ONLINE TOOLS FOR FINDING NEW MARKETS

World Trade Month

Go Global Webinar Series

Webinar #3: May 23, 2019
We are here to help you Go Global.

Get answers to your top questions on Finding and Financing New Buyers, Managing Trade Challenges, Using Online Tools, and Discovering International Opportunities


Access more international trade resources on www.export.gov.
What online tools exist to help me find new markets?

How can I use trade data or other information to make more informed decisions?
Host: Omari Wooden
U.S. Census Bureau

Presenters: Patrick Kuhn, Survey Statistician
U.S. Census Bureau

Morgan Barr, International Economist
Office of Trade Negotiations and Analysis

GO GLOBAL Webinar Series
USA Trade Online & The Global Market Finder

Presented by Patrick Kuhn

International Trade Indicator
Economic Indicators Division
What is USA Trade Online?

The Official Source of International Trade Data

more than 17,000 import commodity codes
more than 9,000 export commodity codes

FOR RELEASE AT 8:30 AM EDT, THURSDAY, MAY 9, 2019

MONTHLY U.S. INTERNATIONAL TRADE IN GOODS AND SERVICES, MARCH 2019

Release Number: CB 19-40, BEA 19-20

MAY 9, 2019 — The U.S. Census Bureau and the U.S. Bureau of Economic Analysis announced today that the goods and services deficit was $50.0 billion in March, up $0.7 billion from $49.3 billion in February, revised.

**U.S. INTERNATIONAL TRADE IN GOODS AND SERVICES DEFICIT**

<table>
<thead>
<tr>
<th></th>
<th>March 2019</th>
<th>Feb. 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deficit</td>
<td>$50.0 billion</td>
<td>$49.3 billion</td>
</tr>
<tr>
<td>Exports</td>
<td>$212.0 billion</td>
<td>$212.0 billion</td>
</tr>
<tr>
<td>Imports</td>
<td>$262.0 billion</td>
<td>$262.0 billion</td>
</tr>
</tbody>
</table>

**Exports, Imports, and Balance (Exhibit 1)**

March exports were $212.0 billion, $2.1 billion more than February exports. March imports were $262.0 billion, $2.8 billion more than February imports.

The March increase in the goods and services deficit reflected an increase in the goods deficit of $0.5 billion to $72.4 billion and a decrease in the services surplus of $0.2 billion to $22.4 billion.

Year-to-date, the goods and services deficit decreased $5.8 billion, or 3.7 percent, from the same period in 2018. Exports increased $54.0 billion or 2.3 percent. Imports increased $58.2 billion or 2.1 percent.

**Three-Month Moving Averages (Exhibit 2)**

The average goods and services deficit decreased $3.3 billion to $50.1 billion for the three months ending in March.

- Average exports increased $2.2 billion to $209.7 billion in March.
- Average imports decreased $1.1 billion to $259.9 billion in March.

United States Census Bureau

BEA U.S. Department of Commerce

GO GLOBAL Webinar Series
Who Uses USA Trade Online?

- Small Businesses
- Manufacturers
- Local and State Governments
- Federal Government Agencies
- Congress and Policy Makers
- Foreign Governments
- Universities
Data Detail

- District and Port Level
- State
- Country
- Method of Transportation
- Track Growth Over Time
- Balance of Trade

United States Census Bureau

GO GLOBAL Webinar Series
Features

- Customized Groups
- Colorful Graphs
- Sort
- Calculate
- Export Reports
- Save Reports
## Classification Systems: HS vs. NAICS

