

USMCA Small Business Export Resources

USMCA SMALL BUSINESS EXPORT RESOURCES

The President's trade agenda is a key part of the Biden-Harris Administration's effort to defeat COVID-19, help the economy recover, and build back better. Canada and Mexico are the top two international markets for America's small business exporters across the 50 states. In 2018 (latest data available), 89,492 U.S. SMEs exported \$61.0 billion in goods to Canada, and 53,682 U.S. SMEs exported \$85.9 billion in goods to Mexico. The United States-Mexico-Canada Agreement (USMCA) will support the broader economic recovery and inclusive growth by helping small businesses and entrepreneurs—including women, minority, and Native American-owned small businesses and small businesses in underserved communities—put Americans to work by creating and building world-class products for export to foreign markets. To help more underserved small businesses to take advantage of trade with the USMCA, this brochure provides a USMCA exporter checklist for small businesses seeking to begin or expand their sales to international customers in Canada and Mexico, and provides information on U.S. Government resources and free business counseling available to small businesses.

DO YOU WANT TO INCREASE YOUR SALES AND FIND NEW CUSTOMERS?

Mexico and Canada are major destinations for U.S. exports. Each year, hundreds of thousands of small and medium-sized U.S. companies boost their bottom line by meeting the demand for innovative, quality, made-in-the-USA products and services. If you've never exported before, or if you make infrequent international sales, now is the perfect time to create an export strategy for Canada and Mexico and take advantage of the close proximity of these markets and the benefits of the U.S.-Mexico-Canada Agreement (USMCA).

Use this checklist to guide your planning and get in touch with a local international trade specialist to help you turn your export strategy into sales. Visit www.Trade.gov/USMCA to access the checklist and important information about the USMCA.



CHECK YOUR EXPORT READINESS

Exporting is a great strategy to grow a business, but to grow smartly and purposefully, you must dedicate time and resources. An initial assessment of your exporting needs and capabilities should be your first step.

ONLINE RESOURCES

Export readiness assessment:

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



DEVELOP AN EXPORT PLAN

Integrate exporting into your overall business plan. Once you've completed an assessment, an export plan helps you understand the opportunities, constraints, and goals around your international effort. Use it to create specific objectives, decide on implementation schedules, and mark milestones of your success. It can also motivate your team to reach goals. Free counseling services are available to help you develop an export plan.

ONLINE RESOURCES

Develop an export plan:

<https://www.trade.gov/develop-export-plan>



CONDUCT MARKET RESEARCH AND PLAN YOUR MARKET ENTRY STRATEGY

Start by doing research on the Canadian and Mexican markets. Free market research is available through the Country Commercial Guides and Top Market Reports. To get a complete picture, look at both U.S. export statistics and Mexico and Canada's import statistics for the past few years. Researching trade flows of the products that you sell may help you assess demand.

ONLINE RESOURCES

Conducting Market Research:

<https://www.trade.gov/conducting-market-research>

Mexico Country Commercial Guide:

<https://www.trade.gov/knowledge-product/exporting-mexico-market-overview>

Canada Country Commercial Guide:

<https://www.trade.gov/knowledge-product/canada-market-overview>

Trade Data Tools:

<https://www.trade.gov/trade-stats-express>

Cluster Mapping:

<https://clustermapping.us/>



RESEARCH TAXES AND TARIFFS

All products that had zero tariffs under NAFTA will remain at zero under USMCA. To determine eligibility for reduced tariff rates, you will need to know the Harmonized System (HS) code for your product. You can look up your HS code using the Census Bureau's Schedule B Search Engine. For additional information on tariffs, including USMCA and applied tariffs, visit the FTA Tariff Tool.

ONLINE RESOURCES

Harmonized System Codes:

<https://www.trade.gov/harmonized-system-hs-codes>

Schedule B Search Engine:

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

FTA Tariff Tool:

<https://beta.trade.gov/fta>



ENSURE COMPLIANCE AND EXPORT DOCUMENTATION

The USMCA requires a certification of origin containing nine data elements and a certification statement, which may be included on an invoice or any other document. A suggested template is available to facilitate compliance.

