

FAQs

Why Exporting / Importing?

Exporting can be one of the best ways to increase turnover.

- The USA is the world's largest economy. Nevertheless, 95% of consumers of products / good and services worldwide are outside this domestic market.
- With their increasingly open markets, the populous up-and coming nations China and India are becoming increasingly important as both consumers of and suppliers for the products of the developed nations.
- Exporting can strengthen the foundations of your business.
- It can also balance out business cycles (leveling out country-specific, structural and seasonal fluctuations)
- Exporting can help you ensure full utilization of your production capacity.
- It strengthens your position in the domestic market.
- It enhances your competitiveness in all markets.

From a strategic viewpoint, exporting is a logical step to ensure business growth. Global trade volumes constantly grow at a fast pace. Increasingly, protective tariffs give way to so-called free trade areas / trade agreements between various states (EFTA, EU, CAFTA etc). Competing foreign products / companies enter the domestic markets of country-specific companies, meaning that the latter are, to an ever greater degree, forced to remain competitive in their own market to be able to keep up with this global supply. For this reason, it is advisable not to lose sight of one's own domestic market, to look beyond national borders and to make the extra effort required to open the doors to the global market.

SWISS GLOBAL IMPEX, LLC

About exporting / importing and why doing business with SGI can be lucrative...

The world is open for business – your business? Due to globalization, new communication paths (e-mail, Skype, websites etc.), it has never been easier for companies of any size to sell and buy goods and services anywhere on the planet.

Depending on what you sell, the right business directory for London, New York, Zurich, Istanbul, Vancouver, Berlin, Amsterdam, Oakland etc. may well be all you need to start your first sales conversations. Before you know it, you are a successful exporter or importer! This is the type of scenario often painted in government aid programs, textbooks and some trading companies. There may be situations where it is that simple. However, gaining a real foothold with a new product in a foreign country or even another continent typically takes more than just picking up the receiver and calling a few companies abroad.

In principle, you don't need much at all to start an export / import business:

- If you have a website, you already have a "global" marketing and ordering platform.
- If you invest just a little more, you can launch a credit card order service on your virtual market place and presto, Australians and Greenlanders can now order your products.
- It helps if your website features different versions in the country-specific languages of the targeted import / export markets.

If these options are not enough for you and you are looking for more international sales channels,

you can make use of so-called online market places offering virtual trading centers. These market places (e.g. www.alibaba.com) typically offer shipping options. If these options still do not provide the required level of international presence, you can present your products at trade shows / fairs held in the relevant countries. (Many government agencies / the embassy of your country offer helpful services with this time-consuming type of customer acquisition requiring on-site presence; they may even be able to do administrative tasks for you (customs forms, HS codes etc.)

You can explore all the listed facts and possibilities on your own. With a little bit of luck, time and perseverance, the relevant doors may well open to you.

On our SGI website, we provide a whole range of really useful freeware. You can use these links to make sure you too can successfully launch a product in the global market. If, while going through these resources and doing your own research, issues arise for which you cannot find a satisfactory solution without further time-consuming investigations, we recommend that you contact us or one of our competitors.

How do I know it is time to contact SGI?

- Do you have personal contacts with purchasing / sales agents of companies in other countries?
- Do you know their name, e-mail address and telephone number, and are you clear on how best to present / offer a new product to these representatives?
- Are you aware of the cultural differences in terms of consumption, communication and business practices in the export / import countries of your choice?
- Are you familiar with the specific import / export laws of these countries?
- Do you have good contacts within customs administrations / embassies?
- Are you conversant with the HS Code of your product?
- Are you aware of the legally required declarations (food products) applicable in your import / export countries?
- Where can you get government export aid (i.e. financial support)?
- Have you thought about your appearance (packaging) in the target country?
- Do you intend to skim or penetrate the market?
- Is your product GMO-free (food products)?
- Should you adjust the packaging size to accommodate cultural / country-specific expectations?
- Does FOB domestic mean the same thing as FOB international?
- What are the common country-specific Incoterms?
- Where and how can you get the best freight prices?
- How long will your product be in transit?
- How do you draw the attention of potential resellers to your product?
- What is a letter of credit?
- Should the goods be sent loose or in pallets?
- Who is going to insure the products and who is liable for them during transport?

SGI can answer these and similar questions and provide relevant advice. Alternatively, you can entrust these tasks to us, meaning that we will actively support you with your export / import plans.