<table>
<thead>
<tr>
<th><strong>HS</strong></th>
<th><strong>NAICS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Harmonized System</strong></td>
<td><strong>North American Industry Classification System</strong></td>
</tr>
<tr>
<td>Categories up to <strong>10-digit level</strong></td>
<td>Categories up to <strong>6-digit level</strong></td>
</tr>
<tr>
<td>Exports based on <strong>Schedule B</strong>: census.gov/foreign-trade/schedules/b</td>
<td>Industry classification</td>
</tr>
<tr>
<td>Imports based on <strong>Harmonized Tariff Schedule (HTS)</strong> - hts.usitc.gov</td>
<td>Ex: <strong>NAICS 326211</strong> (Tires &amp; Tire Parts)</td>
</tr>
<tr>
<td>Product level classification</td>
<td></td>
</tr>
<tr>
<td>Ex: <strong>Schedule B 4011.20.0005</strong> (New Pneumatic Tires for Light Trucks)</td>
<td></td>
</tr>
</tbody>
</table>
U.S. International Trade Data

Overview

The nation’s international trade deficit in goods and services increased to $50.0 billion in March from $49.3 billion in February (revised), as imports increased more than exports. (May 9, 2019)

Latest U.S. International Trade in Goods and Services Report

- Summary and Highlights

  - March imports of foods, feeds, and beverages ($13.1 billion) were the highest on record. Click here for more information.
  - The March deficit with Mexico ($9.5 billion) was the highest on record. Click here for more information.

Previous Releases

International Trade Data Sources

- USA Trade Online, our free international trade database. This software allows users to create customized reports and colorful charts detailing international trade data at different levels. All data are updated each month with the release of the latest U.S. International Trade in Goods and Services Report.
USA Trade Online

Subscribers Sign-In

SIGN-UP NOW
LOG IN
ACCOUNT

Forgot Account Information?
Login with other credentials

About USA Trade Online

The Official Source of Trade Statistics

Provided by the U.S. Census Bureau, USA Trade Online is a dynamic data tool that gives users access to current and cumulative U.S. export and import data. With multiple data sets and capabilities, USA Trade Online can assist different types of customers from a wide range of industries and fields. Manufacturers and other businesses wishing to expand their business globally can utilize USA Trade Online to identify new markets, evaluate existing markets, and perform other market research tasks. The data available through this tool can also support economists in interpreting economic news and performing academic research, as well as government and international agencies in analyzing domestic and international trade policies.

This powerful software allows users to create customized reports and colorful charts detailing international trade data at different levels. All data are updated each month with the release of the latest U.S. International Trade in Goods and Services Report.

Changes to USA Trade Online

USA Trade Online is now FREE to all users. If you are new to USA Trade Online, you can sign up for your FREE account by clicking on the “Sign-Up Now!” button.

For more details please click here.
Data Source Selection
Welcome to USA Trade *Online.*

Data are available through March 2019

<table>
<thead>
<tr>
<th>Data Type</th>
<th>Exports</th>
<th>Imports</th>
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<tr>
<td>Harmonized System (HS) District-level Data</td>
<td></td>
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</tr>
<tr>
<td>HS Port-level Data</td>
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<td>State Export Data (Origin of Movement)</td>
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<td>State Import Data (State of Destination)</td>
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<tr>
<td>NAICS District-level Data</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Quick Reports

Top Trading Partners:  
Go
A business owner has a sporting goods store and wants to expand their business to include fishing rods and wants some information on:

• How many fishing rods were imported into The United States in 2018?
• What were the top 10 countries for fishing rod imports in 2018?
• What were the average prices from each of the top 10 countries?
Data Source Selection
Welcome to USA Trade Online.

Data are available through February 2019

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Exports</th>
<th>Imports</th>
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</thead>
<tbody>
<tr>
<td>Harmonized System (HS) District-level Data</td>
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<tr>
<td>HS Port-level Data</td>
<td>Exports</td>
<td>Imports</td>
</tr>
<tr>
<td>State Export Data (Origin of Movement)</td>
<td>HS</td>
<td>NAICS</td>
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<tr>
<td>State Import Data (State of Destination)</td>
<td>HS</td>
<td>NAICS</td>
</tr>
<tr>
<td>NAICS District-level Data</td>
<td>Exports and Imports</td>
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</tr>
</tbody>
</table>

Quick Reports

Top Trading Partners
## Standard Report - Imports

Author: U.S. Census Bureau Economic Indicators Division USA Trade Online. Source: U.S. Import and Export Merchandise trade statistics. For information on confidentiality.

