

# Doing Business With the US

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ETS Logistika



# Nice to Meet You!

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The United States of America

**IT'S BIG**

# Even the US government can't agree on how to divide up the states into regions

Mark Ahari | May 10, 2018, 3:07 PM



"The most recent data from the U.S. Census Bureau (2007) counted 39,044 general purpose local governments, which includes 19,492 municipal governments, 16,519 township governments and 3,033 county governments. There are 50,432 special purpose local governments, which includes 37,381 special districts, 13,726 independent school districts, and 1,452 dependent public school systems."

- *The National League of Cities*

source: <https://www.nlc.org/number-of-municipal-governments-population-distribution>

Region 4: West



Region 3: South



Region 1: Northeast



Region 2: Midwest



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## Estonian-US Trade, by the numbers\*

- Almost \$1bn USD in Trade between Estonia and the US (\$913M)
- USA is the 4th largest export market for Estonia (H1 2019)
- Estonia represents 0.038% of total US trade, globally
- Estonia is ranked #84 in US total trading value
- Trade surplus with the US of approx. \$420M USD
- USA is largest trade surplus market of any of the 183 Estonia trades with globally
- Approx. \$246.25M USD in goods imported FROM the US
- Approx. \$666.48M USD in goods exported TO the US







US Customs and  
Border Protection

US Exports Are Not DIY...



# Business Customs in the US





**Be Patient. Be Persistent. It Takes Time.**





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BUSINESS NEWS | OCTOBER 3, 2019 7:12:14 AM EDT 4 DAYS AGO

# U.S. hits Scotch whisky, Italian cheese, French wine with 25% tariffs

5 MIN READ



David Sheperdson, David Lawler

WASHINGTON (Reuters) - The Trump administration slapped 25% tariffs on French wine, Italian cheese and single-malt Scotch whisky — but spared Italian wine, pasta and olive oil — in retaliation for European Union subsidies on large aircraft.



# What is the US Buying?

(from Estonia)

RANK	COMMODITY	YTD
1	Cell phones, related equipment	\$338.56 M
2	Miscellaneous machines, parts	\$41.56 M
3	Power supplies, transformers	\$27.66 M
4	Medical equipment for physicals	\$22.17 M
5	Misc. wood articles	\$14.03 M
6	Fishing rods, tackle, nets, decoys	\$10.8 M
7	Tin, unwrought	\$10.22 M
8	Parts for heavy machinery	\$10.02 M
9	Centrifuges, filters, machines and parts	\$9.31 M
10	Automatic Goods-Vending Machines, Parts 8476	\$8.75 M

What Products Does the US Market Need?





# How Should You Enter the US Market?

Do your research:

→ Talk

→ Visit


→ Don't Assume



# How Should You Contact a Potential Buyer?

- LinkedIn, over email
- Email, over calls
- Calls, when mutually agreed



A man with short brown hair and a light beard, wearing a white dress shirt, is shown in profile from the chest up. He is holding a black smartphone to his ear with his right hand and looking off to the side with a serious expression. The background is a plain, light-colored wall.

Phone,  
Face-to-Face,  
or Virtual?

A surreal image depicting a man in a grey shirt and dark pants sitting on a small, yellow desk. He is talking on a corded telephone. The desk is surrounded by a massive, chaotic storm of papers, forms, and documents that appear to be falling or blowing around him. The background is a dark, cloudy sky with a bright light source, possibly the sun or moon, creating a dramatic, overcast atmosphere. The overall scene conveys a sense of being overwhelmed by a large volume of paperwork and administrative tasks.

**Navigating Taxes,  
Customs, and Logistics**

# *Export Partner Search (EPS)*



# What is Estonia Buying?

(from the United States)

RANK	COMMODITY	YTD
1	Almonds, walnuts, pistachios, hazelnuts, etc.	\$27.93 M
2	Coins	\$25.15 M
3	Aircraft, Spacecraft, Satellites	\$24.04 M
4	Self-propelled heavy construction machinery	\$12.54 M
5	Computer chips	\$12.04 M
6	Tractors	\$10.59 M
7	Bombs, grenades, cartridges, parts	\$9.85 M
8	Titanium, including waste and scrap	\$8.98 M
9	Cell phones, related equipment	\$8.68 M
10	Wood, sawed or chipped, greater than 6 meters thick	\$7.13 M



# Exchange Rates

(And You)

# Estonia's high-level international business visits

See visits to the map

Fill out the interest form



# Questions? Let's Chat!

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*Aitäh!*