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INTERNATIONAL TRADE COMPARISON EU-USA
AND THE EFFECT ON CASE COMPANY'S TRADE

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KANSAINVÄLISEN KAUPAN EROT
USA-EU VÄLILLÄ JA NIIDEN VAIKUTUS TOIMEKSIANTAJA
YRITYKSEN KAUPANKÄYNTIIN

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Tämän opinnäytetyön tarkoituksena oli tutkia kansainvälisen kaupan eroja USA:n ja EU:n välillä. Opinnäytetyössä keskityttiin pienen toimeksiantajayrityksen mahdollisuuksiin kansainvälistää kaupankäyntiänsä. Erityispiirteinä opinnäytetyössä keskityttiin uuden maahantuontiyrityksen suunnitelmaan löytää vientiyritys USA:sta ja solmiatuonti sopimus. Opinnäytetyössä tutkittiin myös tapoja, joilla toimeksiantajayritys menestyksellisesti pystyisi tuomaan rahdin EU:n sisäpuolelle Suomeen. Tutkimuksen erityispiirteinä olivat tuontiin vaikuttavat tekijät; tulli, Evira (elintarviketurvallisuusvirasto) sekä logistinen suunnittelu. Toimeksiantajayrityksen tietoisuus kasvavista markkinoista alallaan johti tämän opinnäytetyön tekemiseen.

Opinnäytetyön teoriaviitekehys on rakennettu kansainvälisen kaupan ympärille niin, että se vastaa toimeksiantajayrityksen mahdollisia toimia aloittaessaan maahantuontinsa USA:sta. Ensimmäinen osa teoriaviitekehuksesta esittelee suunnitelmaa mistä toimeksiantajayrityksen tulisi aloittaa. Jälkimmäiset osat kuvaavat taas niitä toimia joita tulee tehdä, jotta yritys saisi tavarat tuotua Suomeen menestyksellisesti.

Tässä tutkimuksessa käytettiin sekä kvalitatiivisia tutkimusmetodeja sekä havainnoivia tutkimusmetodeja. Tutkimusmenetelmät valittiin, jotta saatiin mahdollisimman syvällistä ja laadukasta tietoa niiltä henkilöiltä, joita tarvittiin antamaan neuvoja ja ohjeita toimeksiantajayritykselle. Tutkimuksessa käytettiin teemahaastatteluja, joissa haastateltiin toimeksiantajayrityksen mahdollisia asiakkaita, kuljetusyrityksen työntekijöitä sekä erinäisiä virkamiehiä, jotka ovat maahantuonnin asiantuntijoita. Teemalomakkeiden pohjalta tehtiin myöskin yhteenvedot sekä analysoinnit.

Opinnäytetyön tuloksina saatiin kerättyä kattava käsikirja ja ohjeistusopas toimeksiantajayritykselle, jonka avulla tämä voi aloittaa maahantuontinsa. Käsikirja sisältää tarvittavat tiedot maahantuontiin vaikuttavilta tahoilta sekä kattaa tarvittavat lomakkeet tuonnin mahdollistamiseksi.

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The purpose of this thesis was to study the International Trade comparison between USA and EU. The research concentrated on a small case company's possibilities to internationalize their business. The objectives of this study were to find an export company from USA and to establish an import contract.

In this research the purpose was as well to study the possibilities to import the goods successfully to EU and Finland. In addition the study researched the factors affecting the import actions; customs, Evira (Finnish Food Safety Authority) and the logistics. The need for this study was originated from the case company's awareness of the growing markets and the desire to operate internationally and in larger domestic markets.

The conceptual framework of this study was built around the international trade in a manner that it responds the case company's possible actions when it starts their trade with the USA. The first part of the conceptual framework presents the plan how to start the import, the later part of the framework describes the actual steps of the import that the case company needs to take in order to import the goods successfully to Finland.

The research methods that were used in the study were qualitative and observational. The research methods were chosen to receive as in-depth information from those persons who were in the position that gave the right solution and guides to the case company. In the study were used qualitative interviews and the respondents were possible customers, transportation company's employees and officials. The summaries and analyses were made on the basis of the interview guides.

The results of the research were a comprehensive handbook and guidelines to the case company. With the handbook and guidelines the case company is able to start their import from USA. The handbook provides the needed information from authorities affecting the import actions; in addition the handbook provides the needed forms that enable the successful import.

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1 INTRODUCTION

This thesis presents the international trade theory between European Union and the United States. The research is going to concentrate on the trade differences in the field of animal food and accessories within the import / export actions.

In addition the research is going to concentrate on a small trading company. The purpose is to study the trade actions and possible barriers when importing animal food and products from the United States (North-America). The thesis will also discuss the different operational environments meaning the culture and business operations between the case states.

The thesis will concentrate on how the case company is able to start the trade with USA. In addition the thesis presents guidelines to a starting trade company on how to start the trade by providing a handbook that includes the steps where to start and what actions should be taken.

The purpose of the thesis is to help the starting trading company to successfully operate in an international context. In addition the thesis will try to find recommendations and suggestions how to start the trade as well as to help the company to use right kind of logistical solutions and find out what kind of legal policies there are when trading outside EU, meaning the customs in the both ends and other authorities that are involved in the trade.

2 INTERNATIONAL TRADE

International Trade is all business transactions that involve two or more countries; the trade is done between private or governmental companies. Companies undertake such transactions for profit. This thesis will concentrate on the private companies and the trade between them. (Daniels.2002, 8-9)

One example of international trade action includes buying materials in one country and shipping them to another for processing or assembly, shipping finished products from one country to another for retail sale. Domestic business involves only transactions occurring within the boundaries. International business can differ from domestic business for a number of reasons, such as the countries involved may use different currencies, meaning that at least one party has to convert its currency to another, the legal systems of the countries may differ, forcing one party to adjust their practices to comply with local law and the cultures of the countries may differ, forcing each party to adjust its behavior to meet the expectations of the other. As the business changes to international the business people must be aware about the cultural, legal, political and social differences among countries. (Griffin.2005, 5)

The benefits from the development of international trade are numerous, including making a wider range of goods or services available to larger markets. Lower productions costs through economies of scale and technology contribute to lower prices to the end consumer.

International trade increases competition and prevents the monopolistic control of the home market by local producers. It provides a motivation to economic growth, developing technology and raising living standards. Importation provides wealth to the economy and opportunities arise to exchange ideas and develop the infrastructure of a country or region and its resources. Trade also develops beneficial links between countries.

The rapid growth in international trade and specialization raises the question of the economic reasons for trade. The key to this question lies in the theory of comparative advantage; a nation can raise its standards and real income by specializing in the production of those commodities or services in which it has the highest productivity or comparative advantage. The benefits of the trade may also lie in the transport costs of the goods which are imported. The costs of the transportation will determine whether the trade is profitable or not. (Branch.2002, 8-10)

2.1 Import Strategy

When a company transfers its operations international the company should consider its mission, its objectives and the strategy. (Daniels.2002, 8-9) In the chapter 7.1 Import strategy the thesis explains the strategies of the case company. There are two different types of considerations for potential importers when import strategy must be planned: procedural and strategic. Procedural considerations relate more to the rules and regulations of the customs agency of a country when the strategic issues refers to the long-term reasons why a company would rather buy products from foreign than domestic sources.

There are many procedural steps that need to be considered by an importer once a foreign source for products has been determined. The steps include; shipping the products to the importing country by air, land or sea, clearing customs, paying to the exporter, storing the products until they can be sold, selling the products and collecting the payment.

Import actions require a certain degree of expertise especially in dealing with institutions and documentation, which a company may not have acquired. This is about to help the international trade process also with the documentations and gives guidelines where to get all the materials needed for the import actions.

If the company does not have the expertise that is required to successfully import the goods the company may choose to work through an import broker or freight forwarder (logistics service provider). The import broker is a person who attains various governmental permissions and other clearances before forwarding necessary paperwork to the carrier that is to deliver the goods from the dock to the importer. Import brokers in the United States for example are certified as such by United States Customs Service to perform the functions necessary to bring products into the country. In some cases personnel working for intermediaries such as public accounting firms and freight forwarder and are certified as import brokers. (Daniels.2002, 735-739)

The overseas buyer must be familiar with import regulations. These are extensive and subject to continuous change. The company must be aware that the international purchasing involves the interface of four contracts; the contract of finance, the contract of carriage, the contract of insurance and the contract of sale and purchase. (Branch.2002, 11-12). These are the issues that are discussed and explained in the following chapters with additional forms as appendices.

2.1.1 Import Documentation

An important part of international trade is to recognize at the outset that documentation provides tangible evidence that the good ordered have been produced and dispatched in accordance with the buyer's requirements. The importer has a responsibility for accurately completing the necessary forms for the goods to be licensed for import and cleared through customs. The documents required for import customs clearance may include; certificate of origin, supplier's invoice, import license, packing list, health certificate and a copy of the international waybill, air waybill or sea waybill (Branch.2002, 34)

2.2 Cultural Aspects

The development of a successful international purchasing strategy is based on a firm understanding of the similarities and differences that exist in the various countries around the world. Hence, the need for the overseas buyer is to research fully the seller's market. Cultural and social aspects are discussed in the following few chapters and this will help the buyer to understand the business environment of the seller's market and therefore adopt successfully negotiation skills. (Branch.2002, 34)

Culture has been defined as the configuration of learned behavior and results of behavior whose component elements are shared and transmitted by members of a particular society.

Culture is usually taken to simply such adornments of a civilization as music art and language but in this thesis we shall think a wider definition in order to show the different aspects. For instance language; English is becoming the international business language of the world and is spoken by a quarter of the world's population as a first or second language. Language can be a great cultural pitfall or an opportunity in international marketing. The overseas buyer can communicate in the seller's language or a third language acceptable by both parties. This affects not only normal business negotiations and communication but also marketing communication. (Branch.2002, 34-35)

When considering the cultural aspects of international business one should think about the management culture since it embraces the manner and protocol in which the company conducts its business overseas and also the company structure in particular the decision maker and the influences and the overall decision making process. It also reflects the company business plan and objectives and constraints in dealing with any particular country, company or product overseas. (Branch.2002, 37)

2.2.1 American Culture

The USA has a large and diversified economy with a broad base of natural and human resources and well-developed physical and technical infrastructure. US multinationals dominate many industries and US trends particularly in financial services and have profound impact on virtual aspirations and high individualism. The USA has a material culture and Protestantism is the dominate religion. It has a pluralistic society with room for many individual aspirations and high individualism.