### Commodity

Select by: 
- Apply selection set
- Save selection set
- Upload selection list

<table>
<thead>
<tr>
<th>Members</th>
<th>Totals</th>
<th>Percentages</th>
<th>Custom groups</th>
<th>Calculated members</th>
</tr>
</thead>
</table>

Select/Unselect All Members 1-99 of 16

### Measures

- Commodity
- Country
- Country Subcode
- District
- Rate Provision
- Time

### List of Commodity Categories

- 01 Live Animals
- 02 Meat And Edible Meat Offal
- 03 Fish; Crustaceans & Aquatic Invertebrates
- 04 Dairy Products; Birds Eggs; Honey; Ed Animal Pt; Nesoi
- 05 Products Of Animal Origin, Nesoi
- 06 Live Trees, Plants, Bulbs etc; Cut Flowers etc
- 07 Edible Vegetables & Certain Roots & Tubers
- 08 Edible Fruit & Nuts; Citrus Fruit Or Melon Peel
- 09 Coffee, Tea, Mate & Spices
- 10 Cereals
- 11 Milling Products; Malt; Starch; Starch; Whl; Gluten
- 12 Oil Seeds Etc; Misc Grain; Seed; Fruit; Plant Etc
- 13 Lace; Gums, Resins & Other Vegetable Saps & Extracts
- 14 Vegetable Planning Materials & Products Nesoi
- 15 Animal Or Vegetable Fats, Oils etc & Waters
- 16 Edible Preparations Of Meat, Fish, Crustaceans etc
- 17 Sugars And Sugar Confectionery
- 18 Cocoa And Cocoa Preparations
- 19 Prep Cereal, Flour, Starch Or Mde; Bakers Ware
- 20 Prep Vegetables, Fruits, Nuts Or Other Plant Parts
- 21 Miscellaneous Edible Preparations
- 22 Beverages, Spirits And Vinegar
- 23 Food Industry Residues & Waste Prep Animal Feed

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Go Global Webinar Series

Standard Report - Imports
Author: U.S. Census Bureau Economic Indicators Division USA Trade Online. Source: U.S. Import and Export Merchandise trade statistics. For information on confidentiality, probability, or methodology, see the U.S. Census Bureau EIT table notes.

Commodity
Select by: [Apply selection set... Save selection set... Upload selection list...]

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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Default member: All Commodities

Search results for: "Fishing" or "Rods"

- [ ] 9507 Fishing Rods & Tackle; Nets; Decoys Etc; Parts Etc
- [ ] 950710 Fishing Rods, And Parts And Accessories
- [x] 9507100040 Fishing Rods (no)
- [ ] 9507100000 Fishing Rods Parts And Accessories (no)
- [ ] 9507900000 Fishing Rods, Oth Hunting/shooting Equip Pts Nesoi (no)
Standard Report - Imports

Author: U.S. Census Bureau, Economic Indicators Division USA Trade Online. Source: U.S. Import and Export Merchandise trade statistics. For information on confidentiality.

