

every•day•trade

MAIN STREET AMERICA

All across the United States, businesses are increasing their numbers of foreign customers and sales. Here is a typical snapshot of Main Street America and some of the services that you may not have known are exports.

Travel/Tourism

When international travelers from around the world visit the United States, it is an export. For example, Hawaii is a much sought after destination by international travelers, and tourism actually drives 23 percent of its economy.

College/University

Classroom diversity is an ever-growing dynamic across America. International students are increasingly seeking the educational services of top-notch American universities. When the international student pays for tuition, it is categorized as an export.

Architecture Firm

Not all exporters are easy to recognize—you could be standing right next to one. Architects and engineers are constantly creating beautiful buildings all around the world. When a U.S. architectural firm designs a building for an international company in Dubai, it counts as an export.

Software Developer

Exports are not just manufactured goods but are service related, as well, like when a non-U.S. airline looking to increase efficiency hires a U.S. software developer to design self check-in kiosks. The service rendered by the U.S. software company is an export.

Financial Services

Today, small and large companies provide financial services abroad. The U.S. financial services industry exports billions of dollars of services. When a non-U.S. citizen uses a major credit card, checking services of a U.S. bank, or buys life insurance from a U.S. insurance company, these are examples of exports.