The USA is an ideal market for procurement, with major exports in manufactured goods, machinery and transport equipment, chemicals, food and a wide range of manufactured good. It has an active Chamber of Commerce in most countries of the world promoting US products and facilitating bi-lateral trade. The market is highly competitive and overseas buyers are urged to visit the market once their own market research and pre-planning has been completed. The American market is logistically driven and very high tech with computer literacy evident across the industrial and consumer spectrum in 50 states. (Branch.2002, 39)

2.2.2 European Union Culture

EU is the wealthiest market in the world including 27 states each with different cultures and languages, retaining their international borders and frontier points but permitting freedom of movement of goods and services. EU strives to have unified economic and monetary policies and encourages cross border business and the elimination of national prejudices over product / service choice.

EU strategic and cultural analysis can be summarized as follows; the population has a high literacy level with a good standard of living. EU has a Westernized Mediterranean / Scandinavian culture and market profile with high expectations of long-term growth in the stable environment of low inflation. The EU has a strong buying power with a rising living standard. Over 50% of the trade is pan-

European. Overall EU is an open market with no exchange controls. (Branch.2002, 44-45)

There is no universally satisfactory definition of a society but in international business the concept of the nation provides a workable one, since basic similarity among people is both a cause and an effect of national boundaries. The laws governing business operations apply primarily along national lines.

There are thousands of possible relationships between human variables and business functions. Different attitudes and values affect how any business function may be conducted such as what and how products will be accepted how they are best produced and how the operation should be organized financed managed and controlled.

Some aspects of culture differ significantly across national borders and have a substantial impact on how business is normally conducted in different countries. (Daniels.2002, 61-63)

Language; English is gaining in relatively importance as countries. More young people in Europe are learning English than in the past. In countries that do not share a common language with other countries (e.g. Finland and Greece) there is a much greater need for citizens to study other languages in order to function internationally.

English words are being added to languages world wide partly because of U.S technology that develops new products and services for which new words must be coined. When a new product or service enters another language area, it may take on an Anglicized name, however for instance Finland have largely developed their own new words rather than using Anglicized names. (Daniels.2002, 77)

Where cultural differences exist business people must decide whether and to what extent they should adapt home-country practices to the foreign environment. There are so many behavioral rules that business people cannot expect to

memorize all of them for every country in which business relations may be attempted. (Daniels.2002, 78)

Not all companies need to have the same degree of cultural awareness, e.g. a small company that is new to an international business may have to gain only a minimal level of cultural awareness. When foreign functions are limited for example only importing/exporting from home country the company must be aware of cultural factors that may influence the marketing program. (Daniels.2002, 83)

3 BUSINESS PROCESSES IN INTERNATIONAL CONTEXT

Business Process can be described as the tasks and outcomes associated with a business activity. Business processes are introduced in this thesis to show the related tasks in the company when buying overseas.

Usually the business process is drawn it represents tasks, roles, resources and actions that needs to be taken according to the particular business needs. Business processes are like guidelines to run a business and to reach the business goals defined in organization's business strategy. Business processes can be divided in to three different types; 1. Management processes are the processes that run the operation, and complies all relevant requirements. Typical management processes include corporate governance and strategic management. 2. Operational processes are processes that will deliver the customer value, being part of the core business. For example: delivery of the goods. 3. Supporting processes; these support the core processes. The supporting processes include such actions as accounting, recruitment and IT-support.

3.1 Activities in the Business Process

Business process includes all the input activities that come as an output and so doing creates value to the customer. Business process is also a series of different kinds of steps that are taken in order to create a product or a service. Most of the processes are cross-functional when looking at the organizational chart. Some of the business processes results as a product or a service received by a customer. Those processes that will result a product or a service are called the primary processes. Then again there are processes that do not result visible product or service but are vital to the organization to survive and to have an effective management. These processes are called support processes.

The processes are divided in two categories according to its nature how it affects on the business and whether the process directly involves in creation of customer value or is it involved in organizations internal activities. In order to have successful process-based organization the company has to have primary value flow that is created in the customer oriented primary processes through absence of secondary activities. All the processes are embedded in some form on the organizational structure, as the business processes are cross functional they will range over several business functions. (<http://en.wikipedia.org>)

3.2 Improved Operations for Success

As already mentioned a business process is any activity within the company that is involved in the goal of developing the product or service for the customer, whether that customer is internal or external from the business.

Business processes are usually evaluated from the customer's point of view. In order to have an effective business processes it is essential to maximize the added value provided to the customers. Managing the primary processes efficiently is highly important to the success of the company. This is critically important for a small starting trading company such as the case company of this research;

customers will get their goods in promised time, in good quality and right quantities.

It is not easy to manage the processes because these processes are not there alone, instead they will interact with one another. As already mentioned there are different types of business processes such as primary processes, support processes but also sub-processes. Typical business processes includes securing the materials and equipment that are vital in order to produce the goods or services. The business process includes such actions as product development meaning the planning of new goods or services for the customers or refining existing products.

Business process includes as well the order delivery and the physical action of receiving orders from customers and ensuring the orders are fulfilled. Distribution is also a process that ensures smooth distribution of goods to customers. Customer support is highly important process when providing assistance to customers after they have bought a product or a service. The further the company takes the process work, the greater the potential return is. In order to have continuous, successful process development and improvement the company needs to consider important key issues. When the targets of the processes are clear and measurable it will keep the company in successful business.

It is essential that both management and personnel have strong commitment to the business processes. As known personnel are valuable source of information. Involvement to the process will assist in creating the commitment. Business processes needs communication and that is what will help the company to create involvement, commitment and target setting in the company.



Figure 1 (www.opmsolutions.com)

Figure 1 demonstrates the building of a process-oriented model that can solve many problems which are hidden from a traditional functional viewpoint. A process model is designed to help all people involved understand the whole picture and their part in it. (www.opmsolutins.com)

Building such a model requires teamwork, to ensure that all available knowledge is used in the model. A basic model can consist of specific activities, process steps, organizational functions, information and material. The model can also contain notes about potential problems in the business process, ideas for improvement and other comments. As drawn in the figure 1 the model can illustrate the current situation as it identifies e.g. involvement. After the improvement has been identified it will be documented, measured and improved and finally managed in the level that the performance and continuous improvements are as potential as possible.

Quality documentation as above figure illustrates is an important part of business process management. Documenting all the processes in the company helps communication throughout the organization. The greatest challenge in the organization is to keep the quality documentation up-to-date and accessible to those involved. (www.opmsolutions.com)

3.3 Business Process Benefits

The greatest advantage of process orientation is that it helps the company to understand how things are really done in the organization, revealing problems, bottlenecks and inefficiencies that could remain hidden in a typical organization that is on the face of it functioning normally. Process Management also helps the company to: Reduce lead times, Decrease costs, Improve internal efficiency, Improve overall quality, Increase customer and employee satisfaction, Process orientation also contributes to a better understanding of the ultimate goal and output of the company and the individual's role in it. But most important is the notion that the processes and their output are the real interface with the customer's not just individual functions of the organization. Modeling and analyzing the business processes enables the company to develop their organization and improve its effectiveness and quality of work. (www.qpr.com)

3.4 Legal Aspects in International Business

A company that operates internationally and operates in countries that are characterized by different political legal and economic frameworks, diverse levels of economic development and a variety of economic conditions needs the facts of the counter party's legal aspects. For the company to be successful in international trade, its management must carefully analyze the interaction between corporate policies and the political and legal and economic environments in order to maximize success. (Daniels. 2002, 103)

A domestic firm must follow the laws and customs of its home country. An international business faces a more complex task: it must obey the laws not only of its home country but also the laws of the host country with the trade are done. Laws and regulations can critically affect the way international firms conduct the business. (Griffin.2005, 58-59)

The legal environment that is closely related to the political system the legal is another dimension of the external environment that influences business. Managers must be aware of the legal profession, both domestic and international, and the legal relationships that exist between countries. Both totalitarian and democratic countries have legal systems, but the independence of the law from political control may differ markedly from one to another. These factors are also good to identify when the case company expands their operations international. (Daniels, 2002, 121)

National laws affect how critical elements of the management processes are performed. They can relate to business within the country or business among countries. Some national laws on local business activity influence both domestic and foreign companies e.g. in the areas of health and safety standards, employment practices, antitrust prohibitions, contractual relationships, environmental practices and patent and trademarks.

Laws also exist that govern cross-border activities such as the investment of capital, the repatriation of earnings and customs duties and imports (see chapter 3.5 customs). Business activity is also governed by international laws such as treaties governing the cross-border transfer of hazardous waste.

3.5 Customs

When importing goods into any country, a company must be totally familiar with the customs operations of the importing country. In this context customs refers to the country's import and export procedures and restrictions not its cultural aspects. The primary duties of the U.S Customs Service e.g. are the assessment and collection of all duties, taxes and fees on imported merchandise, the enforcement of customs and related laws and the administration of certain navigation laws and treaties.

An importer needs to know the way to clear goods the duties that must be paid and the special laws that exist. On the procedural side when merchandise reaches the port of entry the importer must file documents with customs officials in which a tentative value and tariff classification are designed to the merchandise. The customs officials examine the goods to determine whether there are any restrictions on their importation. If there are any, the importer pays the duty and the goods are released. The amount of duty depends on the product's country of origin, the type of the product, and other factors. (Daniels.2002, 735-739)

3.5.1 Customs Planning

Customs planning involves arranging a company's affairs to ensure that it suffers minimum possible exposure to taxation within the law. The taxes involved are import duties, Common Agriculture Policy levies, excise duties and VAT (value added tax). Effective customs planning offers the following benefits to the procurement officer: Minimizing the trader's exposure to customs duties, maximizing the trader's use of facilities and relief's, minimizing the trader's cost of compliance, improving the trader's profitability and cash flow and avoiding the risk of seizure and penalties. (Branch.2002, 196)

The tariff is the centre of customs planning. It determines the rate of duty on imported goods according to their description and specification listed against a numerical code. Situations can arise when the goods are wrongly described and attract a higher rate of duty than necessary. The customs value of the vast majority of the consignments is based on the price actually paid or payable for the goods by the importer. Customs warehousing is amongst the most useful for the various relieves available. It permits goods liable to import duty to be stored in customs and excise warehouse without any duty or VAT being accounted until any goods are removed from the warehouse. Customs planning forms an important element in the physical distribution strategy and is too often an area neglected by the buyer. (Branch.2002, 196-198)

3.5.2 Customs Control in EU

When goods arrive to customs they are in customs control. Meaning that the goods are not released for free movement in the country instead they may only be transported between locations or warehoused. In order to get the goods in free movement the importer or a party authorized by the importer fills out the certain forms (more about the forms and customs control in the chapter 7.5). The forms are available from the authorities of the appropriate country. The certificate and forms must be confirmed by an authority declared to the EU Commission by the preferred country in question; in this thesis we will concentrate on Finland. The authority can be a Customs authority or another authority; in Finland it is Customs or Police authority. (www.tulli.fi)

3.5.3 Agricultural Products in Customs

Agricultural products may be subject to a partial agricultural fee specified in Euros. Sugar is subject to regular and additional duty, and grain and rice are subject to a designated import duty system. Because the thesis is to help the case company in their way to international trade, we will concentrate on the agricultural products.