Measures

Select by:

Members

- Members 1-11 of 11
  - Select/Unselect

Default member: Customs Value (Gen) ($US)

- Customs Value (Gen) ($US) [Default member]
- Customs Value (Cons) ($US)
- Dutiable Value ($US)
- CIF Value (Gen) ($US)
- CIF Value (Cons) ($US)
- Calculated Duty ($US)
- Quantity 1 (Gen)
- Quantity 1 (Cons)
- Quantity 2 (Gen)
- Quantity 2 (Cons)
- Customs Unit Value (Gen)
- Customs Unit Value (Cons)
- Card Count
GO GLOBAL Webinar Series
### Standard Report - Imports

**Author:** U.S. Census Bureau Economic Indicators Division

**Source:** USA Trade Online

**Source:** U.S. Import and Export Merchandise trade statistics. For information on confidentiality.

#### Time

**Select by:**

<table>
<thead>
<tr>
<th>Members</th>
<th>Totals</th>
<th>Percentages</th>
<th>Time series</th>
</tr>
</thead>
</table>

**Select/Unselect:**

- 1997
- 1998
- 1999
- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2019 through February

**Default member:** February 2019

**Tips:** Use “Expand all” dropdown list to expand to a given level.
### Standard Report - Imports

**Author:** U.S. Census Bureau Economic Indicators Division
**USA Trade Online**

**Source:** U.S. Import and Export Merchandise trade statistics. For information on confidentiality protections, please see [here](#).

**Current date:** 05/03/2019 1:13 PM (Eastern Daylight Time)

**View as:** Table, Chart

**Rows 1-11 of 11**

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Measure 1 (Gen)</th>
<th>Measure 2 (Gen)</th>
<th>Measure 3 (Gen)</th>
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</thead>
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<tr>
<td>9507100040 Fishing Rods (incl)</td>
<td>Customs Value (Gen) (US$)</td>
<td>Quantity 1 (Gen)</td>
<td>Customs Unit Value (Gen)</td>
</tr>
<tr>
<td><strong>Country</strong></td>
<td><strong>X</strong></td>
<td><strong>X</strong></td>
<td><strong>X</strong></td>
</tr>
<tr>
<td>World Total</td>
<td>171,803,891</td>
<td>21,115,045</td>
<td>8,14</td>
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<tr>
<td>China</td>
<td>155,084,730</td>
<td>18,660,751</td>
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</tr>
<tr>
<td>Korea, South</td>
<td>9,968,190</td>
<td>211,102</td>
<td>19,82</td>
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<tr>
<td>Mexico</td>
<td>5,478,576</td>
<td>214,587</td>
<td>25,94</td>
</tr>
<tr>
<td>Vietnam</td>
<td>4,936,002</td>
<td>414,156</td>
<td>6,58</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>1,529,771</td>
<td>160,576</td>
<td>9,53</td>
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<tr>
<td>Japan</td>
<td>416,910</td>
<td>34,827</td>
<td>11,57</td>
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<tr>
<td>Thailand</td>
<td>228,216</td>
<td>136,260</td>
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<tr>
<td>United Kingdom</td>
<td>121,243</td>
<td>12,319</td>
<td>69,49</td>
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<tr>
<td>Italy</td>
<td>66,893</td>
<td>3,249</td>
<td>20,63</td>
</tr>
<tr>
<td>Indonesia</td>
<td>84,917</td>
<td>339</td>
<td>100,82</td>
</tr>
</tbody>
</table>
An entrepreneur runs an company that creates light protective coverings for contact lenses so that they do not break during flight. They are interested in what airports most contact lenses leave the country as to set up advertising there about the product. They want a report that answers:

- Where are the top ports for exports of contact lenses by air value?
- What is the air shipping weight at each port?
## Data Source Selection

Welcome to USA Trade **Online**.

Data are available through February 2019

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Exports</th>
<th>Imports</th>
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</thead>
<tbody>
<tr>
<td>Harmonized System (HS) District-level Data 📑</td>
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<tr>
<td>State Export Data (Origin of Movement) 📑</td>
<td>HS</td>
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<tr>
<td>State Import Data (State of Destination) 📑</td>
<td>HS</td>
<td>NAICS</td>
</tr>
<tr>
<td>NAICS District-level Data 📑</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Quick Reports

- Top Trading Partners 📑

[Go](#)
Port-level Exports

Author: U.S. Census Bureau Economic Indicators Division USA Trade Online. Source: U.S. Import and Export Merchandise trade statistics. For information on confidentiality protection, nonsampling error, and definitions, see the U.S. Census Bureau online documentation.

