. If early export efforts are unsuccessful because of poor planning, your company may be misled into abandoning exporting altogether. Formulating an export strategy based on good information and proper assessment increases the chances that the best options will be chosen, that resources will be used effectively, and that efforts will consequently be carried through to success. To learn more about formulating an export strategy, click [here](#). For help in creating a marketing plan, click [here](#). To find market research on the countries you are interested in selling to, visit the [Market Research Library](#).
- 3. Does your company have sufficient production capacity that can be committed to the export market?** It is important that your company can meet the demand that it is creating. You may need more space and equipment in order to manufacture for the specific countries you are selling to (who have their own product standards and regulations). Expanding into the international marketplace will result in a higher number of units to manufacture and you do not want this increase in production to affect quality of output. To get an idea about how much production capacity may be needed to ready your product for exporting, click [here](#).
- 4. Does your company have the financial resources to actively support the marketing of your products in the targeted overseas markets?** Market development requires funds. This is a big hurdle for many companies, as it involves activities such as international [travel](#), [trade show participation](#), [market research](#), and international business training. However, there are many government programs to help finance selling overseas. The [Export-Import Bank](#), [Small Business Administration](#), and [Department of Agriculture](#) all have programs that provide financial assistance to U.S. exporters. For more information on financing your export transactions, click [here](#).
- 5. Is your company's management committed to developing export markets and willing and able to dedicate staff, time and resources to the process?** Management commitment is the number one determining factor for export success. Developing an export market takes time and effort. To learn about how exporting will affect your company, click [here](#). To find the best approach to exporting based on your company's resources, click [here](#).
- 6. Is your company committed to providing the same level of service given to your domestic customers?** This is a commitment that you must make before beginning to sell overseas. A successful exporter treats his or

her foreign business with the same commitment and service as the domestic business. For information on establishing policies to deal with international inquiries, building relationships with overseas customers, and options for service delivery, click [here](#).

7. **Does your company have adequate knowledge in modifying product packaging and ingredients to meet foreign import regulations and cultural preferences?** Selecting and preparing your product for export requires not only product knowledge but also knowledge of the unique characteristics of each market being targeted. [Market research](#) conducted and [contacts](#) with foreign representatives should give your company an idea of what products can be sold and where. However, before the sale can occur, your company may need to modify a particular product to satisfy buyer tastes or needs in foreign markets, or [legal requirements](#) for the marketplace. For general information on preparing your product for export, click [here](#). For information on regulations and export controls and specific industry and regional information, visit the Trade Information Center web site at [www.export.gov/tic](http://www.export.gov/tic).
8. **Does your company have adequate knowledge in shipping its product overseas, such as identifying and selecting international freight forwarders and freight costing?** When shipping a product overseas, you must be aware of [packing, labeling, documentation and insurance requirements](#). An international freight forwarder can help. These agents are familiar with the import rules and regulations of foreign countries, the export regulations of the U.S. government, the methods of shipping, and the documents related to foreign trade. Freight forwarders assist exporters in preparing price quotations by advising on freight costs, port charges, consular fees, costs of special documentation, insurance costs and their handling fees. For general information on shipping your product overseas, click [here](#). For more information on freight forwarders, visit the National Customs Brokers and Freight Forwarders Association of America at <http://ncbfaa.org/>.
9. **Does your company have adequate knowledge of export payment mechanisms, such as developing and negotiating letters of credit?** Experienced exporters have extensive knowledge of export payment mechanisms and extend credit cautiously. They evaluate new customers with care and continuously monitor older accounts. For general information on ways to receive payments, selecting a method of payment, and currency issues and payment problems, click [here](#). It is always advisable to check a buyer's credit. A U.S. Commercial Service International Company Profile (ICP) provides useful information for credit checks. An ICP contains financial information on a foreign company and a discussion regarding its size, capitalization, and years in business.

## Organizations/Training Videos

As you can see there is a tremendous amount of information to know to make your business export ready and ensure your success in the international market. To help you learn and overcome the exporting obstacles that lay before you there are a number of valuable organizations and training videos that you can utilize.

- **Connecticut Department of Agriculture**
  - Website: [www.ct.gov/doag](http://www.ct.gov/doag)
  - Contact: Jaime Smith
    - E-mail: [Jaime.Smith@ct.gov](mailto:Jaime.Smith@ct.gov)
    - Phone: 860-713-2559

The Connecticut Department of Agriculture provides technical information and marketing assistance for small to mid-sized food production businesses located in the state. Some of the areas of assistance are in marketing (fairs, domestic and international trade shows), production, initial setup, labeling laws, clarifying

state and federal guidelines for food products and providing resource information. Guidance toward financial information and resources are also given.

- **Food Export Northeast**

- Website: <http://www.foodexport.org/>
- Contact: Marco Herbas
  - E-mail: [mherbas@foodexport.gov](mailto:mherbas@foodexport.gov)
  - Phone: 215-599-9749

Food Export-Northeast offers a variety of programs and services to help grow exports of value-added food and agricultural products. Whether your company is just getting started or is already exporting to several countries, they have multiple programs and services to assist you.

- **Connecticut Women in Agriculture Network (CT WAGN)**

- Website: [www.ctwagn.com](http://www.ctwagn.com)

CT WAGN is a network focused on helping women succeed at starting, sustaining, and supporting agricultural related endeavors, including businesses.

- **Small Business Administration (SBA)**

- Website: [www.sba.com](http://www.sba.com)

The SBA provides financial, technical and management assistance to help new or established businesses. FREE one-on-one counseling services, workshops and seminars (for a small fee) are provided through the resources listed below.

- **SCORE**

- Website: [www.score.org](http://www.score.org)

SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. SCORE is supported by the U.S. Small Business Administration (SBA), and thanks to their network of 12,000+ volunteers, they are able to deliver their services at no charge or at very low cost.

- **Small Business Development Center (SBDC)**

- Website: <http://ctsbdc.org/>
- Contact: Jacqui Tocellini
  - E-mail: [Jacqui.Torcellini@trade.gov](mailto:Jacqui.Torcellini@trade.gov)
  - Phone: 860-638-6952

SBDC provide services such as development of business plans, manufacturing assistance, financial packages, and procurement contracts. Special emphasis areas include international trade and export assistance. The SBDC are made up of a unique collaboration of SBA, state and local governments, and private sector funding resources.