If the goods arrive from a country that has a free trade agreement with the EU, they receive a customs benefit upon importation, this is a reduction of duty for items such as T-shirts, which duty according to the tariff is 12% but when imported from South Africa the duty is 2.5%, or full exemption from duty, for example when T-shirts are imported from Romania. The benefit requires a declaration of origin. With United States EU do not have any free trade agreement that is why this research explains the costs and duties.

The EU has approximately 30 Customs benefit agreements and arrangements for granting exemption or reduction of duty for original products within the scope of

the agreements. Only some ten countries in the world are entirely outside the scope of these arrangements. (www.enterprisefinland.fi)

VAT on Imports from Outside the EU

When goods imported outside EU arrive customs premises VAT (value added tax) is collected. VAT consists of the total amount of the purchase price, delivery costs and duty. The duty is charged according to the transport agreement up to the first destination within Finland.

Before the goods can be released from the customs the duties and taxes (VAT and any excise duty) must be paid. The use of an agent or forwarder is allowed. (www.tulli.fi)

3.5.4 Importing from U.S

The legitimate trade and national strategy of United States is controlled and supervised by the Office of International Trade (OT), U.S Customs and Border Protection (CBP). OT and CBP direct the nation trade policy and national trade program functions.

The office of international trade identifies and addresses trade issues and legal tools and authorities available to CBP through the use of effective commercial targeting, coordination with international partners and other agencies with the importing community and trade associations. In addition the CBP secures the borders and protects the American economy from unfair trade practices and illicit commercial enterprises.

In order for CBP to address the trade risks and designed strategies the office states national strategic perspective on trade issues, supported partnerships with the trade community and domestic industry and a regulatory audit program.

Responsible for ensuring that all goods entering and exiting U.S.A according with all applicable U.S laws and regulations is the Export Licenses the U.S Customs and Border Protection. (<http://www.cbp.gov>)

3.5.5 Finnish Customs

The internal and external trades of the EU are responsibilities of the Finnish Customs that is a nation wide authority collecting taxes, managing control and providing services as well as implementing the customs policy of the EU. Controlling international flows of goods and promoting legal foreign trade and preventing illegal trade are the duties of Finnish Customs. (www.tulli.fi)

The central administration is formed by the National Board of customs and the Finnish customs is subordinate to the Ministry of Finance. (www.tulli.fi)

3.5.6 Import Outside EU

Importing outside EU meaning from a third country the import product has to be cleared in the customs. The basic guideline is that first the product is presented to the customs including the specific information of the product and the place of origin. Secondly the product has to be cleared within 45 days after it has reached the customs offices.

The normal procedure is to pay the duties before the product can be released from the customs. After the duties of the product have been paid in one country inside EU the product can be sold or moved in any other country inside EU. (www.tulli.fi)

Import of goods is generally subject to customs duties and VAT. Goods other than Community goods imported to the Community tax area must be declared to customs. In principle, goods can be declared to Customs immediately after presenting them to customs. They must be assigned a form of customs clearance,

which refers to subjecting the goods to customs procedures, transferring them to a free zone or bonded warehouse, re-exporting them from the Community Customs area, destroying them or surrendering them to the State. (www.enterpriseфинland.fi)

Goods are declared for customs procedures using a customs declaration. Customs procedures refer to release for free movement, forwarding, customs warehousing, inward processing, manufacturing under customs control, temporary importation, outward processing and exportation.

If the importer wants to keep the imported goods within the Community and permanently release them from Customs supervision, the goods must be declared for a Customs procedure called release for free movement. This procedure investigates whether the goods are subject to any import bans or restrictions, determines the taxation on the goods and collects the required statistical information. These customs declaration procedures can be carried out either using the regular procedure or a simplified procedure, such as local clearance.

Local clearance means that the goods can be released for free movement on the possessor's premises or other premises designated or approved by the customs authorities. Local clearance is subject to authorization by the customs authorities. Such authorization can be granted to a registered client of customs regularly engaged in import activities if the customs authorities can supervise the appropriateness of the customs clearance by means of later inspections of bookkeeping materials. Local clearance is suitable for enterprises importing large quantities of similar goods that are free of restrictions, and who require a rapid supply of components and raw materials. Authorization for local clearance can be applied for by submitting a free-form written application to the customs district of one's domicile. (www.enterpriseфинland.fi)

Goods that are imported outside the EU have duty which is the total amount of the purchase price and delivery costs up to the point where the goods enter the community area. The product itself gives the value of the duty. Tariff headings

defined in the common EU customs tariff determines the duties in general (www.enterpriseinland.fi)

3.5.7 Customs and Import Restrictions

Sometimes there are no duties or it can be reduced. Without duty or reduced duty can be based on a customs tariff or customs regulations. Usually these exceptions are based on a common trade policy in EU if EU and import country has an arrangement about the import / export.

Importing products outside EU are sometimes restricted in a case such as if the importing harms the EU-countries own production. There are other reasons to restrict the import than trade policies. Restrictions are e.g. the welfare of the people, animals and nature.

When goods are imported outside EU it has to be cleared in the customs. When a notice of an arrival order has notified a notice of a clearance to customs has to be done. Needed forms and filling orders can be found from customs (this thesis will provide the correct forms for the importing goods from the U.S.A). In the clearance notice the trade bill has to be marked. Trade bill is one of the important facts that have to be reminded to the seller especially if the order is done via internet.

The goods that are imported outside EU have usually duties or VAT. Duties usually depends on the product it self. Duty can be lower or the product can be duty free if the country where the product is imported has free trade agreement with EU. For example USA, Japan and Taiwan are countries which do not have the contract with EU, meaning that products imported from these countries are always cleared in the customs and has the duties according to the tariffs.

The common VAT is 22 %. Exceptions are e.g. animal foods such as hays and feeds that carry 17 % VAT. Duty is also percentual meaning that it depends on the

total price of the import including the delivery costs such as transportation and insurance. VAT is calculated in the customs or in other first arrival destination. (www.tulli.fi)

3.6 EVIRA

EVIRA is the Finnish food safety authority and is responsible of the agricultural production, food and veterinary control, animal diseases and food safety research and provides administrative services. The operation is to provide food safety, promoting health and welfare of animals and provides required preconditions for plant and animal productions as well as plant health. (www.evira.fi)

The duties of the authority include as well scientific research, risk assessment and diagnostic studies of animal diseases. The authority also operates a reference laboratory in its own field. (www.evira.fi)

3.6.1 Import Supervision in EVIRA

Imported hays are supervised with random tests. Imported batches are as well supervised as a marketing control. Veterinary authorities are responsible for the hygiene control of animal based feed and feed containing those ingredients. Feed control by EVIRA can order control tests to the import feed in the basis other than hygiene.

Importing countries outside EU are regulated by veterinary border inspection (1192/1996). Import of animal based victuals and other products such as live animals from these “third party” countries are allowed only through veterinary border inspection points. After the inspection is approved the product can be moved to markets in the entire EU region.

Unit of animal health and well being in ministry of agriculture is responsible of border inspection of the imported victuals and live animals and the import regulations. In addition the Victual safety office EVIRA is as well responsible of the border inspections of the animal based victuals and live animals.

Border veterinarians authorized by the Evira take care of the import inspections, the border inspection stations are in Helsinki (harbor), Vantaa (airport), Hamina (harbor), and in Vaalimaa (road).

Within the border inspection all the documents of every batch are audited and checked the consistent of the product and the documents. The physical inspection is done to 2-100 % of the batch according to the origin and the quality of the batch.

Some samples of the imported batches are also taken for the laboratory tests. Border inspected batches and the test results are sent to EU commission every 6 months. (www.evira.fi)

3.6.2 Import and Export Statutes

Import/export regulations are according whether the trade is done with EU country or with third country, meaning outside EU. The regulations depends as well what the product is. Evira handles the import regulations that contain live animals, animal based products and other products that are not victuals.

Export regulations are then again in the receiving countries responsibility, meaning if domestic house pet is travelling with the family the regulations of import can be found from the target country's embassy or veterinary officials.

Importer has to inform the border inspection officials of the imported batch one day earlier by sending the first page of the border inspection certificate. (See chapter 7.5 customs)

Importing outside EU the company makes a declaration to the veterinary inspection officials in the border. The declaration contains import document (CVED) for the live animals and animal based products. (www.evira.fi)

Meat, meat products, milk, dairy products, fish products, eggs and honey, hays containing animal based nutrients and dog / cat food are animal based victuals that need to be declared through the border inspection. These products need to meet the regulations in EU, such as hygiene, and they need to be handled in the way that they do not spread any animal based diseases to humans or animal. (www.evira.fi)

3.7 Import of Plants and Plant Products

There are some restrictions for transportation of plants and plant products outside the EU. The aim is to ensure that no quarantine organisms are present and distributed with the plants and plant products.

The exporting country outside the EU must issue the living plants and plant products by a phytosanitary certificate governed by the plant health authority. The phytosanitary certificate is a document that verifies the origin and good health of the plants and meets the requirements for entry into the EU.