Measures:

- Total Exports Value (US$) (Default member)
- Vessel Total Exports Value (US$)
- Vessel Total Exports SWT (kg)
- Containerized Vessel Total Exports Value (US$)
- Containerized Vessel Total Exports SWT (kg)
- Air Total Exports Value (US$)
- Air Total Exports SWT (kg)

- The total value of goods exported.
- The value of trade through vessel ports (seaborne trade).
- The value of export shipments transported in any van-type container. (Note that containerized vessel trade is already included in vessel trade above.)
- The shipping weight of trade going through vessel ports (seaborne trade) expressed in kilograms.
- The shipping weight of export trade transported in any van-type container expressed in kilograms.
- The total value of export trade through airborne carriers.
- The shipping weight of export trade carried by airborne carriers expressed in kilograms.
Click on dimension names below and select members (on right) to include in your report.

- Measures: Port, Commodity
- Country
- Time

Port-level Exports
Author: U.S. Census Bureau, Economic Indicators Division
USA Trade Online, Source: U.S. Import and Export Merchandise trade statistics. For information on confidential

Commodity
Select by: Apply selection set... Save selection set... Upload selection list...

Members * Totals Percentages Custom groups Calculated members

Found members: Range... Default member: Total All Commodities

Search results for: "Contact" and "lens"

- 900130 Contact Lenses

United States Census Bureau
<table>
<thead>
<tr>
<th>Port</th>
<th>Air Total Exports Value (in USD)</th>
<th>Air Total Exports SVT (Ag.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago, IL (Port)</td>
<td>11,931,682</td>
<td>964,746</td>
</tr>
<tr>
<td>Atlanta, GA (Port)</td>
<td>10,409,318</td>
<td>890,409</td>
</tr>
<tr>
<td>JFK International</td>
<td>94,230,363</td>
<td>642,989</td>
</tr>
<tr>
<td>Newark, NJ (Port)</td>
<td>85,666,273</td>
<td>1,196,077</td>
</tr>
<tr>
<td>Miami International</td>
<td>75,145,534</td>
<td>1,134,280</td>
</tr>
<tr>
<td>New Orleans, LA (Port)</td>
<td>58,855,164</td>
<td>547,095</td>
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<tr>
<td>Dallas-Fort Worth, TX</td>
<td>59,045,376</td>
<td>750,847</td>
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<td>Charlotte, NC (Port)</td>
<td>58,142,853</td>
<td>746,304</td>
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<tr>
<td>Tampa, FL (Port)</td>
<td>53,900,191</td>
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<td>Washington, DC (Port)</td>
<td>36,402,922</td>
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<tr>
<td>Ft. Lauderdale Inte...</td>
<td>18,261,407</td>
<td>221,212</td>
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<td>Houston, TX (Port)</td>
<td>11,565,367</td>
<td>125,577</td>
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<td>Los Angeles Internati...</td>
<td>10,027,481</td>
<td>48,142</td>
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<td>Anchorage, AK (Port)</td>
<td>9,025,083</td>
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<td>Honolulu International</td>
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<td>Buffalo-Niagara Falls, NY</td>
<td>300,428</td>
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<td>Chicago, IL (Port)</td>
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<td>Houston International</td>
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<td>Fargo, ND (Port)</td>
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<td>Detroit, MI (Port)</td>
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<td>Data Product</td>
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<td>District Level:</td>
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<td>Domestic Indicator</td>
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<td>Port Level:</td>
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<td>6-digit HS</td>
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<td>Port/District</td>
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<td>Measures</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Time</td>
<td></td>
</tr>
</tbody>
</table>