The basic Mexican import document is the Import Request (Pedimento de Importación). Mexico requires import and export documentation including a completed pedimento for all commercial crossings. This document must be accompanied by a commercial invoice (in Spanish), a bill of lading, documents demonstrating guarantee of payment of additional duties for undervalued goods, if applicable and documents demonstrating compliance with Mexican product safety and performance regulations, if applicable.

All commercial shipments imported into Canada require a properly completed Canada Customs Invoice or its equivalent. A U.S. exporter can use its own form if the required information is provided. At the border, the importer or customs broker also submits Form B3-3, the customs coding form.

If you haven't already, determine if your product needs a U.S. export license. Most products don't need one, but it is your legal responsibility to obtain one if necessary.

ONLINE RESOURCES

Certification of Origin Template:

<https://www.cbp.gov/document/guidance/certification-origin-template>

Canada Guide to Importing:

<https://www.cbsa-asfc.gc.ca/import/guide-eng.html>

Mexico Guide to Importing:

<https://www.trade.gov/knowledge-product/mexico-import-requirements-and-documentation>

Comply with U.S. and Foreign Regulations:

<https://www.trade.gov/comply-us-and-foreign-regulations>

U.S. Export License:

<https://www.trade.gov/us-export-licenses-navigating-issues-and-resources>



DETERMINE SHIPPING OPTIONS

Shop around for the best shipping rates. Different companies have different rates and available services. Research the most cost-effective way to get your goods efficiently, securely, and legally to your new international customers. Mexico is a leading global logistics center. Approximately 3,000 courier and parcel delivery companies currently operate in Mexico. They provide local, regional, and international coverage. Canada offers an easy cross-border opportunity with similar taxes, fees, and shipping safety as the United States.

Be sure to familiarize yourself with Incoterms, a set of internationally-accepted terms spelling out which party is responsible for various costs and details throughout the shipping process such as freight, insurance, duties and taxes, customs clearance and documentation.

Consider working with a freight forwarder, who can advise on freight costs, port charges, consular fees, costs of special documentation, insurance costs and the freight forwarders' own handling fees. They may recommend packing methods that will protect the merchandise during transit or can arrange to have the merchandise packed at the port or put in containers. Freight forwarders may also reserve the necessary space on a vessel, aircraft, train or truck. The cost for their services is a factor that should be included in the price charged to the customer.

ONLINE RESOURCES

Shipping and Logistics:

<https://www.trade.gov/navigate-shipping-and-logistics>

Incoterms:

<https://www.trade.gov/know-your-incoterms>



FIND FOREIGN BUYERS

There are many strategies to reach customers in Canada and Mexico.

For many companies, frequent visits to Canada and establishing a local presence are crucial to long-term market success. Joining a U.S. trade mission to Canada or participating in a Canadian trade show are effective first steps to explore the market. Trade shows are a great way to present your products and services to a wide audience, generate trade leads, and meet potential buyers or partner. Grants may be available to minimize costs.

Trade shows, advertising, social media campaigns, and sales calls all work well in Mexico. In Mexico and Canada, you can increase your brand awareness and find and establish relationships with business partners with customized services provided by the International Trade Administration, such as an Initial Market Check, an International Company Profile, a Gold Key Service, international partner search, or single company promotion.

Depending on your sales channel, the first point of contact between you and your customer will likely be online, in which case you should develop a global web presence and a digital strategy.

ONLINE RESOURCES

Customized Services:

<https://www.trade.gov/services-current-exporters>

E-Commerce and Digital Strategy:

<https://www.trade.gov/ecommerce>

Trade Shows:

<https://www.trade.gov/trade-shows>

STEP Grants:

<https://www.sba.gov/funding-programs/grants/state-trade-expansion-program-step>



GET PAID

Research methods of payment and work with your bank for financing and insurance solutions. Depending on your business and products you may be able to offer letters of credit or other payment options to your foreign buyers. Get bank references and background checks on potential foreign buyers. The International Trade Administration can help with an international partner search. As with any business transaction, due diligence is essential.

Mexican lending rates are significantly higher than in the United States. Requiring payment either by confirmed letter of credit or cash in advance can cost U.S. exporters sales opportunities. While favorable payment terms are important, U.S. companies should consider all available financing options to be as competitive as possible.

Methods of payment in Canada are like those in the United States domestic market. Normal precautions in dealing with a first-time customer should be exercised, and safeguards instituted wherever possible, until a good relationship has been established with the customer.

