

39 basic tools for international trade

There are lots of good sources to learn, University and professional/continuous training organizations, private companies or with the help of consultants, organizations and public bodies of all kinds (e.g., www.icex.es, www.plancameral.org).

Information flows at a faster pace during the last 25 years, it was impressive and it enjoys exponential growth; here, we will mention **useful links and apps to go ahead with the day to day of the export process.**

There are a few little helps that we can enjoy **mobile** (most of these apps have their web version too); they are [Google translate](#) (translator), [Xe currency](#) (currency), [CityMapper](#) (transport options in cities, including US major cities), [CultureCompass](#) (etiquette, culture and society), [FlightAware](#) (when is gonna land your flight? Is your client going to be late?) and, very useful for professional networking ([Linkedin](#) and [Xing](#), "relationships" in German-speaking countries).

Most of the information is not in apps -not yet-, but on the **web**. I'd mention [UFI](#) (international fairs), [global electric guide](#) and [additional infos](#) (can you think about your loved devices not working in your destination, what a mess!), www.convert-me.com (unit converter), [EU translation](#) (various resources and services, including a "style guide" for unambiguous writing), [surveys, analysis](#) and [public opinion](#), [Esomar](#) (market research companies and [data solutions](#)), www.dnb.com (credit risk! and more), trademarks and patents in the [EU](#) and the [USA](#), world customs organization (yes, from there you can access the "HS" -Harmonized Commodity Description and Coding System, a worldwide version of "TARIC"- the European system), industry standards for [global](#) and [regional](#) markets, information on [electronic markets](#) and [trade leads](#), [access to EU markets](#), [country risk](#), [statistical data by country](#) (and [other comparative figures of commercial interest](#)), [time/dates of interest](#) and [holidays](#) (perhaps your activity is delayed because a partner is enjoying the "golden week").

Finally, and in order to have a **general overview of countries**, instead of dense sources such as the OECD, the World Bank or the IMF, I think it is more useful to check the [CIA Factbook](#), compact, reliable and able to save our precious time. Same thing for www.fita.org, which happens to offer -some of the other sites we mentioned before also have that option-, a non-invasive newsletter, to keep us informed of their interesting updates; useful, only in German this time, is also the information of the [IHK Hannover](#) (ISO currency and country, vehicle plates, FTAs and preferential agreements, a smaller version -in English-, [here](#)).