The certificate is needed for the import of the products outside EU such as; wooden material (all coniferous and some non-coniferous), propagation material, cut flowers (some species), fruits and vegetables (some species), seeds (some species), potatoes. The propagation material has to fulfill the health and quality requirements set in Finnish legislation. (www.evira.fi)

Phytosanitary Import Inspection

Before a consignment is imported the importers must notify Evira or the customs. Arriving from non-EU countries to Finland plant and propagation materials are inspected at the border. Imports outside EU that require phytosanitary certificate are allowed to entry in Finland at following points: Helsinki, Karigasniemi, Kotka, Lappeenranta, Niirala, Nuijamaa, Näätämo (Neiden), Raahe, Tampere, Turku, Vaalimaa, Vainikkala, Vantaa and Vartius. (www.tulli.fi)

Import prohibitions of Plant products

Some plants and plant products are prohibited to entry Finland outside EU. Such are host plants of *Erwinia Amylovora*, for instance. Potatoes and soil are also prohibited to entry from most of the non-EU countries. Exceptional permit for import can be applied for scientific and research purposes. (www.evira.fi)

3.7.1 Registration

Before importing can be done all the producers of plants and plant products are registered in Finland by the local education and employment centre (EE-Centre). By registration it is possible to ensure that no quarantine pests are present and distributed with the plants.

Nearest EE-Centre will give the needed forms to new producers since the registration is obligatory. The registration form can also be used for application of plant passport and supplier document when importing plant products to Finland.

The registration concerns companies and farmers dealing with: propagation material of ornamentals, propagation material of fruits and berries, propagation material of vegetables, potted plants and plants used in groups (not needed for retail), cut flowers (not needed for retail), potatoes and sugar beet, export and import of wood and wooden material (evira.fi) About the registration as a new importer this thesis provides information on the chapter 7.7.2.

3.7.2 Quarantine Organisms

Under plant health legislation and statutory control are a number of plant pests and diseases that are classified as harmful. Directive for Plant Health has a list of such organisms that are relevant to plant health in EU area, the authorities responsible for controlling the spread of quarantine organisms are the inspectors at Evira and EE-Centre.

All plants and plant products that are exported imported or marketed in EU are inspected for these harmful organisms. If a product contains these harmful organisms they are destroyed without a delay.

When importing goods to Finland the possible quarantine organisms are divided into two groups: the ones to be destroyed and the ones to be controlled. The pests to be destroyed are not permanently found in Finland whereas the pests to be controlled are known to occur in Finland to some extent. (www.evira.fi)

3.8 Logistics and Transportation

The procurement manager today must have a good knowledge of the fundamentals of logistics. Logistics can be broadly defined as the time related positioning of resources ensuring that materials people operational capacity and information are in the right place at the right time in the right quantity and at the right quality and cost.(Branch.2002, 86-88)

3.8.1 Transportation

The international buyer must be very familiar with the transportation arrangements. It is desirable that discussions be conducted on routing, transit, time, freight, insurance, packaging, stowage areas, together with any constraints. The latter points can be influence the product specification such as whether the

goods are shipped as a componentized break bulk unit or as a complete unit. This will also be discussed further more in the chapter 7.4 Logistics Service Provider. (Branch.2002, 86-88) But in this chapter we will go through the possible routes and basic logistical systems that can be used as transportation for the case company.

The import business can arrange the goods to be transported by land, ocean and air. International transportation can be handled in the same way as domestic yet some certain import/export marks must be added to the standard information on a domestic bill of lading. (Nelson.2000, 105)

Water Transportation

The three types of ocean services provides; conference lines, independent lines and tramp vessels. Conference lines are associations of ocean carriers that have joined together to establish common rates and shipping conditions. These lines may have two rates: the regular tariff and a lower, contract rate. The company using their service is able to obtain the lower rate they sign a contract to use conference vessels exclusively during the contract period.

Since the independent lines accept bookings according to their available space their rates are often less expensive. Usually the bulk cargoes are carried in the tramp vessels so they do not follow any established schedule, which may cause some product availability issues for the customers.

Whether the company uses any of the mentioned carriers, the carrier will issue a booking contract meaning that the space needed is reserved on a specific ship. Nevertheless insurance is always needed when transporting goods. An insurance broker or freight forwarder will arrange the coverage if wanted. (Nelson.2000, 106)

Air transportation

In today's competitive business world air freight continues to grow as a popular and competitive method for shipping international cargoes. The advantages of air transportation are; speed of the delivery, ability to respond to changed product demands and fast movement of repair parts and perishable goods. The rates / fees are under a general cargo rate when approved air shipping containers are used. (Nelson.2000, 106)

Land Transportation

Importing goods from USA to EU by using land transportation only is not possible. Instead we will consider here the possibility to move the goods from the factory in USA to the nearest port of departure. The Land transportation is possible the most competitive transportation method available. The rates are very often under the general rates. The goods can be fetched from the factory and transported to the nearest departure point; the land transportation is fast and can be planned to the demand of the customers. (Nelson.2000, 107)

3.9 Financial Issues

Trade finance has become a strong bargaining point in the conduct of international trade. Both buyer and seller are keen to adopt positions in the negotiating strategy which will reduce the financial risk and secure the best deal possible. Buying goods overseas requires a different financial strategy compared with buying in the domestic market. The time between placing and order for goods and receipt of the cash in the respect of their subsequent resale can put a significant strain on an importer's financial resources.

The growth in international trade has greatly increased both the demand for trade finance and the degree of sophistication with which it is delivered. There is now a

much greater choice of financial solutions for buyers and sellers to consider, when developing and international trade strategy. (Branch.2002, 126-127)

There are five principal mechanisms for settling international trade debts available to the buyer; documentary credit, bill of collection, open account, advance payment and bill of exchange. The picture below demonstrates the way the payment mechanism affects the security maintained by each party. (Branch.2002, 127)

<u>Exporter</u>	Risk Ladder	<u>Importer</u>
Least Secure	Open account	Most Secure
	Bills for Collection	
	Documentary Credits	
	Advance Payment	
Most Secure		Least Secure

Figure 2. Risk Ladder (Branch.2002, 128)

Both MNE's and small import and export companies must understand exchange rates. The exchange rate can influence where a manufacturer acquires raw materials or components and produces products.

In a business setting there is a fundamental difference between making payment in the domestic market and making payment abroad. In a domestic transaction only one currency is used in a foreign transaction two or more currencies may be used. (Daniels.2002, 374-375)

The flow of money across national borders is complex and requires the use of special documents. Foreign trade usually is financed on credit. Exporters rarely get paid right away because of collection and foreign exchange problems. The methods for payments are; cash in advantage, letter of credit, draft or bill of exchange, open account. The specific choice for payment for the case company

will be discussed on the chapter 7.3 (Daniels.2002, 727) See more about finance in Nelson.2000, 88.

3.10 Trade Policies

As companies increase their commitments to international business operations it is not clear-cut that their strategies toward government trade policies change as their levels of commitment change. Companies trade policy attitudes differ, depending on how well they think they can compete for each product from each of their production locations, with or without trade restrictions. (Daniels.2002, 267)

A company operating in many countries must deal with a more complex set of trade relationships and trade policies than one operating in domestically. (Daniels.2002, 268)

Trade policy plays an increasingly important role in securing Finnish labor, livelihoods and welfare. Trade policy procedures strengthen Finland's economic competitiveness by influencing the operational environment of industry and commerce abroad and by ensuring an efficient flow of imports.

Finland's economic success requires further removal of barriers to export and investment and accessible and competition-friendly import policy. Membership of the European Union has changed the operational environment of Finland's trade policy. Notably, the EU's political negotiating strength has played a significant role in reinforcing Finland's overall position on trade policy.

Finland's Trade Policy Program is a Government Resolution concerning the policies that lay down the guidelines for the country's trade policy. This is the first overall presentation of the impacts of Finland's EU membership on the trade policy environment and the content of trade policy. The Program therefore seeks to provide a detailed analysis of the tasks and key objectives of trade policy in the new global economy. (www.ec.europa.eu)

3.10.1 Global World Economy

The world economy is for the first time becoming truly global. The OECD (Organization for Economic Cooperation and Development) countries still dominate the world economy but East Asian developing countries, in particular, are gaining an expanding share of production, trade and investment. The Russian economy is also growing, but it is still dependent on oil and gas production. The poorest developing countries, especially in Africa, have not managed to keep pace with the emerging developing countries, and their share of the world economy has further declined.

The pursuit of economic growth, global competition, specialization, and business activities based on the dispersal of the value chain are likely to further increase international trade and investment. The dismantling of barriers to trade and investment will continue. However, especially in case the multilateral trade negotiations fail, it is possible such regional and bilateral arrangements are concluded as will restrict access to and operations on markets and which in this sense will fail the international trading system. Fears and concern provoked by changes in the world economy have started to transform into growing protectionist pressures. The intensifying efforts to develop multilateral rules reveal that there is a need for improved global governance.

Internationalizing companies will be less and less dependent on their original home States and on individual States in general. The mobility of companies has prompted States and regions to engage in competition on the location of the most favorable operating business environments. From the point of view of governments and nations, questions such as where companies pay their taxes, where profits are repatriated, where investments are made and where people are employed are still relevant.

EU Trade Policy and the WTO (World Trade Organization)

The EU has a common trade policy ("Common Commercial Policy"). In other words, where trade, including WTO matters, the EU acts as one single actor,

where the European Commission negotiates trade agreements and represents the European interests on behalf of the Union's 27 Member States. (www.ec.europa.eu)

3.10.2 Influence of EU-membership on Finland's Trade Policy

Membership in the EU has changed the operating environment of Finland's trade policy, and the EU's negotiating power has significantly strengthened Finland's trade policy position. Effective participation in the EU's common commercial policy requires mastering its broad agenda and success in ensuring that the national objectives are incorporated in the EU's objectives. It is therefore necessary to allocate sufficient resources for the work and to develop more proactive working methods. Instead of border protection measures, trade policy focuses more and more on national regulatory systems. Therefore, ideological and value-based choices, which have traditionally fallen within the framework of other policy sectors, play a more prominent role in trade policy than earlier.

