

Increase Your Online Sales in the Global Marketplace: E-Commerce and Digital Opportunities for Businesses

If you're not using e-commerce to expand your business, you could be missing out. 95% of the global population lives outside of the United States and these consumers represent 2/3 of global purchasing power. E-commerce provides an opportunity to reach these potential customers and the good news is it's never been easier.

The federal government has some great resources to help get you started.

- [SBA Loan Guarantees](#) – Enter, grow and protect your products with one of SBA's international trade finance programs. **Export Express**, our most flexible trade finance product, can be used to start and promote your export activities. SBA's **Export Working Capital Loan** line of credit can support export transactions from purchase order to collections.
- [SBA's State Trade Expansion Program \(STEP\)](#) - Offset the cost of internationalizing your website, translation services, and other necessary expenses to reach new online markets through a STEP grant.
- [SBA's Resource Network](#) - Explore local resources, attend e-commerce trainings, and receive counseling from SBA District Offices, Small Business Development Centers, Senior Core of Retired Executives (SCORE) chapters, and Women's Business Centers. We are ready to provide the e-commerce expertise to help you succeed.
- [U.S. Department of Commerce's E-Commerce Innovation Lab](#) – Leverage e-commerce channels for your online sales with valuable tools and resources from the U.S. Department of Commerce. For a small fee, the E-Commerce Innovation Lab can provide an in-depth analysis about your website's international strengths and weakness. Your costs may even be eligible for STEP grants. To request services or offer to provide services, visit the [Website Globalization Review Gap Analysis](#) page.
- [U.S. Department of Commerce's Gold Key Services](#) – Make pre-screened and pre-qualified appointments with up to five interested partners in a foreign market, for a fee. Full Gold Key Services include identification and outreach to potential matching firms, providing client's information to identified matching firms, preparing a profile of interested firms, appointments and providing a report with the profile and contact information for interested firms. STEP grants may be available to offset Gold Key services.

- [U.S Department of Commerce’s Local Trade Experts](#) and [Digital Attaché](#) – Develop your global strategy with free information from an International Trade Specialist and a Digital Attaché to assist in crafting a digital plan compliant with international trade laws .
- [U.S Department of Commerce’s Market Diversification Tool](#), [Country Commercial Guides](#), and [Market Intelligence](#) – Identify new markets with these no-cost services. The country commercial guides even have a section outlining a country’s e-commerce environment. If you are looking for industry and country information for your agricultural products, the [USDA GAIN Reports](#) can assist you.
- [U.S. Department of Agriculture’s State and Regional Trade Groups \(SRTGs\)](#) – Combine your SBA services and products with USDA. USDA’s SRTGs provide specialized assistance for marketing food and agriculture products online internationally.
- [U.S. State Department’s Direct Line for American Business](#) – Facilitate your access to foreign markets with valuable information on investment or export opportunities, business climates, and specific sectors provided by over 270 embassies and consulates in over 190 countries.
- [Information on selling in the UK](#) – Discover the business opportunities in the United Kingdom, one our top trading partners and a leading e-commerce market, with this overview of their e-commerce landscape.
- [E-Recordation](#) – Small businesses with U.S. trademarks and copyrights can take steps to protect their rights at the U.S. border by recording their rights with CBP to stop the importation of any infringing goods. [SBA’s International Trade Loans](#) can also be structured with help from our [Export Finance Managers](#) to also build in foreign intellectual property rights costs into SBA guaranteed loans and [SBA STEP](#) assistance may be available to cover USPTO services for trademark, copyright and even patent applications through international agreements.

For additional information about SBA and interagency support for e-commerce, navigating regulatory, digital taxes, tariff and VAT fees, or getting started in international trade contact the SBA International Trade Ombudsman Hotline at (855) 722-4877 or international@sba.gov.