- **U.S. Department of Commerce Middletown Export Assistance Center**

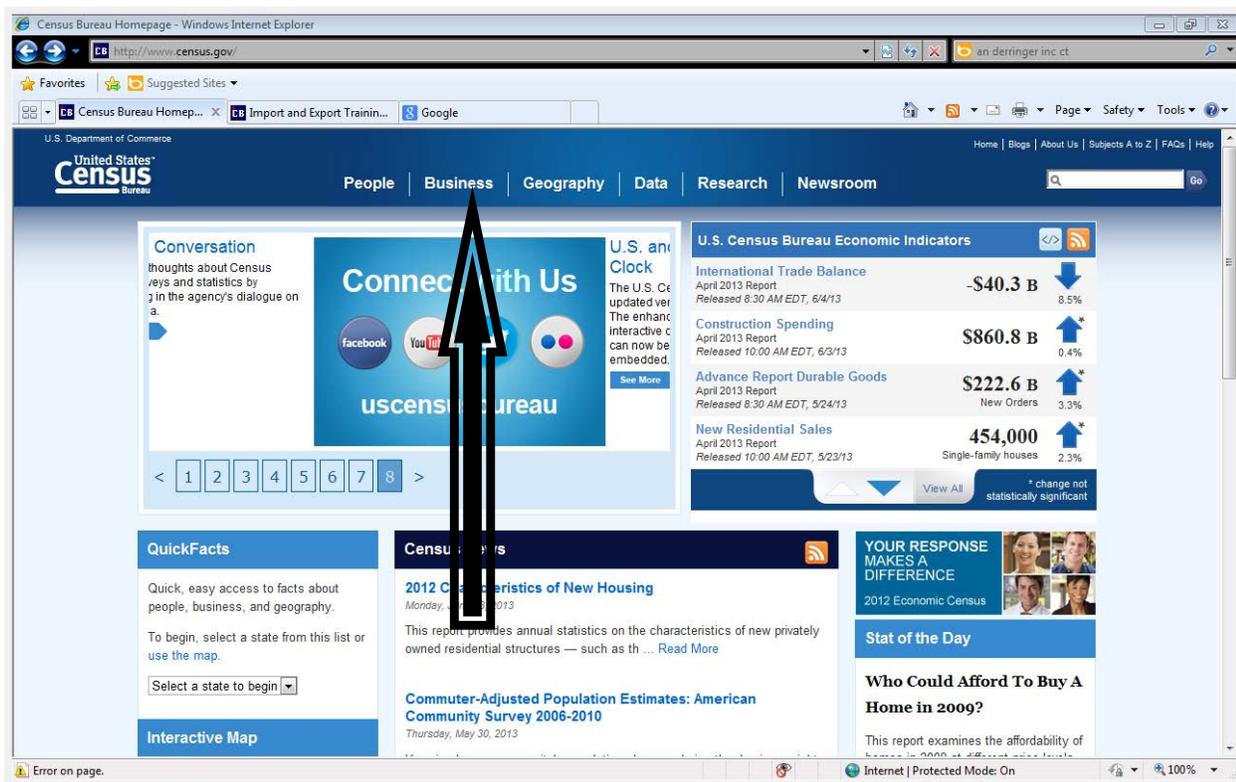
- Website: <http://export.gov/connecticut/index.asp>
- Contact: Anthony Sargis
  - E-mail: [Anthony.Sargis@trade.gov](mailto:Anthony.Sargis@trade.gov)
  - Phone: 860-638-6954

The U.S. Commercial Service of the U.S. Department of Commerce is a federal government agency dedicated to helping small-to-medium sized companies develop and achieve their exporting strategies.

- **U.S. Census Bureau**

The U.S. Census has a wide variety of [training videos](#) that discuss everything from the fundamentals of exporting to embargoes and sanctions. It is highly recommended to take few minutes and watch these very informative videos.

1. Visit <http://www.census.gov> and select Business and Foreign Trade.



## 2. Select Export Training Videos.

Official Source US Export and Import Statistics - Foreign Trade - US Census Bureau - Windows Internet Explorer

http://www.census.gov/foreign-trade/

U.S. Department of Commerce  
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You are here: [Census.gov](#) | [Business & Industry](#) | [Foreign Trade](#)

## Foreign Trade

Main | About Foreign Trade | Data | AES | Regulations | Reference | Definitions | Schedule B | FAQs

**Important Links**

- Global Reach Blog
- Newsletters
- AESDirect
- DropBox
- Guide to Foreign Trade
- Foreign Trade Products
- Download Subscription
- USA Trade Online

**Related Sites**

- Business and Industry
- Briefing Room
- North American Industry Classification System (NAICS)

[Economic Indicator Database](#)

FOREIGN TRADE is the official source for U.S. export and import statistics and responsible for issuing regulations governing the reporting of all export shipments from the United States. If you're searching for import or export statistics, information on export regulations, commodity classifications, or a host of other trade related topics, this is the place to get the information you need.

**News**

- [Goods and Services Deficit Increases in April 2013](#)  
The Nation's international trade deficit in goods and services increased to \$40.3 billion in April from \$37.1 billion (revised) in March, as imports increased more than exports. (June 4, 2013)
- [Annual Revision for 2012](#)  
In this news release, the U.S. Census Bureau and the U.S. Bureau of Economic Analysis (BEA) are publishing revised statistics on both U.S. trade in goods and U.S. trade in services for January 1999 to March 2013.
- [U.S. Goods Trade: Imports and Exports by Related-Parties 2012](#)  
Related-party trade accounted for about 50.3 percent (\$1,131.9 billion) of consumption imports (\$2,251.0 billion) and about 29.1 percent (\$450.4 billion) of total exports (\$1,546.5 billion). In 2012, U.S. related-party trade increased by 6.6 percent (\$97.6 billion) while total trade increased by 3.5 percent (\$130.0 billion) from 2011.
- [Free Webinars for Exporters - Go Global Webinars](#)  
This webinar series provides you the tools and resources to expand your business abroad. Multiple government agencies are working together to prepare your business for export. Learn how to pick your target market, find buyers and understand export regulations. Most importantly, it's FREE!  
[Details](#)