Financing options offered by U.S. government agencies like the Small Business Administration (SBA) or Export-Import Bank (Ex-Im) can help you offer competitive payment terms and mitigate the risk of non-payment.

ONLINE RESOURCES

Trade Financing:

<https://www.trade.gov/finance>

SBA Export Products:

<https://www.sba.gov/about-sba/sba-locations/headquarters-offices/office-international-trade/sba-export-products#section-header-0>

Ex-Im Export Solutions:

<https://www.exim.gov/what-we-do#by-need>

USDA Export Solutions:

<https://www.fas.usda.gov/programs/export-credit-guarantee-program-gsm-102>

By following this checklist, you can set your company on the path to growth by doing business in Canada and Mexico. The USMCA was designed to make it easier than ever for small businesses to go global in one of the largest and most diverse markets in the world—North America. To learn more about the benefits of exporting and to work on your export strategy, find a local SBA resource partner or export assistance center.

FIND LOCAL RESOURCES

SBA Local Assistance:

<https://www.sba.gov/local-assistance>

U.S. Export Assistance Centers:

<https://www.trade.gov/commercial-services-offices-us>

Minority Business Development Agency Export Centers:

<https://www.mbda.gov/page/mbda-specialty-centers>



WOMEN'S SMALL BUSINESS RESOURCES AND USMCA EXPORT ASSISTANCE

USMCA can help more American small businesses grow and support jobs in their communities, by increasing sales to international customers in Canada and Mexico, and supporting regional trade and investment in North America.

ONLINE RESOURCES

The U.S. Small Business Administration's (SBA) Office of Women's Business Ownership (OWBO):

<https://www.sba.gov/business-guide/grow-your-business/women-owned-businesses>

Helps women entrepreneurs through a national network of Women's Business Centers (WBCs). WBCs seek to level the playing field for all women entrepreneurs by offering free business counseling and mentoring, and low-cost training.

Find your local WBC

<https://www.sba.gov/local-assistance>

ADDITIONAL RESOURCES FOR WOMEN ENTREPRENEURS AND WOMEN-OWNED BUSINESSES

ASCENT:

<https://ascent.sba.gov/>

ASCENT is SBA's latest free digital e-learning platform geared to help women entrepreneurs grow and expand their businesses, including preparing and recovering from disasters, strategic marketing and financial strategy development.

The Women's Global Trade Empowerment Program:

<https://www.trade.gov/womens-global-trade-empowerment>

The International Trade Administration (ITA) provides this platform to women businesses to help them gain the necessary skills to build an export strategy and develop international business connections.

Enterprising Women of Color Initiative:

<https://www.mbda.gov/enterprising-women-of-color>

The Minority Business Development Agency's (MBDA) Enterprising Women of Color (EWOC) focuses on supporting minority women entrepreneurs and increase employment opportunities.

The National Women's Business Council:

<https://www.nwbc.gov/>

NWBC is a non-partisan federal advisory council which provides access to webinars, data and public meetings as the U.S. government's only independent voice for women entrepreneurs.

SBA's Business Guide for Women:

www.sba.gov/women

For additional information on resources.



BUSINESS COUNSELING

SBA Trade Tools:

www.sba.gov/tradetools

Trade Tools is a one-stop shop for identifying resources across the U.S. Government for small business selling internationally, including exploring opportunities in other markets, learning about U.S. trade agreements, such as USMCA, and exploring programs and services for small businesses who want to go global. It is available in English and Spanish. SBA's OIT also provides free counseling to help small businesses export.

Contact the hotline via email at international@sba.gov.

Small Business Development Centers (SBDCs):

<https://americassbdc.org>

In addition to WBCs, women-owned small businesses can also access no-cost business counseling and low-cost training from SBA's SBDCs.

Find your local SBDC

www.sba.gov/sbdc

Service Corps of Retired Executives (SCORE):

www.score.org

Through a network of 10,000 dedicated volunteers, SCORE provides business mentoring and most services at no cost.

