
Exporting 101- Getting Started

Why Export? In a Nutshell: Profits

Virginia's manufacturing and services companies exported \$70 billion in 2023, product exports were valued at \$25 billion, and services exports were valued at \$45 billion. The profits generated by those exports are substantial even for small companies. In fact, almost 98% of U.S. exporting companies had fewer than 500 employees in 2021. It is now easier than ever for businesses, no matter how small, to sell goods and services around the world.

Where to Start

Exporting is a big step for many businesses, and there are six topics that must be understood before pursuing international sales. The better prepared a business is for exporting, the more successful it will be.

1. [Determine HS Codes](#)
2. [Understand Export Regulations](#)
3. [Select an International Market](#)
4. [Respond to Inquiries](#)
5. [Financing & Payments](#)
6. [Ship Your Product](#)

Click on each topic to learn more, or [click here](#) to download all Exporting 101 topics.

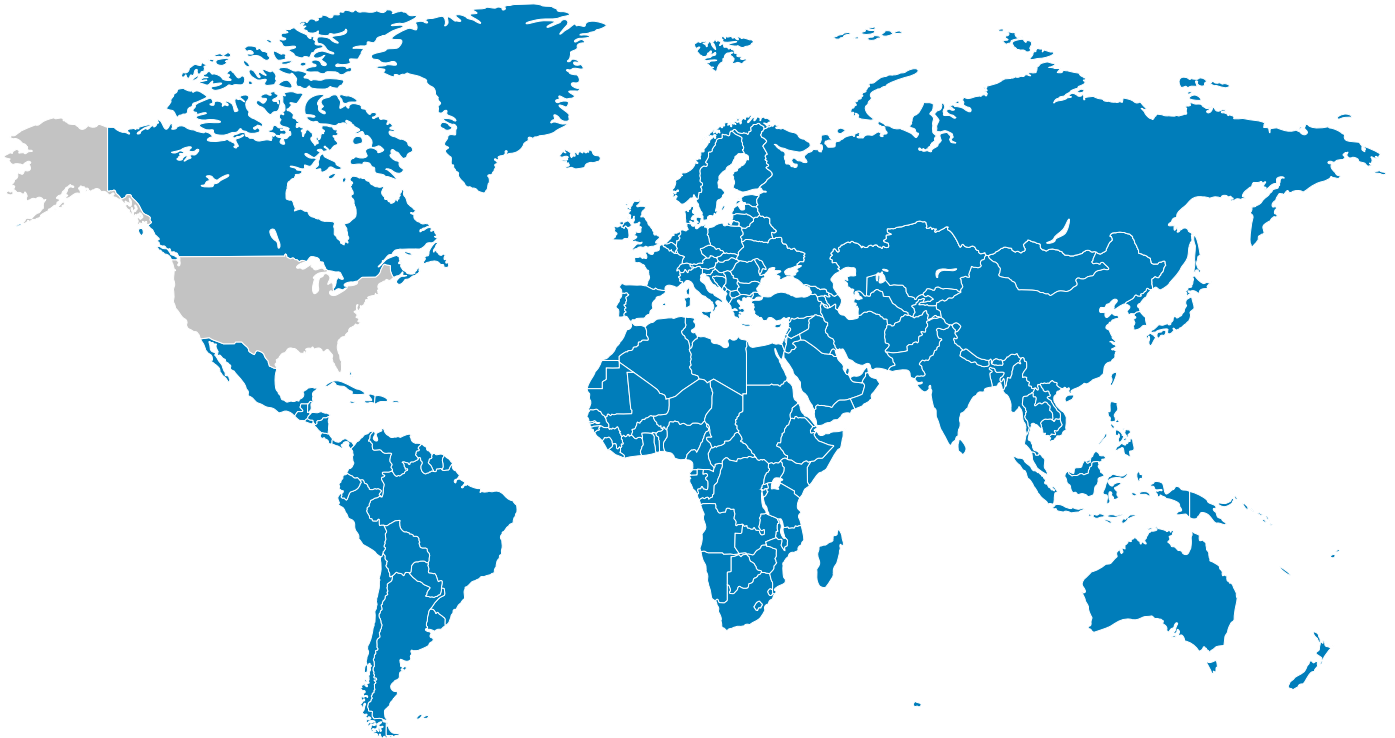
95%

of the world's consumers live
outside of the **United States**

Exporting is one of the best ways to help a business:

- Increase sales and profits
- Sell excess production capacity
- Reduce dependence on existing markets

Source: S&P Global (IHS Markit - Global Trade Analytics Suite); WISERTrade; U.S. International Trade Administration, U.S. Commercial Service



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Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website, ExportVirginia.org.

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