**April 2013 Trade Numbers**  
Deficit: \$40.3 Billion  
Exports: \$187.4 Billion  
Imports: \$227.7 Billion  
Next release: July 3, 2013  
[Complete Release Schedule](#)

**Export Training Videos**  
A collection of videos to enhance export training

**Upcoming Seminars and Workshops**  
June 5-6, 2013  
Export Compliance Program  
Seattle, WA  
June 25-26, 2013  
Export Compliance Program  
Philadelphia, PA  
[Full Seminar and Workshops](#)

Internet | Protected Mode: On

## 3. Import and Export Training Videos.

Import and Export Training Videos - Windows Internet Explorer

http://www.census.gov/foreign-trade/aes/exporttraining/videos/index.html

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## Foreign Trade

Main | About Foreign Trade | Data | AES | Regulations | Reference | Definitions | Schedule B | FAQs

**Important Links**

- Global Reach Blog
- Newsletters
- AESDirect
- DropBox
- Guide to Foreign Trade
- Foreign Trade Products
- Download Subscription
- USA Trade Online

**Related Sites**

- Business and Industry
- Briefing Room
- North American Industry Classification System (NAICS)

[Economic Indicator Database](#)

### Import and Export Training Videos

**VIDEOS**

- [The Fundamentals of Exporting Webinar Series](#)
- [Export Compliance and Regulations](#)
- [Reporting Electronic Export Information \(EEI\)](#)
- [Using Trade Data for Export Planning and Strategy](#)
- [Trade Agreements](#)
- [Mandatory AES](#)

**Part A: Export Compliance and Regulations**

**Video A1 - Export Compliance Introduction (1:45 mins)**

Manufacture what you need to accurately and easily complete key shipping information, comply with the law and take advantage of

**April 2013 Trade Numbers**  
Deficit: \$40.3 Billion  
Exports: \$187.4 Billion  
Imports: \$227.7 Billion  
Next release: July 3, 2013  
[Complete Release Schedule](#)

**Upcoming Seminars and Workshops**  
June 5-6, 2013  
Export Compliance Program  
Seattle, WA  
June 25-26, 2013  
Export Compliance Program  
Philadelphia, PA  
[Full Seminar and Workshops](#)

Done

Internet | Protected Mode: On

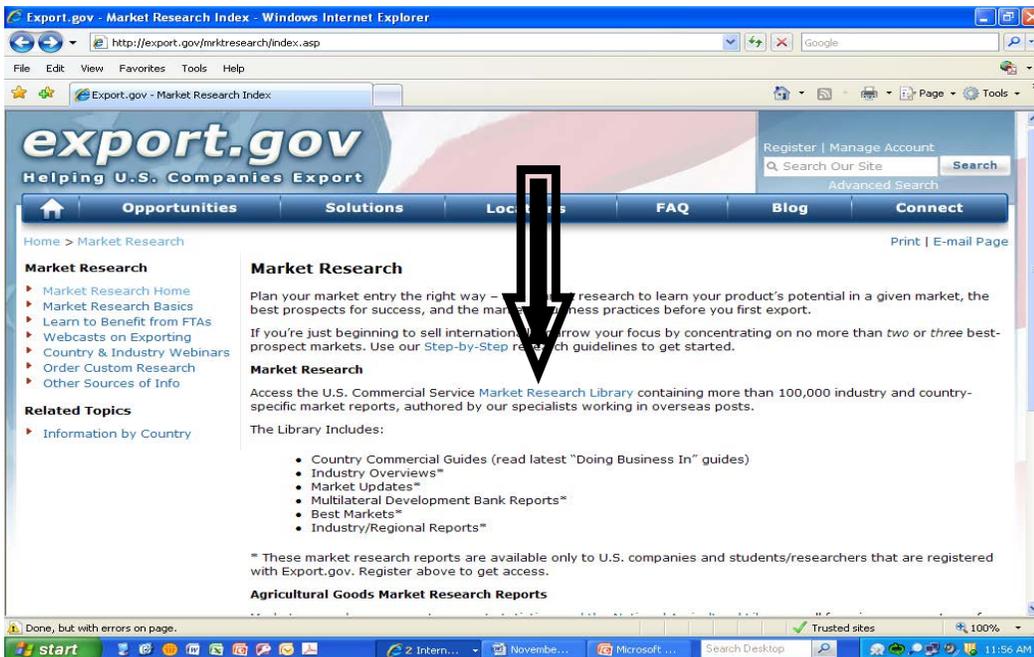
## Market Research

The market research library mentioned earlier in this resource guide is a wonderful tool to gain valuable information for an international market. To help guide you through the search process we have provided screen shots of a search on [www.export.gov](http://www.export.gov).

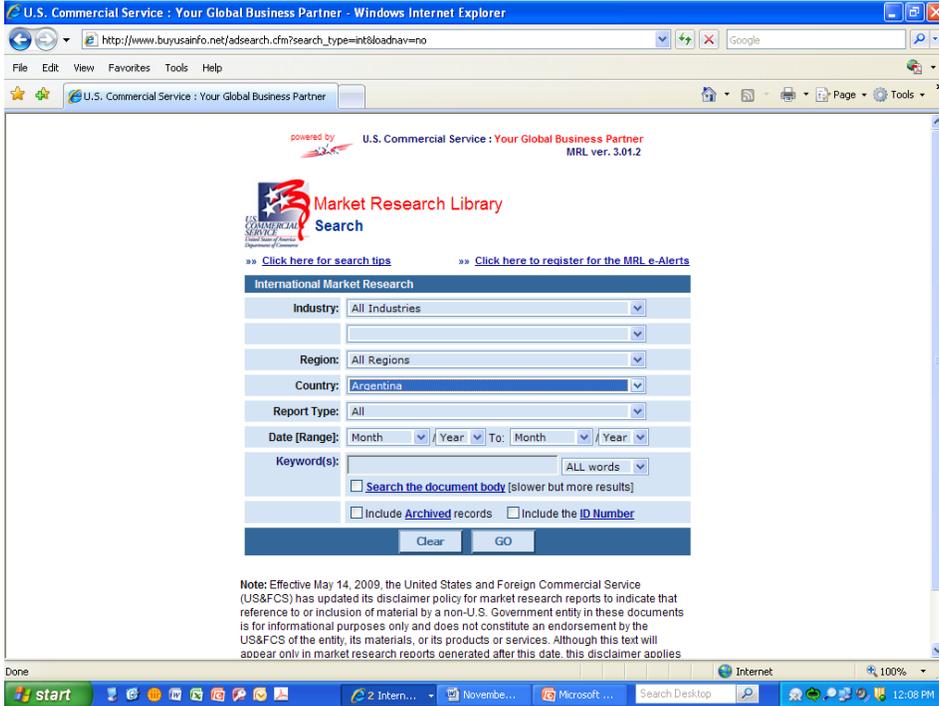
1. Visit [www.export.gov](http://www.export.gov) and select opportunities and market research.



