

COUNTRY INFORMATION SHEET: USA



Why Select the American Market?

Reasons to plan and risk entry to the US market are:

- 327 million consumers in 2017 – five times the number in Britain; purchased £46 billion of UK-exported goods during 2017, similar to the amount in 2016
- the USA is the No. 1 buyer for UK goods
- the UK is the seventh largest supplier of goods to the USA, with 1.8% of the market
- English spoken, culture understood, and easy communication
- per capita gross domestic product of \$59,500 (World Factbook 2017) means high spending power
- British music, media and art has taken the USA by storm: good rewards exist for the right product or service
- exporters enjoy visiting the USA, business can be rewarding.

Summary

One of the OECD countries. There are 50 states in the Union, including Alaska and Hawaii. Member of the North American Free Trade Agreement (NAFTA).

Cities

Capital: Washington DC

Principal Ports

Baltimore, Boston, Charleston, Jacksonville, New York, Norfolk, Philadelphia, Port Everglades, Savannah, Wilmington.

Population 326.9 million

International Country Code

US

Language(s)

English

Challenges

- It is not a starter market for inexperienced UK exporters: many other smaller, closer markets can be more profitable in the short/medium term.
- The size of the US market often means smaller exporters find it tough to service and respond to clients' needs across the distances and four time zones.
- The USA can monopolise a smaller firm's resources, especially when individual states have their own regulation layer above the federal ones.

For more
in-country
support
and advice

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DOCUMENTATION GUIDE

CERTIFICATE OF ORIGIN

Not mandatory for shipments from the EU but may be requested by the importer. Required for meats and certain animal by-products. Markings must appear in a conspicuous place and be "large and clear"..

Origin marking: US customs laws generally require each imported article produced, repacked, manipulated, reshipped or substantially transformed in a foreign country to be marked in a conspicuous place as legibly, indelibly and permanently as the nature of the article permits in order to indicate to the ultimate purchaser in the USA the name of the country of origin in English.

Note: EU Origin is not acceptable, it should clearly indicate the relevant EU Member State where the goods originated.

COMMERCIAL INVOICE

Invoices to be issued in four signed originals in English. Invoices must include a full and accurate description of goods (if textiles or chemicals to include the exact composition of the goods), first six digits of the commodity code (HS code), transport details, weights and dimensions, value and currency of the supply including separate indication of additional costs such as freight and insurance and stating if discounts apply, plus currency and exchange rate (and whether fixed or agreed), the shipping term (the Incoterms® 2010 rule,, country of origin, and the full addresses of all parties concerned.

Note:

1. The US system of "informal entry" for consignments valued at under US\$1250, allows the use in such cases of a less detailed invoice, however there are several types of products that may not be imported under this system, including footwear, furniture, headwear and textiles.

2. In order to facilitate customs clearance under an automated system, exporters should show an individual identification code on their invoices. Once established, this number should be used on every shipment. Goods arriving in the USA without this identity number will be delayed due to additional processing. The code number is constructed by using the ISO code for the exporter's country (ie GB) followed by the first three letters of export company's name(s) (1st and/or 1st and 2nd words of name only – ignoring initials, plc, Ltd), followed by number shown in street address (ignore if no street number used), followed by first three letters of town or city.