| Regional Data Assessment for Export Strategy | | |
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| **Step** | **Purpose** | **Sources of Data** |
| 1: Assess regional export performance<br>· Regional export sales trend over several years<br>  - Total and per capita<br>  - Ranked versus peer regions<br>· Number of exporting companies in the region<br>  - Change over time | Determine your region's export performance:<br>· Are regional exports increasing?<br>· Are we increasing the number of exporting companies?<br>· How do we compare to peer regions? | · https://www.census.gov/foreign-trade/statistics/state/index.html<br>  - Census Foreign Trade Stats<br>  - Total exports for major US metros<br>  - Total exports by state<br>  - Exports for top 25 HS codes (6 digit) by state<br>  - Exports for top 25 country destinations by state<br>· USA Trade online (https://usatrade.census.gov/)<br>  - Port and district level data on exports by NAICs or HS and by country or region<br>· https://www.census.gov/foreign-trade/Press-Release/edb/2016/index.html<br>  - Profile of importing and exporting companies – number of exporters by state, value of exports, and number of SME exporters and value<br>· Also see ITA state export data below |
| 2. Understand the export promotion ecosystem | Identify the programs and services that already exist to support exporters, and identify gaps where the regional EDO could play a role | · See toolkit page on "connecting companies to federal and state export assistance"<br>· Interview federal/state export promotion organizations to understand their service offerings and identify gaps |
| 3. Understand the regional base of exporters and companies in internationally traded sectors | Identify and understand the base of current exporters<br><br>Identify important tradeable clusters and industries, and assess their export performance:<br>· Regional sectors or clusters (goods and services) that represent large numbers of companies and/or employment<br>· Clusters / sectors with significant growth potential<br>· Sectors or clusters where the region has competitive strengths or unique assets<br>· State identified target industries or clusters<br>· Sectors/clusters that represent a significant number of foreign investors | · Company databases that identify exporters<br>  - Client databases of state trade offices or organizations and federal export promotion organizations (USCS, USDA regional trade orgs); while they may not share the names of individual companies, they can characterize the base of exporters in terms of sector, size<br>  - Company and manufacturing company databases, such as D&B/NETs, https://www.mni.net/ (has field "area of distribution" which can be "international")<br>· State or regional level data on export value and companies by sector/cluster and size of company<br>  - See profile of importing and exporting companies above for state level data<br>  - ITA state level export data (http://tse.export.gov/tse/tsehome.aspx), click on state trade data<br>    o Merchandise exports from each state by destination country - can find top country destinations<br>    o State exports by 3 digit NAICs codes to the world, by region, by country<br>  - Brookings Export Nation metro area profiles, https://www.brookings.edu/research/export-nation-2017/<br>· Major regional clusters and sectors |

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| | | - Harvard Cluster Mapping Project. http://clustermapping.us/region<br>- Your state department of labor (employment by industry and county or region)<br>- Census Bureau County Business Patterns. https://www.census.gov/programs-surveys/cbp.html |
| 4. Gather data on export country markets | Gather data to use to prioritize the most attractive export country markets.<br><br>Factors to consider in prioritizing markets:<br>· Identify top destinations for regional exports and major sectors/clusters<br>· Identify countries where regional exports are growing<br>· Identify export growth opportunities and plans of existing exporters, i.e. which countries are sources of growth and opportunity? (gathered through surveys, interviews, client feedback)<br>· Identify peer regions that have similar clusters or specializations, which could represent potential customers for major sectors or clusters in your region<br>· Identify countries or regions where you have partnerships, such as sister cities, academic, research, or innovation partnerships<br>· Identify regions that are close by, such as Mexico, Canada<br>· For some of the regions identified above, line up profiles of these markets to help you prioritize (GDP, growth, ease of doing business, and potential barriers such as corruption, IP protections)<br>· Identify connections to global regions that are relevant to FDI, such as countries which have made foreign investments in your region | · For top destination countries – see sources above<br>· Interviews and surveys of exporters growth – to identify current sales and growth plans (i.e. in which markets do they see growth opportunity)<br>· US Commercial Service Country Commercial Guide, www.export.gov/ccg<br>· International Trade Admin., Top Markets Reports, www.trade.gov/topmarkets/,<br>· USDA Foreign Agricultural Service. www.fas.usda.gov<br>· Web portal for global business, with country profiles, http://globaledge.msu.edu<br>· World Bank site on ease of doing business by country, www.doingbusiness.org<br>· Intellectual property protection by country, https://ustr.gov/issue-areas/intellectual-property/Special-301<br>· Food Export Country or Market profiles, https://www.foodexport.org/get-started/country-market-profiles/ |
| 5. Identify Service Gaps and the Challenges Faced by Exporters | To identify service gaps or exporter challenges that a regional EDO can potentially address | · Ask exporters about challenges and services gaps – through interviews and surveys<br>· Ask federal/state export promotion organizations about service gaps and major challenges (through interviews, surveys |