2. Select the market research library link.



3. Enter your search criteria and select go.



4. Depending on the search parameters you input a list of research guides will be presented to you. Choose the guide(s) that best suit what you are looking for.



5. When opening up a research guide you will first see the table of contents with each line being a link to a specific section in the research guide.



## Trade Events

Trade missions personalize business relationships by introducing potential trade partners. Outgoing sales missions shorten the time it takes to learn about another market. Participants learn first-hand by hearing market briefings, visiting sales channels, and attending one-on-one meetings with qualified buyers. Often we even provide interpreters. Buyer missions (also called reverse trade missions) bring foreign buyers into the United States to introduce them to the wide variety and high quality agricultural products available here. Both types of missions offer the U.S. exporter a great way to make contacts quickly and cost effectively. To help guide you through the search process we have provided screen shots of a search on [www.export.gov](http://www.export.gov).

1. Select opportunities and trade events.



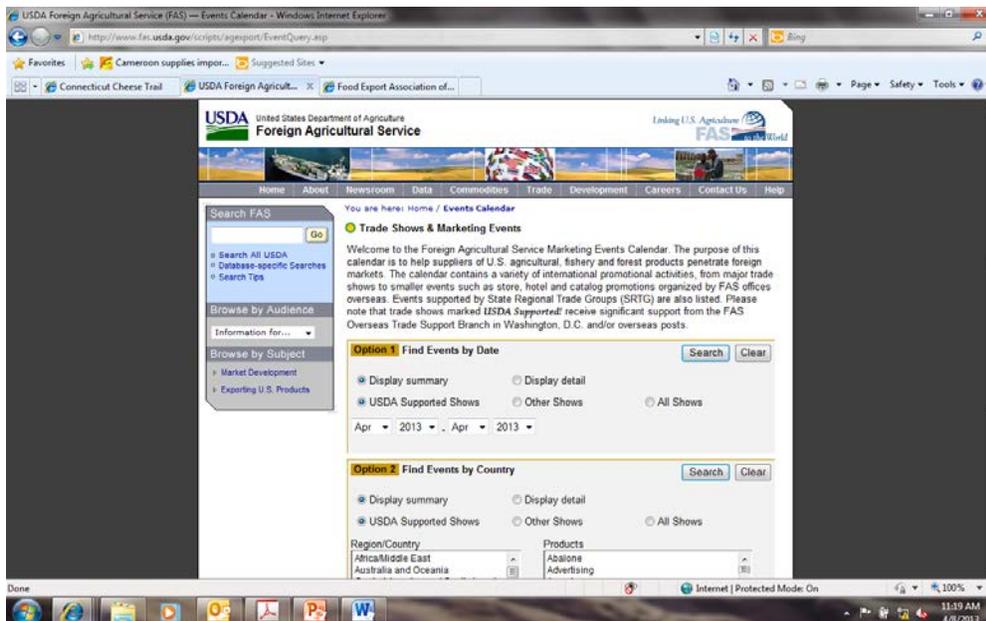
2. Select the agricultural trade events link.



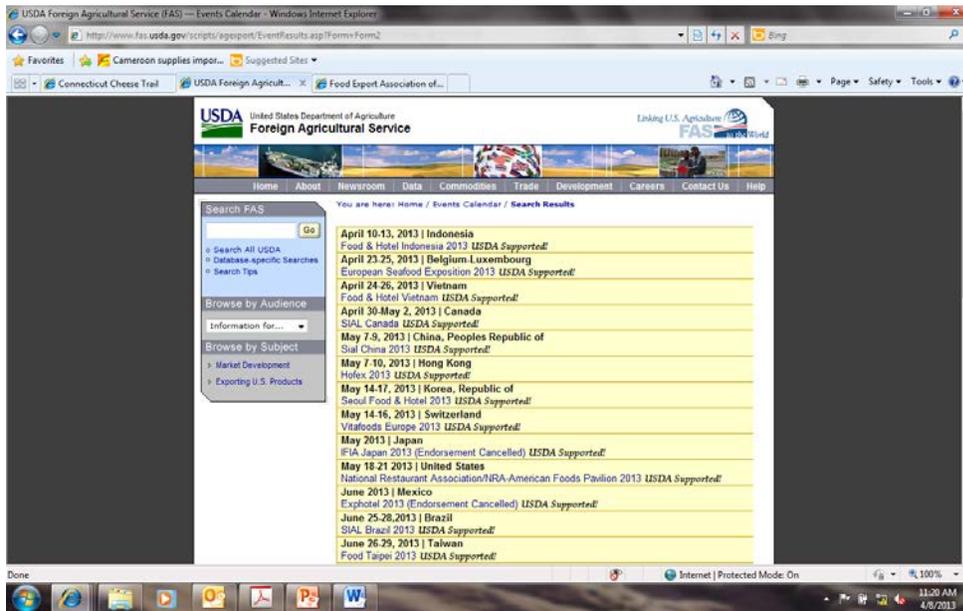
3. Select the trade missions' link.



4. After selecting trade missions you will be taken to the United States Department of Agriculture (U.S.D.A.) website. Enter your search criteria and select search.