Trade policy plays an increasingly important role in protecting Finnish labour, livelihoods and welfare. Trade policy measures strengthen the competitive capacity of the Finnish economy by influencing the operating environment of business and trade outside the national borders and by ensuring a smooth flow of imports. Finland's general trade policy line has always emphasized the importance of dismantling barriers to trade and investment and participation in an open world economy. It is important that the EU continue to pursue trade policy that is in line with Finland's policy, aiming at the taking in parts of barriers to trade and investment and the reinforcement of common rules for international trade. (www.ec.europa.eu)

3.10.3 The Basis of Finland's Trade Policy

Finland's economic success requires the further removal of barriers to export and investment and an open import policy that promotes competition. The key challenges include customs duties and non-tariff barriers to trade and trade-distorting measures that are still prevalent in many markets.

The trade policy agenda is subject to constant revision due, for instance, to changes in the structure of the world economy. Amidst these changes, it is important to ensure the viability of agriculture and to take care of the foundations of the welfare state. The continued existence, expansion and reinforcement of the multilateral rules-based trade policy system, embodied in the WTO, are of utmost importance for Finland. However, in order to safeguard its interests, the EU has to further deepen its bilateral trade relations especially with its principal trading partners. At the latest when the results of the current WTO round of trade negotiations are available, the EU will have to assess whether it should participate in new free trade arrangements in order to protect European competitiveness. (www.forming.finland.fi)

4 BARRIERS TO INTERNATIONAL TRADE

Those involved in international trade may face a number of methods which individual countries or regional trade blocs seek to restrict the level of imports into the home market. A tariff is in effect a tax levied on import goods usually with the intention of raising the price of imports and thereby discouraging their purchase. Additionally it is also revenue to the government. There are two types of tariffs; specific with the tariff a fixed amount per unit or percentage with the tariff a variable amount per unit. Tariff barriers will discourage trade and reduce economic welfare. (Griffin.2005, 248-253)

Non Tariff Barriers; are second category of governmental controls on international trade. Any government regulation, policy or procedure other than tariff that has the effect of impeding international trade maybe called a non tariff barrier. In this research we will concentrate on barriers that might affect on importing animal foods. (Griffin.2005, 248-253)

4.1 Import Restrictions

Import restrictions are compulsory by the EU or national authorities. The restrictions apply to items such as narcotics, radioactive substances, medicines, vitamins, homeopathic medicines, live animals, products originating from animals, endangered animals and plants and products originating from them, other plants and plant products, firearms and ammunition, explosives and fireworks, dangerous edged weapons, clothes and other textile products, agricultural products and foodstuffs, counterfeit products, substances harming the ozone layer, toys, animal feed, fertilizers and alcoholic beverages.

The preferred treatment of some products imported from outside the European Community has been restricted by a tariff quota or a tariff limit. A tariff quota refers to an import quota based on value or quantity. The tariff quota system is intended to secure full or partial tax exemption for goods that are not produced or manufactured in sufficient quantities in the EU market. In addition, the system improves the EU market competitiveness of products from countries within the scope of EU preference arrangements. If the tariff quota has been filled, the goods are subject to either general duty or preference duty.

A tariff quota may also be a restrictive quota intended to protect the Community's own industry from disadvantageous imports. The restrictive quotas can be unilaterally imposed by the EU or based on bilateral agreements, such as the agreements concerning textile and clothing products, where the delivering country is obliged to restrict or supervise the exports of certain products into the Community. Restrictive quotas are administered through import licenses, granted

in Finland by the National Board of Customs. If the goods are subject to supervision, a supervision declaration granted by the National Board of Customs must be presented upon importation.

If a declaration of origin in accordance with the customs preference agreement is not presented upon importation, sensitive textile products such as clothes must be accompanied either by a certificate of origin of textiles granted by a body such as a Chamber of Commerce in the appropriate country or by a declaration of origin in a specific form. The form of the declaration of origin depends on the degree of sensitivity of the clothes, which in turn depends on the textile category based on the tariff heading.

There may also be restrictions on the import of goods to protect the well-being of people, animals or nature. Technical requirements applicable to goods may also pose conditions on imports. Because these restrictions do not arise from commercial policy or customs procedure, they are generally administered by authorities other than customs, although still controlled by customs. (<http://www.enterpriseinland.fi>) More about trade barriers see Issac. 2002, 11.

5 RESEARCH OBJECTIVES AND CONCEPTUAL FRAMEWORK

The purpose of this thesis was to study the international trade between European Union (Finland) and the United States (North America). The study concentrated on the import action of a small trading company how they should start their trade with a producer in United States.

The aim is to analyze the possibilities and barriers that the trading company will face in the beginning of the international trade but as well to give recommendations and a handbook to the case company on how to work in international climate.

5.1 The Objectives of the Study

The objectives this study can be identified in to three questions.

1. Factors Affecting International Trade EU vs. United States in the animal food business
2. Barriers to International Trade with USA
3. The process to get the goods from USA to EU

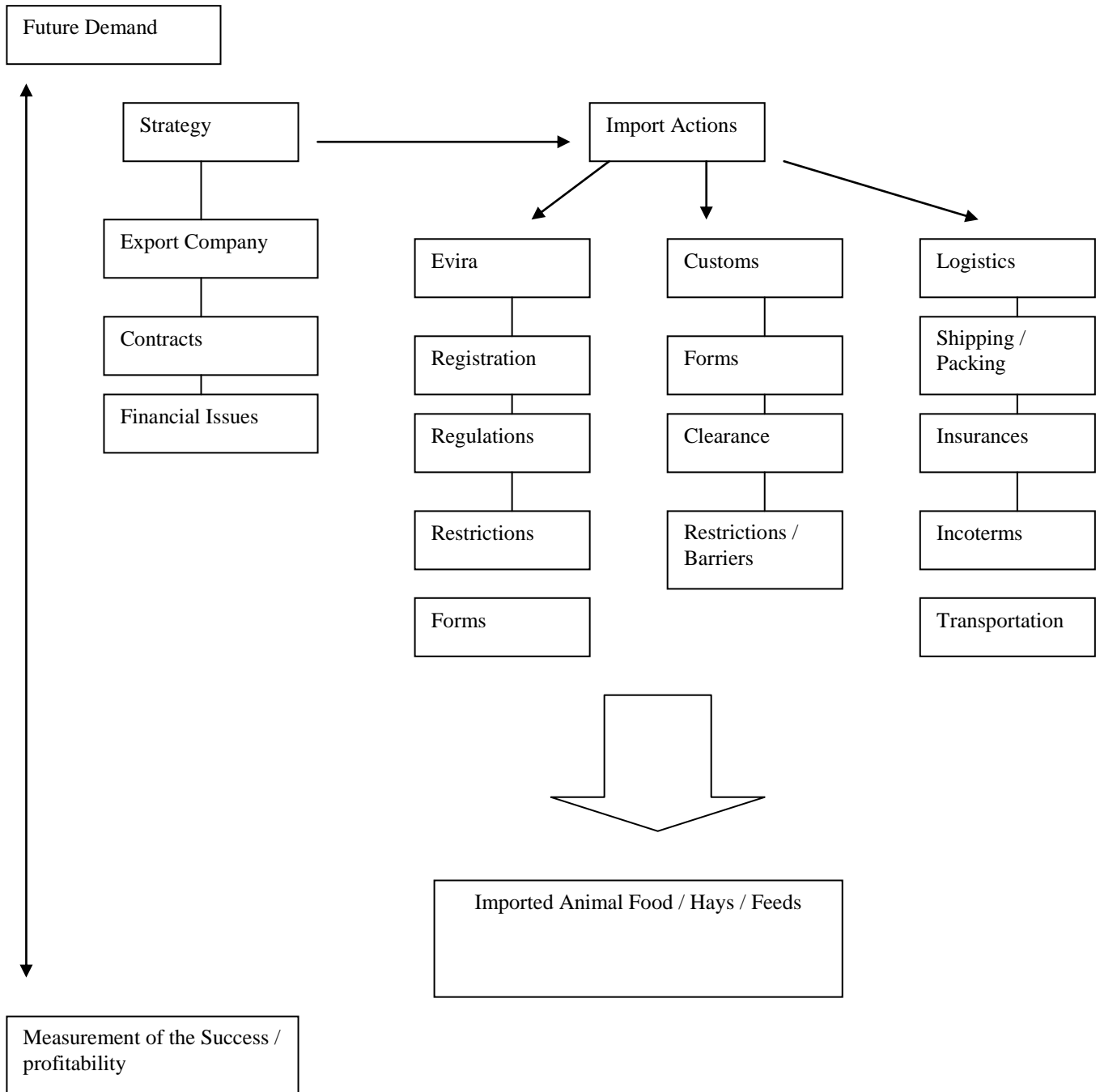
5.2 Conceptual Framework

The conceptual framework of this thesis is built around the import actions of importing feeds and animal foods from the United States to Finland. The first steps of the conceptual framework describe the action to be taken when starting the plan of import; researching the future demand of products and creating the strategy to import the goods.

The boxes in the middle are the actual import actions that are taken after the possible export company has been chosen and needed contracts are made. The import actions include supervision of Evira; all the regulations, restrictions and forms that are vital for the import to succeed but as well the registration of an importer are needed at this point. Customs supervision; forms that need to be filled before the goods can arrive to the port and forms that will release the goods after the customs clearance is complete. At the customs the importance is to make sure that there are no barriers or restrictions for the goods. The logistics part of this conceptual framework describes the actions to be taken in order the goods arrive successfully to the final destination. Logistics in this sense means that the goods are correctly packed, labeled and all the needed documents of the batches are in order. The logistical planning includes as well the insurances and incoterms but as well the physical transportation (sea freight).

In the left the long two way arrow holds the basics of this conceptual framework. As already mentioned the first step was to research the future demand of the products, in addition the lowest box of the arrow describes the outcome of the import action; how successfully the goods were imported and was the import profitable enough to continue the trade with the export company.

International Trade Actions USA-EU



6 RESEARCH METHODS

A research methodology defines what the activity of research is, how to proceed, how to measure progress, and what constitutes success. In this thesis the used method was observation and case-research which are qualitative research methods. The few next chapters discuss the theory of the research methods used in this thesis.

6.1. Qualitative Research

The research can be conducted with different research approaches. The researcher can choose to use either qualitative or quantitative method, or both of them as a basis of the study. In the quantitative research the researcher is independent from the research subject meaning that the subject is something to measure. The qualitative research method means that the researcher is subjective and personally involved with the research subject such as observatory / case research method used in this thesis. (Creswell 1994, 4-5, 9.)

