

now the import regulations of foreign governments before you enter the market.

Foreign Import Regulations

All countries require documentation for imported products and have certain regulations that must be met to ensure safety, quality, and conformity.

Requirements vary country-to-country. In many cases, U.S. exporters will face additional regulations, testing, labeling, or licensing requirements for their products before they can sell to foreign markets. When developing a time frame for your export plan, be sure to take these potential factors into account in your international market research.

Foreign Import Regulations, the fourth of five videos in the Plan Your Market Entry Strategy set, provides a roadmap for addressing these issues.

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