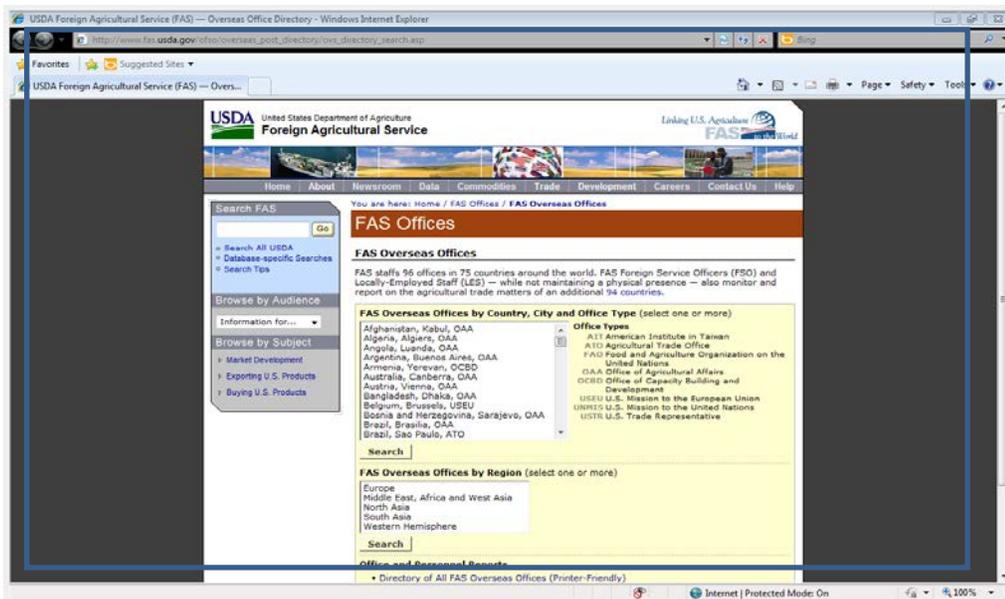
- In this particular example we have a list of events search by date from April 2013 to April 2014. Select the name of the show you are interested in learning more about.



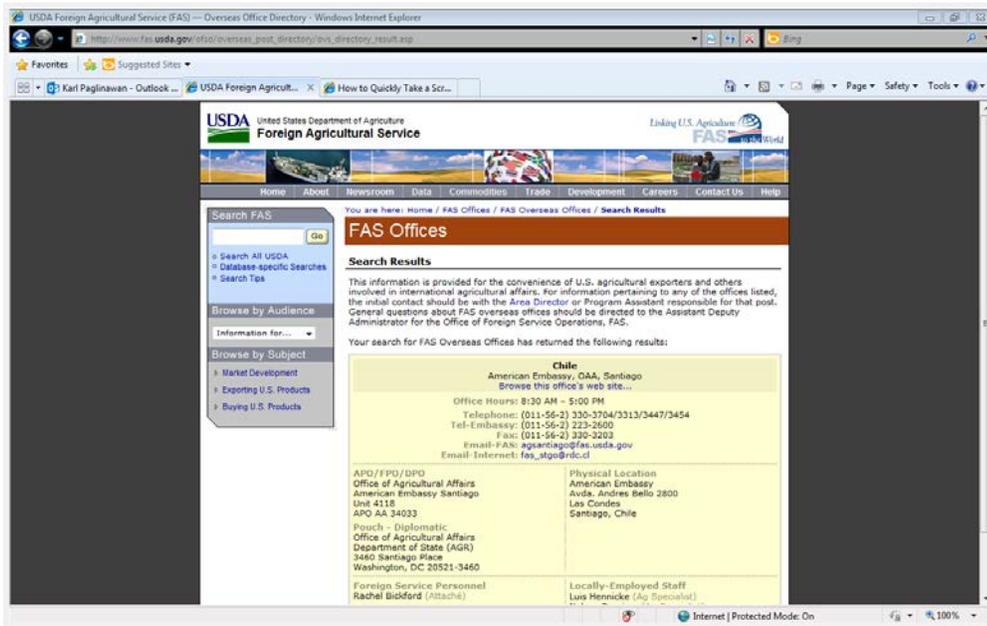
## Foreign Agricultural Service Overseas Offices

Additional information about exporting can be obtained by going to the Foreign Agricultural Service Overseas Offices (FAS/OS) website. The website has a list of contacts 96 offices in 75 countries around the world. FAS Foreign Service Officers (FSO) and Locally-Employed Staff (LES) — while not maintaining a physical presence — also monitor and report on the agricultural trade matters of an additional 94 countries.

- Visit [www.fas.usda.gov](http://www.fas.usda.gov) and select country, city, and office type.



2. Below shows contacts for Santiago, Chile.



## International Logistics

When shipping a product overseas as part of a commercial transaction, the exporter must be aware of packing, labeling, documentation, and insurance requirements.

To ship a product overseas, exporters have at least four options. Many exporters rely on an international **freight forwarder** to perform these services. Some companies utilize the services of **Shippers' Associations**. Other companies use express delivery or mail services. It is also possible for exporters to arrange their own shipping.

You can find out more about shipping at the **U.S. Customs and Border Protection** web site. Exporters should evaluate each option to determine which one works best for their unique situation.

## The Harmonized System

The international **Harmonized System** (HS) is administered by the World Customs Organization and serves as the foundation for the import and export classification systems used in the United States. The United States (U.S.) import classification system, the **Harmonized Tariff Schedule** (HTS) administered by the U.S. International Trade Administration Commission (USITC), and the U.S. export classification system, the **Schedule B** administered by the U.S. Census Bureau, Foreign Trade Division, both rely on the international HS codes for their 4- and 6-digit headings and subheadings. The **World Customs Organization** updates the HS System approximately every five years. The year 2012 marked the most recent HS revision, meaning the next revision will not be due until 2017.

Since greater commodity detail are needed than the 4- and 6-digit HS headings and subheadings, Harmonized System (HS) codes under the Harmonized Tariff Schedule (HTS) and Schedule B classification systems expand their

scope to 10 digits. HS numbers and Schedule B numbers will be the same up to the first 6 digits as the importing country's classification code.

### ***Harmonized System (HS) and Schedule B numbers***

A **Schedule B number** is a 10-digit number used in the United States to classify physical goods for export to another country. The Schedule B is based on the international Harmonized System (HS) of 6-digit commodity classification codes. There is a Schedule B number for every physical product, from paperclips to airplanes.