*Unless otherwise specified "Value" is Total Export Value and General Customs Import Value
<table>
<thead>
<tr>
<th>Data Product</th>
<th>Dimensions</th>
<th>Commodity</th>
<th>Measures</th>
<th>Time Periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>District Level:</td>
<td>Commodity, Country, Districts, Measures, Time, Country Subcode, Rate Provision Code</td>
<td>Commodity 10-digit HS</td>
<td>Quantity 1</td>
<td>Monthly &amp; Year-to-Date: 2002 - Present, Annual: 1992 - Present</td>
</tr>
<tr>
<td>General Imports</td>
<td></td>
<td>Quantity 2</td>
<td>Unit Value, CIF Value, Unit Price</td>
<td></td>
</tr>
<tr>
<td>District Level:</td>
<td>Commodity, Country, Districts, Measures, Time, Country Subcode, Rate Provision Code</td>
<td>Commodity 10-digit HS</td>
<td>Quantity 1</td>
<td>Monthly &amp; Year-to-Date: 2002 - Present, Annual: 1992 - Present</td>
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<tr>
<td>Imports for Consumption</td>
<td></td>
<td>Quantity 2</td>
<td>Total Value, Dutiable Value, CIF Value, Calculated Duty</td>
<td></td>
</tr>
<tr>
<td>Port Level:</td>
<td>Port/District, Commodity, Country, Measures, Time</td>
<td>Commodity 6-digit HS</td>
<td>Value, Air Value, Air Shipping Weight, Vessel Value, Vessel Shipping Weight, Containerized Vessel Value, Containerized Vessel Shipping Weight</td>
<td>Monthly, Annual &amp; Year-to-Date: 2003 - Present</td>
</tr>
<tr>
<td>State Level</td>
<td>State, Commodity, Country, Measures, Time</td>
<td>Commodity 6-digit HS</td>
<td>Value, Air Value, Air Shipping Weight, Vessel Value, Vessel Shipping Weight, Containerized Vessel Value, Containerized Vessel Shipping Weight</td>
<td>Monthly, Annual &amp; Year-to-Date: 2008 - Present</td>
</tr>
<tr>
<td>NAICS</td>
<td>Commodity, Country, District, Measures, Time</td>
<td>Commodity 6-digit NAICS</td>
<td>General Customs Import Value, General CIF Import Value, Consumption Customs Import Value, Consumption CIF Import Value, Balance (Total Export Value - General Customs Import Value)</td>
<td>Monthly, Annual &amp; Year-to-Date: 2002 - Present</td>
</tr>
</tbody>
</table>

*Unless otherwise specified "Value" is Total Export Value and General Customs Import Value.*
Global Market Finder
An Interactive Tool for U.S. Exporters

Global Market Finder URL:
- Data by 10-digit Schedule B Code
- Search with a Schedule B number or Keywords
- Interactive Visualization That Tells a Story in a Glance
Graph and Table View for Each Visualization

Total Exports of FISHING RODS (NO)

- Country: MEXICO
- Year: 2017
- Commodity: 9507100040
- Unit of Quantity: NO
- Value: $889,608
- Quantity 1: 21,803 (NO)
- Unit Price: $40.80

B=Billions M=Millions K=Thousands
Graph and Table View for Each Visualization

Total Exports of FISHING RODS (NO)

