



SUPPORT FOR INDIRECT EXPORTERS

An Exporting 101 Guide

ARE YOU AN INDIRECT EXPORTER?

Are you part of a supply chain? Do you sell your product(s) to U.S. based companies that incorporate it into their goods and then sell those goods to international buyers?

Congratulations, you're an exporter, and being an exporter comes with benefits.

The principal advantage of indirect exporting for a smaller U.S. company is that an indirect approach provides a way to enter foreign markets without the complexities and risks of direct exporting. Several kinds of intermediary companies provide a range of export services, and each type of company can offer distinct advantages to your company. These include:



01

Confirming Houses

Confirming Houses are agents hired by foreign buyers to purchase products. They negotiate deals with U.S. companies and are paid a commission by the foreign buyer they represent. Information about Confirming Houses can be obtained from foreign government embassies and the U.S. Commercial Service.

02

Export Management Companies

An export management company can act as your export department, without the overhead and administrative burden of doing it yourself. Specializing by product or foreign market, (or both), export management companies already have a distribution network in place, providing immediate access to foreign markets.

03

Export Trading Companies

Similar to an export management company, an export trading company can be your outsourced export department, or they may take title to your products and sell them through their international distribution network.

04

Export Agents, Merchants or Remarketers

Are any of your business partners private labeling your products? That's what an export agent, merchant or remarketer may do, buying your product directly for you, repackaging to their specification and selling overseas at their own risk.

Some intermediary companies engage in piggyback marketing, a market strategy in which they represent another company's complementary and non-competing products in their own market

Did You Know?

Exporting not only increases revenue streams and is a hedge against downturns in other markets, it comes with benefits! Programs like the Working Capital Guarantee provide pre-export loans from a commercial lender, guaranteed by EXIM Bank, to purchase raw materials and labor, and fund overhead costs incurred to fill an export sales order.



WHAT'S NEXT?

EXIM is here to support you on your exporting journey. We offer a wide range of financing tools for your company's unique needs, as well as free consultations, educational material, exporter resources, and more. You can:



Talk to an Expert

EXIM specialists are ready and waiting in your area to give you a free consultation:

grow.exim.gov/consultationrequest



Learn Exporting Basics

This free eBook, The Basic Guide to Exporting, will teach you everything you need to get started:

grow.exim.gov/export-guide



Protect Your Business from Risk

Avoid the danger of buyer nonpayment with Export Credit Insurance:

grow.exim.gov/eci-guide



Unlock Your Business's Cash Flow

Learn how EXIM works with your lender so you can compete internationally:

grow.exim.gov/wclg-guide



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