Existing theories are usually available for the quantitative research areas and are usually previously studied by other researchers. Qualitative research methods are usually interpretative and the theory of the research might not exist. (Creswell 1994, 4-5, 9.) In this thesis the concentration is on the qualitative research method and the next chapters will discuss the analysis and interpretation of the study method.

The qualitative research can be defined as an examination, analysis and interpretation of the observations, but as well to discover the meanings and patterns of the relationships. When quantitative research includes mathematical models the qualitative research is based on interpretivism of the study results in addition the research is subjective. The primary concern of qualitative researcher is process rather than the outcome of the process.

Qualitative research can be deductive as well but often it is inductive. Inductive is the opposite of deductive, which means that after gathering the empirical data a new theory or a model is developed on the basis of the research. (Creswell 1994, 4-7.)

The researcher itself is the most important research instrument in a qualitative research method not the questionnaires or surveys. The most useful methods in qualitative research are observational techniques and different kinds of interviews. In qualitative research the sample size is usually smaller and narrower than in quantitative research. Respondents are often chosen with non-probability sampling method. This means that the respondents are chosen because of their characteristics, demographics or because they have crucial and relevant information concerning the study area. (Crabtree & Miller 1999, 17; Saunders et.al. 2003,170-171.)

6.3 Data Gathering

The empirical research of this thesis is a handbook for the case company. The handbook was gathered through qualitative methods, meaning observation, interviews and gathering useful information of the needed actions, forms and guidelines. In order to have the understanding of the international trade actions an interview with Customs, Evira, Logistics provider and International Transport Supervisor was made; in addition the current situation was cleared through an interview with the owner of the case company. Information was also gathered by e-mail and telephone from the Customs and Logistics Provider but as well from Evira.

The reason to choose the qualitative research was obvious since the aim was to gather the handbook including the guidelines, and since the qualitative method enabled more in-depth information of the international trade action.

Since the resources were limited the interviews were done mostly via telephone. As a basis of the interviews were used a questionnaire to guide the interview. The questions based on the theoretical part of the thesis and the aim was to get more in-depth answers and guides how in practice start the trade.

The topic and the themes to be discussed have been determined in advance, and the exact questions were formulated in advance. The discussion is free, but the interviewer directs the discussion according to the interview guide. Even the order of discussing the chosen themes may vary according to the situation and flow of the conversation. Chosen issues in the interview guide are based on the theoretical model of the study. (Saunders et.al. 2003, 246-247.)

Since this study needed a guide for the case company the qualitative questionnaire was chosen, which helped the researcher to conclude and gather the essential information for the case company. A quantitative questionnaire would not have been sufficient enough to provide reliable and valuable information, which in this case is essential in order to be able to draw conclusions and give recommendations to the case company. Also the analysis of the results is easier than for instance in conversations and in-depth interviews because the main themes have been determined in advance and thus the results are already structured to some extent and can be easily categorized or compared.

(Holloway 1997, 95-96.)

The interviews were based on the lacking information of trade actions. The themes and questions for the interviews were taken from the theoretical part of this thesis. Three main themes were selected, which are the three main categories in the empirical part / in the hand book: Logistics Provider, Customs actions and Recommendations of Evira. Under each main theme relevant sub-themes were added in order to receive comprehensive and multiple information about the themes. The interview guide can be found in Finnish and in English from the appendices.

The respondent sample was chosen on the basis of the key informant technique. Key informant technique uses key informants as respondents. Key informants are persons who have special knowledge and experience of the study field. They are

influential, and well-informed people who have expertise in the research area and whose insights can help the researcher in understanding his research area better. Through informal conversation key informants can fill the gaps in the researcher's knowledge, and give information that other people would not be able to give. (Marshall & Rossman 1995, 83-84.)

The advantages that the key informant technique allows is that the researcher is given the access and possibility to gain very in-depth and essential information that would not be able to gain through for instance quantitative methods. Also the sample size in key informant technique is small and the discussion time is not very long either. The disadvantages if key informant technique is that key informants are usually busy people and may not be as interested in the study as the researcher himself, and may not be willing to share all information. The danger in interviewing key informants is that the researcher loses sight of the fact that key informants' perspectives are limited, selective and biased. In this thesis the interviewer can rely on the key informants since the chosen persons are the experts in their areas, and took care of the same trading actions everyday. (Patton 2002, 321-322.)

Key informant technique was chosen from the base of their knowledge, and since the study acquired in-depth information on the trade actions. The desired information and results would not have been able to gain with any other sampling method.

6.4 Data Analysis

Data analysis is the process of organizing, structuring and understanding the collected data. It is the process, in which the researcher sorts out the relevant data out of less relevant data organizes them and tries to understand the meaning of the research results. Qualitative data analysis searches for general statements among categories of data, and it is built around the theoretical framework. (Marshall et.al. 1995, 111.) In this thesis it means building the handbook.

Depending on which data gathering method is used, the data analysis and categorizing can be based on the theoretical framework of the research or the researcher identifies and determines the emerging themes from the research data after the data gathering. In this thesis, the interpretation analysis method was chosen. Interpretation method means that the researcher utilises the theoretical framework of the study and uses it to organise and categorise the information received in the research. In this case it means that the interview guide was used as the base of categorising the information according to its themes. The benefit that the interpretation method gives is that it links the research into the existing knowledge of the subject area and it provides the initial analytical framework for analysing the data. (Saunders et.al. 2003, 388-389.)

Interpretation, observation and case-research method was chosen because it is the clearest and easiest way of organising, classifying and comparing and concluding the handbook because the data was gathered by interviews. Thus, the interview guide itself provided a good framework for the analysis. The analysis process in interpretation method consists of the following phases: data gathering, data reduction, writing narratives of each case, data organising, data categorising according to predetermined themes, drawing conclusions and making the handbook.

The data was gathered by conducting interviews. The data received in the interviews was manually written during the interviews, and the initial data reduction was done already in the interviewing moments. Thus, main points and relevant issues were written and irrelevant issues were left out. After the interviews a narrative of each interview was written in order to have the information in more clear and detailed form. The interviews helped also to gather the needed forms in order to successfully transport the goods from USA to EU.

Each interview was first handled separately by writing a narrative and analysing the information according to the themes in addition every information was evaluated and all the informed forms were gathered and analysed in the base of relevance. This was done from the in order for the case company to see, which steps and what kind of comments each interviewee had mentioned.

In the conclusion and recommendations chapter (the actual handbook) the results from each interview will be discussed in more generalized and combined method by drawing conclusions from the guides and forms that the interviewees said. This was done in order to identify the steps to be taken to import the good to EU but as well to avoid problems and barriers in the international trade.

6.5 Reliability, Validity and Quality Assessment

The research must be assessed in terms of reliability, validity and quality of the research and its results. The research is internally valid as the findings of the study make sense and match with the reality. The chance of biases in the results is rather small because the research was conducted by a third-party; in this case meaning a person who is not from the case company or from the interviewed companies. The external validity of this study is not high. The research results are subjective and the conclusions of the study are not directly transferable to other companies' conditions. However, the research methods are applicable to any similar kind of research needs of companies. The theory framework and the interview guide are usable for any other company's purposes as well.

However, the results of this research will only apply to the case company's situation and cannot be generalized to apply to all companies' situation. This is naturally because the interviewed persons were chosen purposefully and the current situation and conditions of the case company greatly impact on the results meaning that some other company may choose other producer that produce different kind of products, in that case the handbook does not cover the trade actions.

The research is reliable concerning the case company's situation and in specific the results apply to the chosen producer and those products only. The chosen research methods were selected in order to get as reliable and direct information as possible from the parties involved in the trade actions and although the sample size was rather small it was sufficient to get enough information and draw conclusions and generalizations that the case company aimed to have.

The quality of the primary data that was received in the study is high because the information came directly from professionals in Evira, Customs and the Logistics Providers. Interviews allowed the interviewer to have a deeper understanding on the trade actions and the steps involved in importing the goods to EU. Also the analysis of the results was done in a manner that allows the case company to target specific steps and problems / barriers. (Creswell 1994, 158-159.)

7 EMPIRICAL RESEARCH AND CONCLUSION

The empirical part of this thesis provides a handbook and guidelines to the case company. This part will follow the certain steps on how to begin the trade and where to find the information on how to import successfully feeds and animal foods from United States. The first step is to combine the theory into a practical guideline.

The handbook will provide concrete information of the trade actions starting with the very beginning of making a contract with a chosen exporter in USA, planning the trade strategy including financial aspects, possible insurances and incoterms, freight forwarders, and logistics. The empirical part of this thesis will also provide information of customs control and actions to be taken in order for Evira (the finish food safety authority) to accept the imported goods. The following chapters will discuss the actual trade steps and provides needed forms and guides to fill these.

7.1 Import Strategy

The case company should develop an import strategy including the mission, objectives and strategy. This study will suggest that the mission is to import healthy animal food to the growing animal markets. Since pet owners are

nowadays even more aware of the product ingredients and healthy animal foods the case company should try to answer to the growing demand.

The goal is to get the goods successfully from USA to Finland. This thesis suggests that the case company should make a few years plan on how to answer to the larger scale domestic markets, since the case company now operates only in small domestic markets. In addition the target should be to import animal food and accessories in manageable prices in an import point of view but as well in the retail point of view.

7.2 Export Company and Contracts

The possibilities to choose an export company are various; the companies in USA are nowadays more and more interest on trading with European Union. The choose criteria for the case company in this study was made on the basis of the quality of the goods and import possibilities from the chosen case company.

The thesis presents the possible export company to be Oxbow Hay Company. The company is located in Murdock in Nevada. The company produces, wholesale, resale and export animal foods to all over the world. The company was established in 1980 to meet the demand of healthy animal foods. They offer international distribution possibilities in many countries. At the moment Oxbow has one distributor in Finland. (www.oxbowhay.com)

The choose criteria was done according to the export possibilities since the Oxbow is interest in European markets. The company was chosen as well on the basis on the product ingredients. The Oxbow offers healthy natural foods for many small pet species. In addition the foods and hays that Oxbow offers is what the case company and the possible customers are interested in. There are many similar producers in the market but the final decision was made after the product, quality and price comparison was made.

This thesis will only discuss the possibilities of subscribing an international contract. The significance of a contract takes place when one party enters into an unfamiliar and distant party across a country border.