Find a mentor specialized in your area of focus

[https://www.score.org/content/search-mentor?f\[0\]=content](https://www.score.org/content/search-mentor?f[0]=content)

Minority Business Development Agency (MBDA):

<https://www.mbda.gov/>

The U.S. Department of Commerce's MBDA's national network of MBDA Business Centers, Specialty Centers, and Grantees offer customized business development and industry-focused services for minority business enterprises. U.S. Commercial Service: The International Trade Administration's network of U.S. Commercial Service offices are located in more than 100 cities across the United States. They are staffed by international trade specialists who can help you develop an export strategy. Some locations include Export-Import Bank of the United States (EXIM) and SBA trade finance specialists.

To find a location near you for free counseling or fee-based customized services sell your products and services to Canada, Mexico and other export destinations

<https://www.trade.gov/commercial-services-offices-us>

State Regional Trade Groups:

<https://www.fas.usda.gov/state-regional-trade-groups>

The U.S. Department of Agriculture supports four non-profit regional groups focused on assisting small businesses of agricultural products export, by providing training; analysis of export opportunities; trade shows; and support for international marketing.

ONLINE RESOURCES

SME Trade Financing:

<https://www.sba.gov/about-sba/sba-locations/headquarters-offices/office-international-trade/sba-export-products#section-header-0>

SBA's loan portfolio features a variety of export financing products that provide lenders with up to a 90 percent guaranty, and can cover things like day-to-day operations, advance orders with suppliers, and refinancing existing debts.

Find your local SBA Export Finance Manager

<https://www.sba.gov/article/2017/nov/01/list-useacs-sba-staff>

Additional solutions offered through EXIM

<https://grow.exim.gov/small-business-overview>

Additional solutions offered through USDA

<https://www.fas.usda.gov/programs/export-credit-guarantee-program-gsm-102>

E-commerce & Export Solutions:

<https://www.trade.gov/export-solutions>

ITA's export solutions website helps U.S. exporters develop an export plan, conduct market research, and learn about export mechanics. create successful international sales strategies and provides additional online training and resources for companies.

The E-Commerce Innovation Lab

<https://www.trade.gov/ecommerce>

Provides assistance with improving your global online presence and digital strategy.

Menu of Virtual Services

<https://www.trade.gov/virtual-services>

Available to help small businesses identify new customers and foreign partners.

Going Green: The SBA's Green Business Guide:

<https://proxy.www.sba.gov/managing-business/running-business/green-business-guide>

Provides insights into marketing, certification and ecolabeling, green business practices, and U.S. federal agency resources available.

Small Business Innovation Research (SBIR) Grant:

www.sbir.gov

The SBIR program is highly competitive and encourages domestic small businesses to engage in Federal Research/Research and Development (R/R&D) with the potential for commercialization.



NATIVE AMERICAN SMALL BUSINESS RESOURCES AND USMCA EXPORT ASSISTANCE

USMCA can help more American small businesses grow and support jobs in their communities, by increasing sales to international customers in Canada and Mexico, and supporting regional trade and investment in North America.

The U.S. Small Business Administration (SBA) is dedicated to help small business and provides counseling, capital, and contracting expertise.

ONLINE RESOURCES

SBA's Office of Native American Affairs (ONAA):

<https://www.sba.gov/about-sba/sba-locations/headquarters-offices/office-native-american-affairs>

Supports the prosperity of American Indians, Alaska Natives and Native Hawaiians entrepreneurs, offering training and technical assistance, including Entrepreneurial Empowerment Workshops through ONAA partners.

ONAA partners

<https://www.sba.gov/business-guide/grow-your-business/native-american-owned-businesses#section-header-2>



EXPORT ASSISTANCE FOR AMERICAN INDIAN, ALASKA NATIVE AND NATIVE HAWAIIAN EXPORTERS

American Indians, Alaska Natives and Native Hawaiians are encouraged to explore all resources available from SBA and our Federal Partners to achieve success internationally.

BUSINESS COUNSELING

SBA Trade Tools:

www.sba.gov/tradetools

Trade Tools is a one-stop shop for identifying resources across the U.S. Government for small business selling internationally, including exploring opportunities in other markets, learning about U.S. trade agreements, such as USMCA, and exploring programs and services for small businesses who want to go global. It is available in English and Spanish. SBA's OIT also provides free counseling to help small businesses export. Contact the hotline via email at or international@sba.gov.

Small Business Development Centers (SBDCs):

<https://americassbdc.org>

Native American-owned small businesses can also access no-cost business counseling and low-cost training from SBA's SBDCs.