Schedule B numbers are administered and used by the U.S. Commerce Department, Census Bureau, **Foreign Trade Division** to **collect and publish the U.S. export statistics**. Schedule B numbers are required to be reported in the **Automated Export System (AES)** when shipments are valued over \$2,500 or the item requires a license.

You can find your Schedule B number using the free online **Schedule B Search** accessible through [www.census.gov/scheduleb](http://www.census.gov/scheduleb). If you need export classification assistance, email [ftd.scheduleb@census.gov](mailto:ftd.scheduleb@census.gov) or call 1-800-549-0595, Menu Option #2.

To get a duty rate for importing products into a foreign country, one needs to have the complete classification number used by the importing country. Since this is sometimes difficult, companies can use the Schedule B number to approximate.

### **Why you need to know your product's Schedule B and HS numbers**

Exporters need to know their product's Schedule B and HS numbers for the following reasons:

1. To determine applicable import tariff rates and whether a product qualifies for a preferential tariff under a Free Trade Agreement;
2. To file the Electronic Export Information in the Automated Export System (AES); and
3. To complete shipping documents, such as certificates of origin.

### **How to identify your product's Schedule B number Video**

*Here is an example of a Schedule B code and description from the [Census Bureau](#) for maple syrup.*

<http://www.census.gov/foreign-trade/schedules/b/>

**U.S. Census Bureau - Foreign Trade Schedule B (2013)**

Schedule B Number	Description	Unit of Quantity	Export Value (Dollars)	
			2010	2009
17.02	- Other sugars, including chemically pure lactose, maltose, glucose (dextrose) and fructose, in solid form; sugar syrups not containing added flavoring or coloring matter; artificial honey, whether or not mixed with natural honey; caramel:	kg	19,670,002	19,030,322
1702.20.0000	- - Maple sugar and maple syrup			

### Tariffs and Import Fees

A Schedule B and HS code will need to be determined before calculating tariffs and import fees.

#### What is a tariff?

A tariff or duty (the words are used interchangeably) is a tax levied by governments on the value including freight and insurance of imported products. Different tariffs are applied on different products by different countries. The average duty worldwide is about 5 percent. National sales and local taxes, and in some instances customs fees, will often be charged in addition to the tariff. The tariff, along with the other assessments, is collected at the time of customs clearance in the foreign port. Tariffs and taxes increase the cost of your product to the foreign buyer and may affect your competitiveness in the market. So knowing what the final cost to your buyer is can help you price your product for that market. In addition, your buyer may ask you to quote an estimate of these costs before making the purchase. This estimate can be made via email, phone or in the [pro forma invoice](#).

Some countries have very high duties and taxes; some have relatively low duties and taxes. If your product is primarily made in the U.S. of U.S. originating components it may qualify for duty-free entry into countries with which the U.S. has a **free trade agreement** (FTA). We currently have FTAs with more than 20 countries. Targeting FTA countries is a good market entry strategy because buyers pay *fewer tariffs* for goods made in the U.S. compared with similar goods from countries without FTAs. Here are the steps for finding and calculating estimated tariffs and taxes. Keep in mind that what you get from this process is an *estimate*. Only the customs officers in the country where the goods clear can make the final determination.

There is a free tariffs and import fees calculator offer by [U.S. Customs](#):  
<http://export.customsinfo.com/Default.aspx>

Here is an example of tariffs and fees from U.S. Customs for maple syrup.

<b>Detailed Duty and Taxes</b>	
<b>Country of Destination: China</b> <b>HS Code: 1702200000</b>	
<b>Country of Origin: United States</b> <b>Country of Shipment: United States</b>	
<b>Tariff Treatment1: General Rate</b>	
Tariff Calculation:	80%
Calculation Base:	Cost of Goods & Freight & Insurance
<b>Tariff Treatment2: Most Favoured Nations Rate (MFN)</b>	
Tariff Calculation:	30%
Calculation Base:	Cost of Goods & Freight & Insurance
<b>Tax 1</b>	
Tax Name:	VAT Standard
Tax Type:	VAT
Tax Calculation:	See Formula
Tax Calculation Base:	CIF + DUTY
Formula:	17.0000% * (CIF&DUTY )
Notes:	Tax Rate applies to CIF + Duty + any tax or charge on import
<b>Country Notes</b>	
HS Code Format:	10 digits: XXXX.XXXX XX (i.e. 0101.1010 10)
Details:	The first 6 digits stand for the Harmonized System Nomenclature and the next four digits correspond to the national nomenclature
Embargo:	Not specified
Other Details:	Some HS codes must be used for quota reason (under or above the contingent) and some HS codes must be used depending on the value of the goods. Please verify your classification accordingly.
Chapters 98/99:	Articles of special trade and goods unclassified

## Common Export Documents

This section covers documents that are commonly used in exporting, but specific requirements vary by destination and product.

### *Commercial Invoice*

A commercial invoice is a bill for the goods from the seller to the buyer. These invoices are often used by governments to determine the true value of goods when assessing customs duties. Governments that use the commercial invoice to control imports will often specify its form, content, and number of copies, language to be used, and other characteristics.

### *Export Packing List*

Considerably more detailed and informative than a standard domestic packing list, an export packing list lists seller, buyer, shipper, invoice number, date of shipment, mode of transport, carrier, and itemizes quantity, description, the type of package, such as a box, crate, drum, or carton, the quantity of packages, total net and gross weight (in kilograms), package marks, and dimensions, if appropriate. Both commercial stationers and freight forwarders carry packing list forms. A packing list may serve as conforming document. It is not a substitute for a commercial invoice. In addition, U.S. and foreign customs officials may use the export packing list to check the cargo.

### *Pro Forma Invoice*

A pro forma invoice is an invoice prepared by the exporter before shipping the goods, informing the buyer of the goods to be sent, their value, and other key specifications. It also can be used as an offering of sale or price quotation.

## Transport Documents

### *Airway Bill*

Air freight shipments require airway bills. Airway bills are shipper-specific (i.e., USPS, Fed-Ex, UPS, DHL, etc.).

### *Bill of Lading*

A bill of lading is a contract between the owner of the goods and the carrier (as with domestic shipments). For vessels, there are two types: a straight bill of lading, which is non-negotiable, and a negotiable or shipper's order bill of lading. The latter can be bought, sold, or traded while the goods are in transit. The customer usually needs an original as proof of ownership to take possession of the goods. See also: [straight bill of lading](#) and [liner bill of lading](#).