The importer must keep in mind that international contracts must be prepared and negotiated in an entirely different context than domestic ones. A contract in international business is not merely a document setting forth quantity, price, and delivery schedule of the products, it must also take into consideration the local legal system and political and currency risks in the countries involved. (Hinkelman.2003, 27)

Since the parties of the contract (Case Company – Oxbow) are not from same country and culture, the formation of the international contract is more complex. Usually the parties in international contract do not meet face-to-face, they have different societal values and practices, and the laws to which they are subject are imposed by different governments with distinct legal systems. The mentioned factors can easily lead to misunderstandings; therefore it is highly important that everything is done in written. (Shippey.2003, 1)

In the international contract are the four basic terms; 1) the description of the goods in terms of type, quantity, and quality. 2) The time of delivery 3) the price 4) the time and means of payment. These terms are the necessary parameters to the contractual relationship. Every international contract should provide for these terms. (Shippey.2003. 7) Clear definitions of the transport and delivery terms are highly important for the contract, since this term can have different meanings in domestic as opposed to international contracts. Mutual agreement on the meaning of the transport and delivery term is extremely important. (Shippey.2003, 8)

7.3 Financial / Insurances

After interviewing the International Transportation Supervisor Mr. Kai Leponiemi in Y.Auramaa Oy (Rauma), the possible payment method was chosen. Mr.

Leponiemi suggested that all the transportations would be best to give the Schenker Oy to handle (see chapter 7.4 Logistics Service Provider), since they also handle the payments. (Leponiemi.2008) The Oxbow Hay company offers 30 days net when importing the goods to Finland. This might cause some problems if the transportation takes more than 30 days but in the case of a new trading company as the case company the risk has to be taken. (www.oxbow.com)

The essential terms in the international contract are the payment terms and delivery terms. In international trade it is essential to establish the payment terms. When a company takes the leap into an international environment there will be a choice of currencies. In order for the contract to be enforceable the payment terms should be clearly defined. (Shippey.2003, 7)

The one most important fact when importing goods from abroad is to make a written contract especially when possession of the goods is not on the importer in the time of payment. It is vital to have the documentation for the sale, meaning the description of goods, quantity, and price. (Hinkelman.2003, 27)

The international transaction may take from several weeks to several months for the merchandise to find its way from the warehouse of the seller to the warehouse of the buyer since the goods must be packed for the export, transported to the port of export, cleared in the customs and transhipped to the final port. In the final port they need to be cleared in the customs and inspected by the Evira in Finland. (Hinkelman.2003, 10)

Generally the terms of payment used in an international transaction will depend on the relationship between the seller and the buyer, the nature of the merchandise, industry norms, the distance between buyer and seller, the potential for currency fluctuation, and political and economic stability in either or both countries. All of these factors must be considered before deciding on a method of payment that is acceptable to both parties. The single most important factor, however, is the willingness to accept payment terms bearing a higher degree of risk, in the case of the case company the export company needs to rely on the possibilities that the goods arrive safely to EU and Evira accepts the batches

before the payment is done. (Hinkelman.2003, 18) International transactions, therefore, often require a compromise on the part of the seller and the buyer that leads to relative security for both. (Hinkelman.2003, 19)

As already mentioned and suggested by Mr. Leponiemi, the payment will be done after the goods arrive to the first port (Rauma) and are checked. As important issue to discuss and arrange is the insurances. The Oxbow offers a minimal insurance that is available if requested for most shipments in exporting the products. It costs about 1,5 Euros per 67 Euros value. This insurance covers the value of the product (not the shipping cost) if the shipment disappears in transit. (www.oxbow.com)

In the case the shipment is given to Schenker Oy (see Logistics Service Provider 7.4) to take care, they arrange insurances and take care of the incoterms. In this thesis we have chosen a possible insurance and incoterm according to the possibility.

This research suggests using incoterm CIF (cost insurance and freight), the incoterm means that the case company has a contract with the exporting company and that the insurances are negotiated. The importing company accepts the goods arrive in the port in USA and receives the goods from the logistics provider in the final port (Rauma). The incoterm also covers that the importer also takes care of the customs clearance and transportations in the final destination.

For the exporter the incoterm CIF means that they need to take care of correct packing, labeling and transportation to the port in USA (Hinkelman.2003. 34). In this thesis we have also thought about the possibility of having an insurance. Basically the insurance is a guarantee of financial protection against the risk of loss or damage of the goods. There are a number of types of insurance used in international trade. These include coverage against risk of loss or damage to cargo, damage to foreign production facilities, and kidnapping and ransom insurance for foreign-based personnel. (Hinkelman.2002, 107)

There are a variety of different types of insurances available for cargo including; a) General marine insurance covering the ship that transports the goods. 2) Marine Insurance Policy that covers for losses due to delays, wars, strikes, riots and unfitness of a vessel, container or conveyance. 3) Open Cargo Policies that are written to cover a number of shipments within a specific time period. This coverage is also carried by freight forwarders and customs brokers and is made available (for a fee) to their customers for shipments they handle. (Hinkelman.2002. 108) Since the best possible way to get the goods successfully to Finland is to use Schenker Oy as a logistics provider they will most probably use the Open Cargo Policies as an insurance.

7.4 Products and Quantities

The possible ordered quantities are calculated according to the current demand and customer availability. At the moment the case company has about 100 active customers who buy the same products monthly or so. The calculations were done according to the current demand and by interviewing small pet owners (see Appendix 2, interview guide) who would buy the Oxbow foods. After the interviews the calculations were done on the basis on how much of each product is used monthly by a small pet (rats, cavies, rabbits, chinchillas and hamsters).

The item quantities and prices are in this thesis modified in to Euros and Kilos in order to help to understand the prices and quantities. The first order is suppose to be a “test” order how the demand will develop and how the customers will perceive the new healthier products. The target is to get the peoples awareness of the natural healthy animal foods and to launch the case company’s sales in the markets around the domestic buyers.

Since the products will preserve more than a month, usually 12 months, the first order will be two times the calculated quantity. The next orders will be counted according the demand and the time of the shipment.

Item Name	Weight per unit (Kg)	Price per unit (€)	Quantity ordered (Package)	Total Price/Total Quantity
Orchad Grass	0,4275	3 €	100	42,75 kg/ 300 €
Western Timothy Hay	0,4275	3 €	100	42,75 kg/ 300 €
Alfa Alfa Hay	0,4275	3 €	100	42,75 kg/ 300 €
Healthy Handfulls	0,9072	3,8 €	50	45,36 kg/ 190 €
Chinchilla Deluxe	2,268	5,3 €	20	45,36 kg / 106 €
Bunny Basics / T	2,268	4,67 €	50	113,4 kg / 233,5 €
Cavy Cuisine	2,268	5,16 €	50	113,4 kg / 258 €
Regal Rat	1,36	5 €	50	68 kg / 250 €
Total Price/ Kilos per Order				517,37 kg / 1937, 5 €
First Order				1034,74 kg / 3875 €

Figure 3. Calculations

The picture above is the calculations of the wanted item quantity and the prices. As already mentioned the orders are done according to the monthly demand in addition the orders are double since the shipping time from USA lasts a bit longer than the demand.

7.5 Logistics and the Service Provider

The best possible way to import the goods to Finland from United States would be to choose a logistics service provider that operates internationally. The best for the case company would be Schenker Oy, since they operate not only in Rauma but they operate as well in United States. Schenker Oy provides logistical services and support to industry and trade in land operations, in world-wide air and sea freight, and in all the associated logistics services.

Schenker offers such a complete service that normally the importing company does not have to think about payments, arranging transportations, customs or

Evira. In the next chapters; Custom, Evira we will discuss the actual guidelines by supposing that there is no freight forwarder (Schenker). (www.schenker.fi)

After the Oxbow and the Case Company have established the distribution contract it is time to consider the actual import actions. The research suggests considering the needed transportation and delivery terms. The simplest and fastest way is to give the transportation designing to an integrated logistics service provider such as Schenker. When the case company has done the actual order with Oxbow they place a shipment order from Schenker. Schenker then arranges the transportation from USA to the harbor and transports the goods to the port of Rauma. Schenker informs arrival of the goods to customs that declares the goods. If needed Evira will check the goods as well (see chapter Evira in Customs). (www.schenker.fi). As mentioned above the following chapters will give the guides how to operate without the logistics designer.

In order for the goods to be handled correctly the importance is to check the basic information of the shipment is in order. This enables the goods to be delivered to the receiver according to the contract. The most important issues to be checked when shipping goods are that the goods are on time and that the transport order is done with right information, transport durable package, clear and specific address labels and standardized / clear fright bill.

7.5.1 Packaging

The most important issue to start is to take care of the right kind of package. The export company in USA is responsible of the packaging the goods in the right way so that the goods will be in good condition when they arrive to Finland.

The shipment is to be packaged in the way that it will endure the machine handling and will endure normal strains of transportation. The mission of the transportation package is to cover the goods, ease the shipments handling in the sender, receiver and logistics provider point of view and to give information of the shipment.

The importance is also to use handling signs in the parcels e.g. fragile, warm transportation etc. In the case of products imported to the case company the goods need to be protected from cold and freezing in addition no loading on the top of the goods. The exporter will also take care of the labeling the handling instructions. (Leponiemi.2008)

In this study we will concentrate on the animal food/ feeds and how to pack them. The ordered goods and quantities can be found from the chapter 7.3.1. The quantity of the goods is adequate for one FIN-Lava (1000cm x 1200cm) and the goods can be packed by using plastic cover to protect them. (Savolainen.2008)

7.5.2 International WayBill

In this chapter are presented the international way bill, the filling instructions and examples of an international waybill. (See Appendix 3)

It is highly important to fill the international way bill correctly. In the case of the case company the sender is Oxbow Hay Company. The pick up address is the actual departure place of the goods. The receiver is the commercial party of the transportation (the case company). The shipment is handed over in the address marked in the international waybill. The actual delivery address is the address of the receiving company. The international waybill has also the payer of the transportation and the customer number if one exists.