Find your local SBDC

www.sba.gov/sbdc

Service Corps of Retired Executives (SCORE):

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Through a network of 10,000 dedicated volunteers, SCORE provides business mentoring and most services at no cost.

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Minority Business Development Agency (MBDA):

<https://www.mbda.gov/>

The U.S. Department of Commerce's MBDA's national network of MBDA Business Centers, Specialty Centers, and Grantees offer customized business development and industry-focused services for minority business enterprises. MBDA also has Grantee American Indian Alaska Native/Native Hawaiian (AIANNH) Projects.

U.S. Commercial Service:

<https://www.trade.gov/commercial-services-offices-us>

The International Trade Administration's network of U.S. Commercial Service offices are located in more than 100 cities across the United States. They are staffed by international trade specialists who can help you develop an export strategy. Some locations include Export-Import Bank of the United States (EXIM) and SBA trade finance specialists. To find a location near you for free counseling or fee-based customized services sell your products and services to Canada, Mexico and other export destinations, visit their website.

U.S. Department of Commerce International Trade Administration Office of Textiles and Apparel (OTEXA):

<https://www.trade.gov/otexa-grow-america>

OTEXA experts support U.S textile and apparel good treatment under trade agreements and can advise on special duty-free provisions for Native American handicrafts and apparel under the U.S.-Mexico-Canada Agreement (USMCA). Exporters can claim duty-free treatment for qualifying hand-loomed fabrics, traditional folklore handicrafts, and indigenous handicrafts following other USMCA and destination market rules. To learn more about the USMCA benefits and requirements for Native American handicrafts and apparel, email Laurie.Mease@trade.gov.

State Regional Trade Groups:

<https://www.fas.usda.gov/state-regional-trade-groups>

The U.S. Department of Agriculture supports four non-profit regional groups focused on assisting small businesses of agricultural products export, by providing training; analysis of export opportunities; trade shows; and support for international marketing.

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Additional solutions offered through USDA

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E-commerce & Export Solutions:

<https://www.trade.gov/export-solutions>

ITA's export solutions website helps U.S. exporters develop an export plan, conduct market research, and learn about export mechanics. create successful international sales strategies and provides additional online training and resources for companies.

The E-Commerce Innovation Lab

<https://www.trade.gov/ecommerce>

Provides assistance with improving your global online presence and digital strategy.

Menu of Virtual Services

<https://www.trade.gov/virtual-services>

Available to help small businesses identify new customers and foreign partners.

Rural America's Intelligence Service for Exporters (RAISE):

The U.S. Commercial Service operates a Rural Export Center, which provides American Indian, Alaska Native and Native Hawaiian-owned companies in rural areas with one-on-one market intelligence from a team that curates customized industry-specific insights and contacts. RAISE market intelligence can help identify target markets, deliver in-depth country reports, and develop a potential partner list. The Rural Export Center also offers website globalization training and services for rural businesses. <https://www.trade.gov/raise>

Going Green: The SBA's Green Business Guide:

<https://proxy.www.sba.gov/managing-business/running-business/green-business-guide>

Provides insights into marketing, certification and ecolabeling, green business practices, and U.S. federal agency resources available.

Small Business Innovation Research (SBIR) Grant:

www.sbir.gov

The SBIR program is highly competitive and encourages domestic small businesses to engage in Federal Research/Research and Development (R/R&D) with the potential for commercialization.

ABOUT MBDA



OUR VISION

Economic prosperity for all American business enterprises.



OUR MISSION

MBDA is the only federal agency solely dedicated to the growth and global competitiveness of minority business enterprises.



OUR PASSION

To compete globally, minority business enterprises must be on a journey of continuous transformation. Our core business is advising minority-owned firms through business transformation.