*Electronic Export Information Filing (formerly known as the Shipper's Export Declaration)*

Electronic Export Information (EEI) is the most common of all export control documents. It is required for shipments above \$2,500\* and for shipments of any value requiring an export license. It has to be electronically filed via the [AES Direct](#) online system, which is a free service from Census and Customs.

## **Certificates of Origin**

### *Generic Certificate of Origin*

The Certificate of Origin (CO) is required by some countries for all or only certain products. In many cases, a statement of origin printed on company letterhead will suffice. The exporter should verify whether a CO is required with the buyer and/or an experienced shipper/freight forwarder or the Trade Information Center. For textile products, an importing country may require a certificate of origin issued by the manufacturer. The number of required copies and language may vary from country to country.

### *Certificate of Origin for claiming benefits under Free Trade Agreements*

Certificates of origin for goods not manufactured in the United States can be obtained from the [U.S. Chamber of Commerce](#). The U.S. Chamber of Commerce uses [EZCertOrigin™](#), a service provided by ICS Consulting, LLC, to process all requests submitted for certificates of origin (both U.S. and non-U.S.). Exporters can visit [EZCertOrigin](#) or call 1-888-885-6650 to obtain the forms required by the U.S. Chamber of Commerce and detailed instructions on how to fill out the forms. The fee for each certificate is \$40.00 for U.S. Chamber members. The fee for each certificate is \$150.00 for non-U.S. Chamber of Commerce members. It costs \$5.00 per copy for certified copies of certificates.

USCIB is now issuing electronic Certificates of Origin (eCOs). USCIB's eCOs save time and money, bypassing the delay and expense of employing messengers to obtain certification. After a few simple steps, and certification by USCIB, eCOs can be printed from any computer. We are a trusted name in the United States, and well known among customs administrations around the world. USCIB has over four decades' experience in export documentation.

For a more complete list of documents follow this link: [http://export.gov/logistics/eg\\_main\\_018121.asp](http://export.gov/logistics/eg_main_018121.asp)

## **International Finance/Insurance**

Become familiar with the various government programs designed to help your company finance its export transactions, and give it the capital to carry out its export operations.

### **Financing**

Do you need working capital loans? Does your foreign buyer need financing to buy your products? Do they prefer lease financing? Check out the [U.S. Government International Financing Programs](#). Another useful resource for export financing is the [Trade Finance Guide](#) from export.

**FULL SERVICE INTERNATIONAL BANKS IN THE CONNECTICUT REGION:**

*The U.S. Department of Commerce strongly recommends that you use a full service international bank.*

**BANK OF AMERICA**  
777 Main Street  
Hartford, CT 06115  
Phone (888) 852-5000 x1359  
Contact: Margey O'Brien  
[www.bankofamerica.com](http://www.bankofamerica.com)

**HSBC**  
452 Fifth Avenue  
NY, NY 10018  
Phone (212) 525-2224  
Fax (212) 525-2515  
Contact: Andrea Ratay  
Email [andrea.ratay@us.hsbc.com](mailto:andrea.ratay@us.hsbc.com)  
[www.us.hsbc.com](http://www.us.hsbc.com)

**JP MORGAN BANK**  
Two Corporate Drive, Suite 730  
Shelton, CT 06484  
Phone (203) 944-8473  
Fax (203) 382-5361  
Contact: Robert S. Adamsky  
[www.jpmchase.com](http://www.jpmchase.com)

**LIBERTY BANK**  
315 Main Street  
Middletown, CT 06457-3338  
Phone (860) 638-2922  
Contact: Mary Murphy  
[www.liberty-bank.com](http://www.liberty-bank.com)

**TD BANKNORTH**  
102 West Main Street, 1st Floor  
New Britain, CT 06050  
Phone (860) 832-4052  
Fax (860) 827-2547  
Contact: Eric M. Aberbach  
[www.TDBanknorth.com](http://www.TDBanknorth.com)

**WACHOVIA/WELLS FARGO**  
P.O Box 700  
300 Main Street  
Stamford, CT 06904-0700  
Phone (203) 348-4047  
Fax (203) 964-8239  
Contact: Lydia P. Gregor  
[www.wachovia.com](http://www.wachovia.com)

**WEBSTER BANK**  
975 South Main St.  
Cheshire, CT 06410  
Phone (203) 250-5914  
Contact: Robert Polito  
[www.websterbank.com](http://www.websterbank.com)

**Insurance**

The U.S. Government offers U.S. companies [Insurance and Risk Mitigation policies](#) that cover export transactions and for overseas investments. Coverage includes losses for non-payment, currency inconvertibility, asset expropriation and political violence.

## Insurance Brokers

Altus Multinational Group, LLC.  
Thomas Malloy  
500 Ferry Blvd  
Stratford CT 06615  
203-380-2400  
[tmalloy@altusmg.com](mailto:tmalloy@altusmg.com)

Export Risk Management, Inc.  
Carey D. Fiertz 225 Taconic Rd  
Salisbury CT 06068-1202  
860-435-0430  
[cfiertz@expotrisk.com](mailto:cfiertz@expotrisk.com)

Svensk & Company  
Andrew Svensk  
96 Willow Street  
Southport CT 06890  
203-996-5716  
[andrew@svenskcompany.com](mailto:andrew@svenskcompany.com)

Risk Protection International  
Brendan McCormack  
500 Ferry Blvd  
Stratford CT 06615  
203-380-2400  
[bmccormack@riskprotection.com](mailto:bmccormack@riskprotection.com)

Global Commercial Credit, LLC.  
Pranab Das 2 Trap Falls Road Suite 300  
Shelton CT 06484  
617-510-7670  
[pdas@gccrisk.com](mailto:pdas@gccrisk.com)

UPS Capital Insurance Agency, Inc.  
Emilo Gilberto  
425 Day Hill Rd  
Windsor CT 06095-1712  
860-541-5259  
[egilberto@ups.com](mailto:egilberto@ups.com)

## Grants

The U.S. Government provides [grants](#) to U.S. firms to conduct feasibility studies on infrastructure projects and to train the foreign business community and government officials on U.S. business practices, regulatory reform and other economic development activities.