<table>
<thead>
<tr>
<th>Country</th>
<th>Value</th>
<th>Quantity 1</th>
<th>Quantity 2</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANDORRA</td>
<td>$5,010</td>
<td>18</td>
<td>0</td>
<td>$278.33</td>
</tr>
<tr>
<td>ARGENTINA</td>
<td>$216,699</td>
<td>3,397</td>
<td>0</td>
<td>$63.79</td>
</tr>
<tr>
<td>ARUBA</td>
<td>$7,264</td>
<td>60</td>
<td>0</td>
<td>$121.07</td>
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<tr>
<td>AUSTRALIA</td>
<td>$355,025</td>
<td>3,114</td>
<td>0</td>
<td>$114.01</td>
</tr>
<tr>
<td>AUSTRIA</td>
<td>$14,580</td>
<td>312</td>
<td>0</td>
<td>$46.73</td>
</tr>
<tr>
<td>BAHAMAS</td>
<td>$2,835</td>
<td>39</td>
<td>0</td>
<td>$72.69</td>
</tr>
<tr>
<td>BELGIUM</td>
<td>$23,845</td>
<td>241</td>
<td>0</td>
<td>$98.94</td>
</tr>
<tr>
<td>BELIZE</td>
<td>$5,565</td>
<td>25</td>
<td>0</td>
<td>$222.60</td>
</tr>
<tr>
<td>BERMUDA</td>
<td>$5,466</td>
<td>115</td>
<td>0</td>
<td>$56.23</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>$214,156</td>
<td>3,881</td>
<td>0</td>
<td>$55.18</td>
</tr>
<tr>
<td>BRUNEI</td>
<td>$3,255</td>
<td>2</td>
<td>0</td>
<td>$1,627.50</td>
</tr>
<tr>
<td>CABO VERDE</td>
<td>$8,562</td>
<td>103</td>
<td>0</td>
<td>$83.13</td>
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<tr>
<td>CAYMAN ISLANDS</td>
<td>$2,886</td>
<td>45</td>
<td>0</td>
<td>$64.13</td>
</tr>
</tbody>
</table>
Time Series

Total Exports of FISHING RODS (NO)

[Graph showing total exports from 2013 to 2017]

Related Information
Data by method of transportation

Total Exports of FISHING RODS (NO)

United States Census Bureau

GO GLOBAL Webinar Series
Contact Information

Patrick Kuhn
301-763-5043
Patrick.W.Kuhn@census.gov

International Trade Macro Analysis Branch
1-800-549-0595, Option 4 or 301-763-2311
eid.international.trade.data@census.gov
Using the Market Diversification Tool

Morgan Barr
Industry and Analysis
Office of Trade Negotiations and Analysis
What Does the Tool Do?

1. Company’s Product
2. Company’s Current Export Markets
3. GO GLOBAL Webinar Series
You need **four** pieces of information to use the tool.

1. The products you currently export
2. Your current export markets
3. The markets you want to consider
4. Your company’s zip code
Eleven indicators are included in the tool’s calculations.

**Product-Specific Indicators**

1. Historic Trade
2. Potential Trade Growth
3. Maximum Average Tariff

**Country-Level Indicators**

4. Distance
5. Cost to Import (Border and Documentary Compliance)
6. Enforcing Contracts (Cost as % of Claim)
7. Rule of Law
8. FTA with U.S.
9. Landlocked
10. Language Match
11. Logistics Performance Index
Finding the Tool

• The easiest way to find the Market Diversification tool is the url:

export.gov/marketdiversification
Morgan Barr
Industry and Analysis
Office of Trade
Negotiations and Analysis

202-482-3704
Morgan.Barr@trade.gov
Upcoming Webinars

For more information on our next webinar go to:
https://www.census.gov/foreign-trade/outreach/index.html

- Opportunities in International Development: May 30

ALL WEBINARS START AT 2pm ET
## For More Information

<table>
<thead>
<tr>
<th>Exporter Challenge</th>
<th>Solution</th>
</tr>
</thead>
</table>
| Access Export Data                  | U.S. Census Bureau  
                                    www.census.gov/trade  
                                    Email: eid.international.trade.data@census.gov  
                                    (800) 549-0595 Option #4 |
| Market Diversification              | Morgan Barr  
                                    Email: Morgan.Barr@trade.gov  
                                    export.gov/marketdiversification  
                                    (202) 482-3704 |
| Help with Trade Barriers            | export.gov – Trade Problems  
                                    OR www.trade.gov/tanc  
                                    Email: tanc@trade.gov  
                                    (202) 482-1191 |