

U.S. Census Bureau *The Official Statistics*



Foreign Trade Statistics

**YOUR KEY
TO TRADE**

Foreign Trade Division

Mission of Foreign Trade Division

The Foreign Trade Division formulates, develops, and implements plans and programs for the collection, processing and dissemination of statistical data relating to the United States merchandise trade with foreign countries and U.S. possessions.



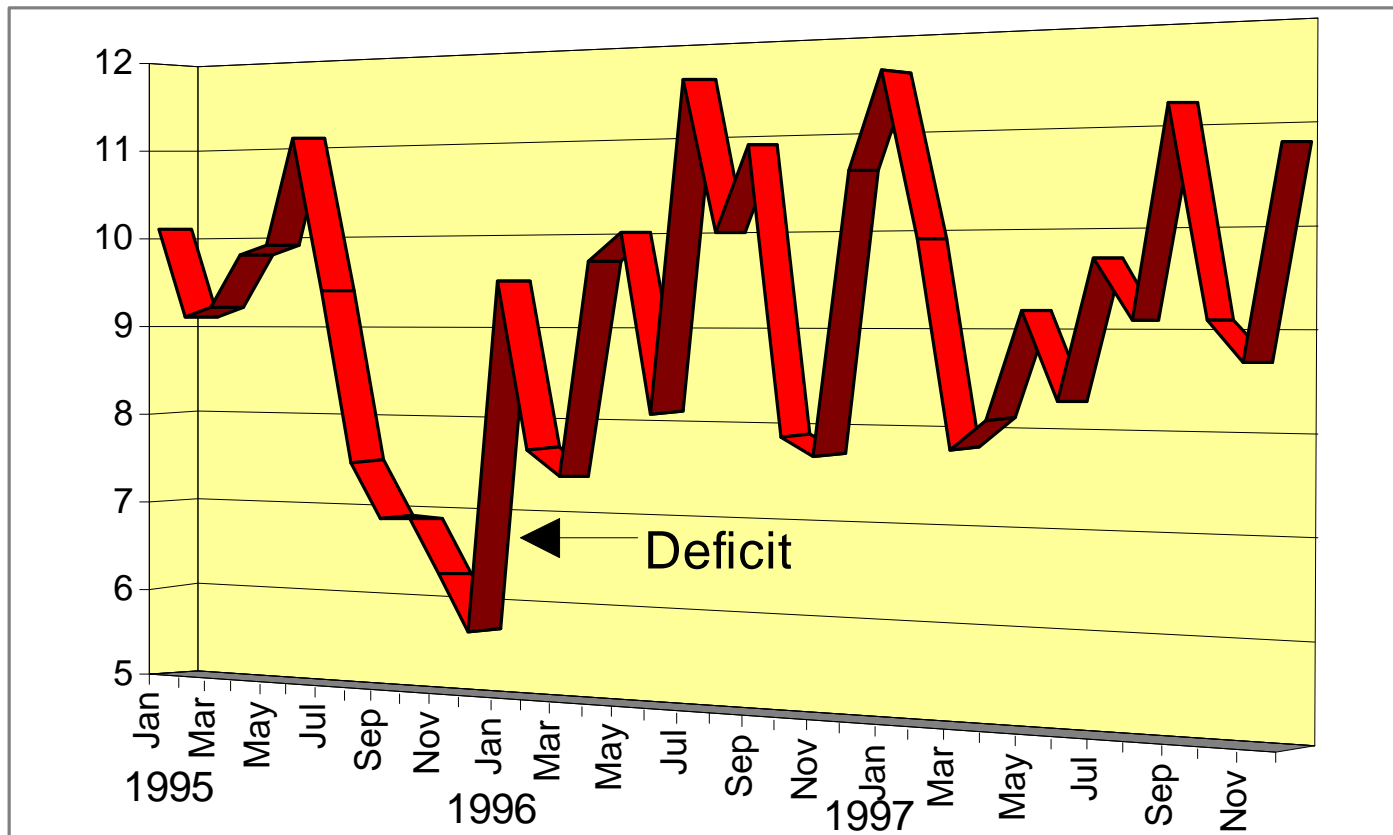
Importance and Use of Trade Statistics

- Macro level
 - Impact on investment decisions - stock market
 - Impact on interest rates - FRB
 - Exports - GDP - 4% in 1960, over 11 % now
- Micro level
 - Market share
 - Assess competition
 - Trade negotiations