STATE OF MINORITY BUSINESS ENTERPRISES



There are more than
9.2 million
minority-owned businesses
in the United States



Employing more than
8 million
people



Generating more than
\$1.8 trillion
in revenue annually

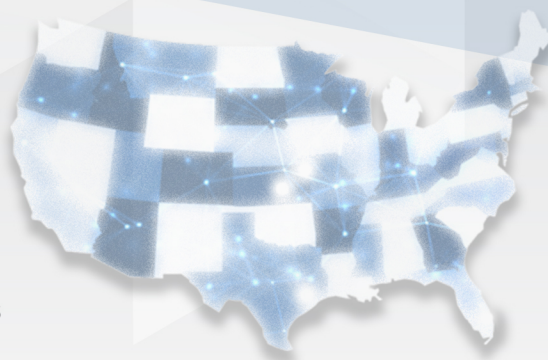
NATIONAL NETWORK OF MBDA PROGRAMS

Customized business development and industry-focused services to provide greater access to capital, contracts and markets:

- MBDA Business Centers
- MBDA Advanced Manufacturing Centers
- MBDA Export Centers
- MBDA Federal Procurement Center
- MBDA Enterprising Women of Color

MBDA Grantees:

- American Indian Alaska Native/Native Hawaiian (AIANNH)
- Entrepreneurship Education for Former Incarcerated Persons
- Global Women of Color Economic Empowerment
- The Billion Dollar Fund



THE WINNING FORMULA

The world is experiencing history's highest rate of change and innovation that will disrupt every industry. MBDA initiatives will focus on helping MBEs grow **today**, while preparing them to meet the industry needs of **tomorrow**, through...



MBDA DIGITAL

Comprehensive e-commerce and virtual business platforms



MBDA GLOBAL

Expanded export services and partnerships for Global B2Bs in Africa, Asia, Latin America, and the Caribbean.



MBDA THINK TANK

Distribute data and policy analysis, create investment opportunities, and cultivate partnerships for initiatives that help change the MBE narrative.

BUSINESS CENTERS

Arizona

Phoenix MBDA Business Center

California

Pasadena MBDA Business Center
San Jose MBDA Business Center

Colorado

Denver MBDA Business Center

District of Columbia

Washington DC MBDA Business Center

Florida

Miami MBDA Business Center
Orlando MBDA Business Center

Georgia

Atlanta MBDA Business Center

Hawaii

Honolulu MBDA Business Center

Illinois

Chicago MBDA Business Center

Maryland

Baltimore MBDA Business Center

Michigan

Detroit MBDA Business Center

Minnesota

Minneapolis MBDA Business Center

Missouri

St. Louis MBDA Business Center

New York

Manhattan MBDA Business Center
South Bronx MBDA Business Center

Pennsylvania

Philadelphia MBDA Business Center

Puerto Rico

Puerto Rico MBDA Business Center

South Carolina

Columbia MBDA Business Center

Tennessee

Memphis MBDA Business Center

Texas

Dallas MBDA Business Center
El Paso MBDA Business Center
Houston MBDA Business Center
San Antonio MBDA Business Center

Washington

Tacoma MBDA Business Center

ADVANCED MANUFACTURING CENTERS

Georgia

Atlanta MBDA Advanced Manufacturing Center

Maryland

Baltimore MBDA Advanced Manufacturing Center

Michigan

Detroit MBDA Advanced Manufacturing Center

Texas

San Antonio MBDA Advanced Manufacturing Center

EXPORT CENTERS

California

Sacramento MBDA Export Center

Florida

Miami MBDA Export Center

Illinois

Chicago MBDA Export Center

Texas

San Antonio MBDA Export Center

FEDERAL PROCUREMENT CENTER

District of Columbia

MBDA Federal Procurement Center

PROJECTS

American Indian Alaska Native/Native Hawaiian (AIANNH)

Alaska: Spruce Root, Inc.

Arizona:

- National Center for American Indian Enterprise Development
- Arizona Hispanic Chamber of Commerce

California:

- Asian, Inc
- Rural Community Assistance Corporation

Michigan: Sault Ste. Marie Tribe of Chippewa Indians

Montana:

- Native American Development Corporation
- Salish Kootenai College

New Mexico:

- Southwest Business Development Consultants, LLC
- Regents of New Mexico State University

Oklahoma: Rural Enterprises of Oklahoma, Inc.

Oregon: ONABEN

Washington: TAALA Fund

Entrepreneurship Education for Formerly Incarcerated Persons

District of Columbia

- Georgetown University
- J&J Monitoring

South Carolina: Desa, Inc.

Global Women of Color Economic Empowerment

District of Columbia: Walker's Legacy

Texas: El Paso Hispanic Chamber of Commerce

Minority Growth Equity Funds Initiative The Billion Dollar Fund

District of Columbia: National Association of Investment Companies (NAIC)



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