

Cross Border Business Law Blog

Resource for Doing Business in the U.S. – Installment #4 – Selling Goods in the United States

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Imagine that you've had great sales of your product in your home country and you attend an international trade show, where a representative of a famous company from the U.S. approaches your booth. Perhaps the rep tells you that there's nothing like your product available in the U.S. and it's guaranteed to be a hit. Can they represent you, the rep asks. Suddenly the potential of the U.S. market opens up and you see dollar signs everywhere. But where do you begin?

It all depends on the perceived opportunity. If a foreign enterprise wants to sell its goods in the U.S., it usually starts small and gradually increases its investment. Our [next installment](#) of the Resource for Doing Business in the U.S. describes the different approaches a business might take to sell its wares in the U.S.

- We start with the simplest of legal structures (a simple buy and sell transaction)

- We then describe the other types of structures through which such sales might occur, including distribution and sales agency relationships.

- We also highlight some of the most salient considerations to keep in mind at the outset:

- Compliance with customs;

- Anti-dumping considerations; and

- Other federal laws governing goods entering the U.S. market.

However, stay tuned for future installments of our guide, which will address other considerations and legal risks associated with entering the U.S. market to sell goods or services. This will include information on products liability laws, consumer protection laws, environmental protection laws, intellectual property laws, antitrust laws and the like. Today's installment is merely to provide an initial introduction to the topic of selling goods in the U.S., and to provide our readers with the key points to first consider when exploring the U.S. market.

Tags: anti-dumping, buy and sell transaction, compliance with customs, distribution, foreign enterprise, sales agency relationships, selling goods, U.S. market