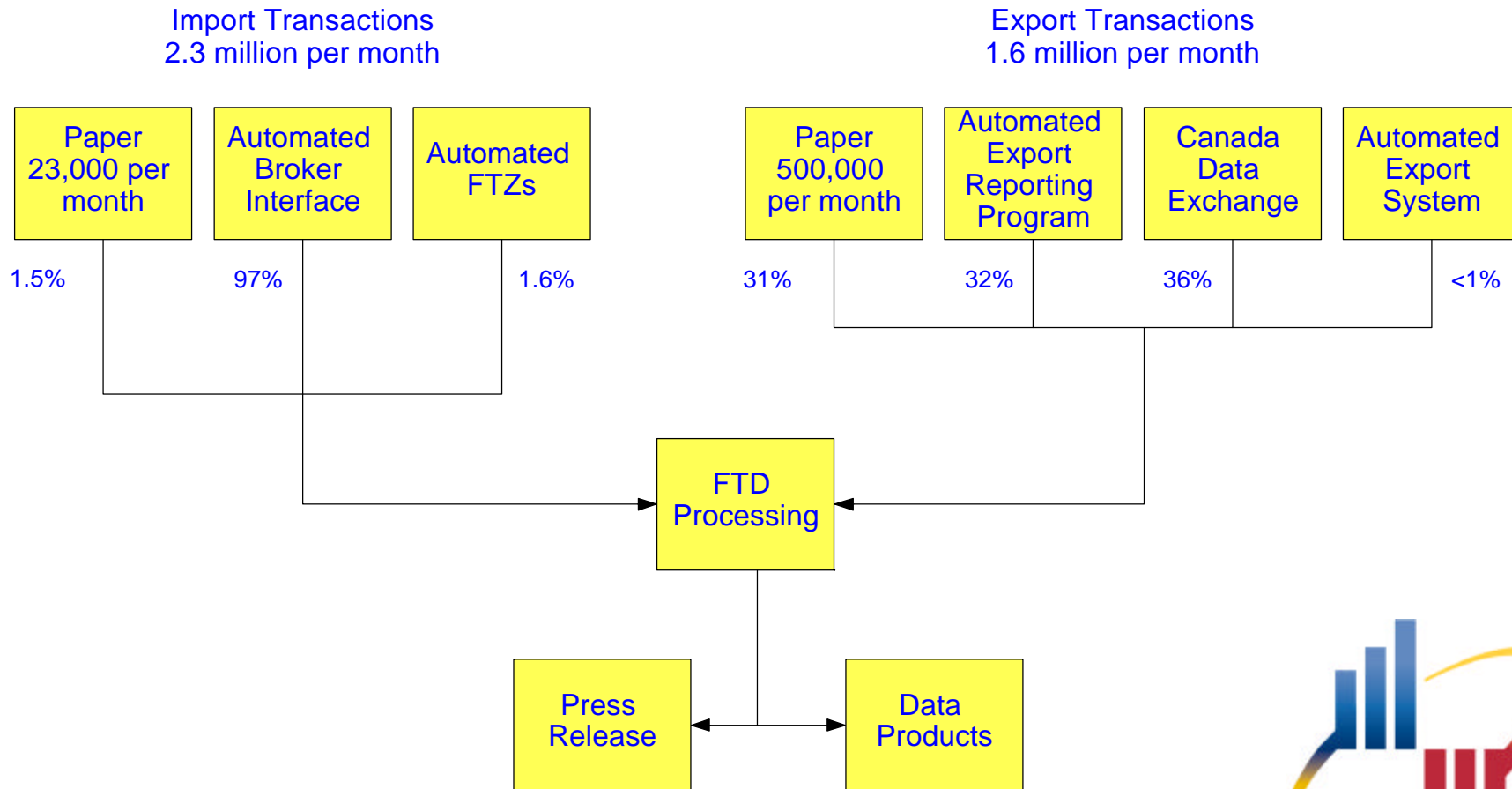


Principal Economic Indicator

U.S. International Trade in Goods & Services



Monthly FTD Processing



FY 1999 Foreign Trade Division's Goals

- Provide measurable improvements in the quality, coverage, and timelines of merchandise trade data released to the public.
- Reduce reporting burden and administrative cost on the trade community.
- Reduce Foreign Trade Division processing cost.
- Increase the visibility of the Foreign Trade program.



FY 1999 Foreign Trade Division's Goals con't

- Improve current data products and develop new data product.
- Expand the marketing of foreign trade data products.
- Develop and implement an outreach and education program



Strategies For Accomplishing FY 99 Goals

- Expand electronic filing of the Shipper's Export Declaration (SED).
- Offer an Internet filing option for the SEDs.
- Expand the marketing efforts of AES Marketing Team.
- Conduct data product marketing and data dissemination activities to increase customer base and use of trade statistics.



Strategies For Accomplishing FY 99 Goals con't

- Partner with other groups to develop and market data products.

For examples:

- STAT_USA
- Statistics Canada
- National Chamber of Commerce
- Private Companies



Strategies For Accomplishing FY 99 Goals con't

- Partner with other agencies and groups to conduct outreach and education to inform the trade community about program requirements.

For example:

- U.S. Customs Service
- Bureau of Export Administration
- U.S. Foreign Agricultural Services
- Export Assistance Centers (ITA)



Strategies For Accomplishing FY 99 Goals con't

- State Economic Development Center
- SDC/BIDC
- Attend trade shows/conference to market data products and programs requirements.
- Develop and implement performance measures to quantify successes.
- Create models within the division that reflect the keys to success.



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Or, check us out on the Internet:
<http://www.census.gov/foreign-trade/www/>



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U.S. Department of Commerce

National Trade Data Bank

U.S. International Trade Data Products

USA Trade

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TRADE

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-Jerry A. Acclari
PCI

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-Dennis Maxfield
Parmax, Inc.



Available Data Products

- Foreign Trade Division's Internet site
- Selected commodity subscription service
- USA Trade CD-ROM
- U.S. Imports of Merchandise Trade CD-ROM
- U.S. Exports of Merchandise Trade CD-ROM
- U.S. Imports History CD-ROM (5 yr. Summary)



Available Data Products con't

- U.S. Exports History CD-ROM (5 yr. Summary)
- Canada/U.S. Trade Analyzer
- Port Data
- State export data



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success

IN FOREIGN TRADE DIVISION
IS ACHIEVED THROUGH...



TEAMWORK

INITIATIVE

ACCOUNTABILITY

RELIABILITY

COMMITMENT

RESPONSIBILITY

DEPENDABILITY

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