

SAMPLING OF COMMON EXPORT TERMS AND ACRONYMS

Numerous terms and acronyms have become commonplace in the export world. Below is a sampling of these:

- **National Export Initiative (NEI):** An initiative launched by the Obama administration that outlines a set of steps to double U.S. exports between 2009 and the end of 2014, since exports are believed to create jobs and boost the long-term economy of the United States
- **U.S. Export Assistance Center (USEAC):** Located in major metropolitan areas throughout the United States, USEAC's are one-stop shops designed to provide businesses with local export assistance by professionals from the U.S. Department of Commerce (U.S. Commercial Service), the U.S. Small Business Administration, the U.S. Export-Import Bank and other public and private organizations
- **Gold Key Matching Service (Gold Key):** A U.S. Dept. of Commerce fee-based service that assists businesses in the United States with transactions and planning that take place overseas. The assistance includes travel planning, interpreters, and a service that matches American businesses with relevant potential clients, partners, and legislators who can help increase exports. This is one of several matchmaking services the U.S. Department of Commerce offers, in addition to activities related to foreign and domestic trade shows, as well as trade missions
- **District Export Council (DEC):** DECs are organizations of international trade professionals based in local communities who use their knowledge and international business experience to act as peer consultants to small- and medium-sized businesses that want to export their products into markets outside of the United States
- **Small- and Medium-Sized Enterprises (SMEs or SMBs):** In the United States, businesses which employ less than 500 people, adjusting for revenue and ownership structure. In 2010, SMEs made up 98 percent of all exporters and produced nearly 34 percent of all goods exports sales in the United States²⁷
- **New-to-Export (NTE):** A business or firm that has just begun to explore exporting goods or services for the first time and must take into consideration all the factors that may pose specific challenges or advantages to selling goods in the global market
- **New-to-Market (NTM):** A term used to describe exporting firm's ready to enter into either a new market or a new segment of a current market
- **Centers for International Business Education and Research (CIBER):** A program initiated by the U.S. Department of Education to support and advance research that looks at U.S. competitiveness in global markets and better prepares businesses and future employees for international participation, with a focus on SMEs. The 33 CIBERs are primarily housed within the business schools at major U.S. research universities²⁸
- **International Traffic in Arms Regulations (ITAR):** A set of laws that bans the sharing of all U.S. information regarding military and defense technology with institutions both inside and outside of the country; in the study of exports, it is debated as to whether ITAR is detrimental to commercial interests or crucial for defense and foreign policy purposes