**SECTION 14: INTERNATIONAL TRADE**

Due Diligence Procedures for International Trade (Session 13):
List the following:

**Export Counseling:** List your sources of counseling including your export legal counsel.

**Export Readiness:** Describe the economic reasons and justification for your plans. Outline the personnel, budget and procedures you plan to implement.

**Agent/distributor Agreement:** Provide a draft of your agent/distributor agreement and the agents/distributors you are considering to do business with.

**Analysis of Competitive Considerations:** Explain the due diligence resources to be used in the evaluation opportunities including appropriateness for your business.

**Evaluation of Country Risk:** Explain the resources to be used in the evaluation of country risk (is the country in good standing?) including potential sources of financing.

**Describe your plans** to insure protection of your intellectual property rights.

**Describe your marketing and advertising plans.**

**Evaluate potential problems** regarding product adaptation to standards and measurements.

**Describe the licensing requirements** for export or import of the product or service you plan to market in international trade.