## International Translators and Interpreters

BERLITZ  
970 Farmington Avenue, Suite 202  
West Hartford, CT 06105  
Phone: (888) 645-5460  
[www.berlitz.com](http://www.berlitz.com)

INLINGUA  
361 Park Road, 1<sup>st</sup> Floor, Suite 1  
West Hartford, CT 06119  
Phone: (860) 561-7252  
Fax: (860) 561-7242  
Contact: Susan E. Joyce  
<http://www.inlingua.com/>

#### INTERPRETERS AND TRANSLATORS

263 Main Street  
Manchester, CT 06042-3538  
Phone: (860) 647-0686  
Toll-free: (800) 648-0686  
Email: [info@ititranslates.com](mailto:info@ititranslates.com)  
[www.ititranslates.com](http://www.ititranslates.com)

#### LANGUAGE LINK CONSORTIUM

2 Park Place, #22D  
Hartford, CT 06106  
Phone: (860) 951-0790  
Fax: (860) 951-0687  
Email: [languageink@sbcglobal.net](mailto:languageink@sbcglobal.net)  
[www.languageinkconsortium.com](http://www.languageinkconsortium.com)

#### LINGO SYSTEMS

15115 SW Sequoia Parkway, Suite #200  
Portland, OR 97224  
Phone: (503) 419-4873  
Fax: (503) 419-4873  
Toll-free: (800) 878-8523  
Email: [info@lingosys.com](mailto:info@lingosys.com)  
<http://www.language.com/>

#### MTM LINGUASOFT

Box 31953  
Philadelphia, PA 19104  
Phone: (215) 729-6765  
Fax: (215) 729-1035  
<http://www.mtmlinguasoft.com/>

#### CHINA COMMUNICATIONS CONSULTANTS

P.O. Box 163  
Bloomfield, CT 06002  
Phone: (860) 614-1428  
Fax: (860) 519-1238  
Email: [fzhou@chinacommunicationsconsultants.com](mailto:fzhou@chinacommunicationsconsultants.com)  
<http://www.chinacommunicationsconsultants.com/>

#### ATTORNEY TRANSLATION SERVICES

8 Richmond Drive  
Old Greenwich, CT 06870  
Phone: (203) 637-4628  
Fax: (215) 729-4628  
[www.attorneytranslation.com](http://www.attorneytranslation.com)

### Legal Services

There are several law firms in and around Connecticut that have the knowledge and ability to assist your business with any legal matters.

#### Law Firms with Full International Capabilities in Connecticut Region:

MCCARTER & ENGLISH  
City Place 1 185 Asylum Street  
Hartford, CT 06103  
Phone (860) 275-6725  
Contact: Mr. Don Borod

Fox Rothschild LLP Partner  
Stamford, CT  
Tel: 203.425.1521  
Fax: 203.425.9595  
Contact Paul B. Edelber

MICHAUD-KINNEY GROUP LLP  
CenterPoint 306 Industrial Park Road, Suite  
206 Middletown, CT 06457-1532  
Phone (860) 632-7200  
Fax (860) 632-8269  
Contact Richard Michaud and John Mutchler  
NOTE: Practice in Intellectual Property Law  
ONLY

SHIPMAN & GOODMAN  
One American Row  
Hartford, CT 06103-2819  
Contact: Mr. John Fusco Phone (203) 869-  
5600 or  
Mr. Ross Garber Phone (860) 251-5901

ROBINSON & COLE  
280 Trumbull Street  
Hartford, CT 06103  
Phone (860) 275-8292  
Contact: Mr. William Sella

UPDIKE, KELLY AND SPELLACY, PC  
One State Street PO Box 231277  
Hartford, CT 06123-1277  
Phone (860) 548-2629  
Fax (860) 548-2680  
Contact: Dana R. Bucin

## International Freight Forwarder

A.N. DERINGER, INC.  
10 Hazelwood Road  
Bradley International Airport  
East Granby, CT 06026  
Phone: (860) 653-3450  
Fax: (860) 653-3711  
Contact: Steve Sarro  
<http://www.anderinger.com/>

CEVA  
Bradley International Airport  
42 Bradley Park Road  
East Granby, CT 06026  
Phone: (860) 653-3204  
Fax: (860) 658-8190  
<http://www.cevalogistics.com/>

KUEHNE & NAGEL INC.  
207 Marshall Phelps Road  
Windsor, CT 06095  
Phone: (860) 627-6606 ext. 205  
Fax: (860) 627-6042  
Contact: Marion Babich or Jim Sinnott  
<http://www.kn-portal.com/airfreight/>

DB Schenker Logistics  
370 U.S. Airports Way  
East Granby, CT 06026  
Phone: (860) 386-7153  
Contact: Dave Kraha  
<http://www.dbschenkerusa.com/log-us-en/start/>

EMO TRANS  
New England Tradeport  
16E International Drive  
East Granby, CT 06026  
Phone: (860) 653-9040  
Contact: Donna Amendola  
<http://www.emotrans-global.com/>

SEKO WORLDWIDE, INC.  
530-E Hayden Station Road  
Windsor, CT 06095  
Phone: (860) 688-0669  
Fax: (860) 292-6398  
Contact: Bobb Conn  
<http://www.sekologistics.com/en/>

**YELLOW FREIGHT SYSTEM**

437 Middle Street  
Middletown, CT 06457  
Phone: (869) 632-8899  
Fax: (860) 632-5205  
Contact: Rich Wasserback

**Ocean Air Transportation**

310 North Street  
Windsor Locks, CT 06096  
Phone: (800) 777-1112 or (860) 424-1414  
Contact: Bill Joyce  
<http://oatinc.com/>

**FedEX World Service Center**

100 Old Country Circle  
Windsor Locks, CT 06096  
Phone: (800) 463-3339  
<http://www.fedex.com/>

If you are attempting to export your products for the first time the process of getting your goods to a foreign market may seem overwhelming but with anything practice makes perfect. As you become a seasoned exporter you will find that each country presents a unique set of challenges but the reward of increased revenue and a broader market base makes all of the hard work well worth it. Good luck and happy exporting!