It is highly important to individualize the parcel number that is sent through the same international waybill. The content of the parcels is important as well to mark in the international waybill, if needed the product code as well. In the case of the case company the list of items are already mentioned in the paperwork for the customs and Evira as well the contents of the products are specifically marked in order to get the goods in the free movement. Identifying the shipments is based on the international waybill and parcel information uniformity. International

transportations (imports) need as well the domestic logistics provider name and address. (Leponiemi.2008)

The actual weight and volume (cubic meters, loading meters or kilos) of the shipment should as well be marked in the international way bill. Loading meter is used as a volume in the case when loading on top of them is not possible, or the parcels are over 150cm high. (Savolainen.2008)

Rullakko : 0,2 Lm (370 kg)	Teholava: 0,2 Lm (370 kg)
EUR-lava: 0,4 Lm (740 kg)	FIN-lava : 0,5 Lm (925 kg)
Lavametripaino.....1850 kg (1 metri lastitilassa)	

Figure 4. Loading meters shows the transportation units (www.schenker.com)

7.6 Customs

After the logistics service provider has shipped the containers (goods) to Finland, in this case in Rauma the goods are transported in to the customs area. Since they have been brought to EU they are under customs control. Products are presented to the customs after they have arrived.

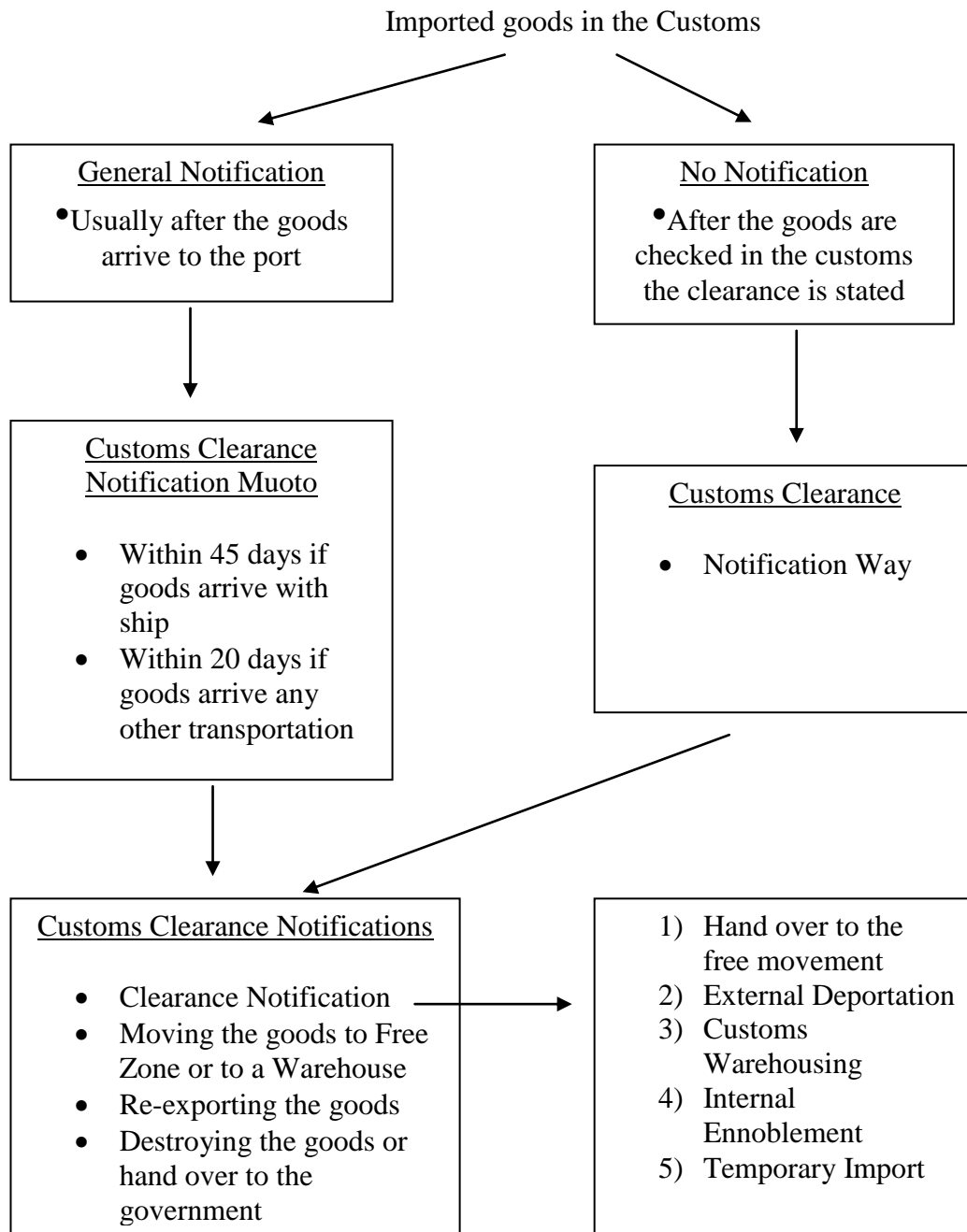


Figure 5. Customs Procedure (www.tulli.fi)

All the goods imported outside borders of EU need to be cleared in the customs. After the goods arrive to the port of Rauma they are presented to the Customs. The goods are then informed to the customs with a customs notification in written form; in this case it is the SAD-form (which is an administrative common document) (see Appendix 9, SAD-Form). The most common way of the customs procedure is to hand over the goods in to the free movement. The precondition is that all the import taxes and tariffs are paid.

The main point of presenting the goods to the customs is to show that the goods have arrived and are now ready to be inspected. This stage means as well that the products are now ready to be inspected as well by the receiver and in this case the case company can now inform Evira if any tests are needed. Evira may also want to take some samples since the products are hays and animal foods.

Depending on the customs procedure other documents such as the bill, clearance notification, certificate of origin, transportation document and package list of the items are as well needed in the customs. (www.tulli.fi)

7.6.1 Charges in Customs

When importing goods from a third country, the usual taxes to be paid are clearance and VAT (value added tax). In this study we will concentrate on the feeds and animal based products imported from USA.

Duties are usually value clearances meaning a certain percent of the total value of the goods. Some goods are defined according to the weight or item quantity. The duty is different for each product and it is according to what customs tariff the product is categorized. The value is based on the total price of the goods; in addition the value includes the transportation costs for the first arrival place in EU. Taxation and Customs union provides in their web pages a search engine, where the specific costs of the agricultural products are categorized in. The address of the Taxation and Customs Union web pages can be found from the bibliography of this research. (<http://ec.europa.eu>)

The basis for the VAT is also the value of the duty. The most common VAT in EU area for the goods is 22 %. Feeds imported by the case company include in the agricultural products and are therefore in the VAT of 17 %. (www.tulli.fi)

7.7 Evira

Some imported goods are under restriction or other import limitations in order to maintain the well being of humans, animals or nature. Since these limitations are not commercial or custom based the maintaining of these limitations is issued to other authorities, these authorities we have already discussed in the previous chapters meaning Evira. In the case of the case company and importing feeds to EU, Evira is responsible for supervising the instructions and the contents of the goods.

Usually Evira supervises imported feeds through random testing; in addition the feeds are supervised as a marketing control. As already mentioned in Chapter 3.6 the imported feeds are monitored in the veterinary officials in the borders. This means that when the imported goods arrive to the port of Rauma customs will inform the local Evira official that feeds have been imported. (www.evira.fi) As mentioned, the imported feeds and animal foods are supervised as well for the marketing purposes, meaning that those feeds and animal foods that end up in the resale. The imported goods are checked and samples are taken in the first EU border (this thesis concentrates on the port of Rauma).

After the goods are tested in the Evira laboratory the importer needs to indicate that the notification of a feed / animal importer has been done. In addition the new importer needs to make sure that all the imported items are labeled according to the EU standard as well the warehouses where the goods are maintained need to meet the EU standards. (In the Appendix 8, is presented an EU approved label for animal foods).

7.7.1 Starting the Import Action

The first step is to register in to the import registry. The registry is maintained by the plant health authorities and Evira. The next chapters will provide more in-depth information how to register and what substances/ingredients are allowed to be imported to EU. (www.tulli.fi) More specific instruction on the feed trade is

settled in the feed trade law (728/00), hay trade law (396/98) and pesticide law (232/93). The laws as such can be found from (www.finlex.fi)

The European parliament and council compels all the producers, importers and sellers in the field of feeds and animal foods to register in the registration of feed registry. The registration associates with the ingredients in the feeds, the growth substances for the feeds, the animal foods or sub products from the foods or other ingredients used in the production.

The registry is supervised and approved by the Ministry of Agriculture and Forestry. The registration should be done one (1) month earlier before the trade begins. The registration is done to the Evira even though it is supervised by the Ministry of Agriculture and Forestry. (www.mmm.fi)

7.7.2 Registration

According to the feed hygiene regulation not only the case company has to register in Evira but as well the export company in USA. The registration is done by the form A “Information for the Registration”, Appendix 4 will instruct the form. The registration is essential for the import operation.

Since the case company is retailer but as well they sell products to animal shops it is essential that all the registration forms are in order, since it is against the law to buy or sell from anyone that does not include in the register. All the importers in the area of feeds and animal foods need to have HACCP-system (A system which identifies, evaluates, and controls hazards which are significant for food safety) and they need to follow the feed-hygiene regulation no 2. The importer has to fill the form of information in feed-hygiene regulations and HACCP- systems. The Appendix 5 includes the forms. (www.evira.fi)

7.7.3 Product Labels / Ingredients

All the imported goods are to be labeled. The label has to be attached to the package, or if the goods are sold in singular kilos or grams the label has to be given in written to the buyer. The labels need to be in Finnish and in Swedish and it has to be placed in a seeable place. This means that the products imported from USA need to be labeled already in USA in order them to get through the border inspection in EU (Finland). This might cause extra work since some of the exporters in USA does not have translator that is able to write Finnish and Swedish, this means that the case company is responsible of translating the ingredients and then inform the producer in USA. (www.evira.fi) Appendix 8 demonstrated the correct labeling.

7.7.4 Batch Number

The batch number is obligatory in all the imported products. The number means a batch of goods produced and packed in the same time at the same place. A batch number can be a number - , letter- , or combination code of these. The essential thing is that the batch number identifies the one batch and can be then identified if needed.

The batch number, the preserve time, net weight and registration number of the importer/exporter need to be in the product specification. (www.evira.fi) (See Appendix 8 for correct batch number)

7.7.5 Ingredients

In the pet food product specifics the ingredients need to be informed either by using the name of the feed or by using the name of the feed group. The names are informed starting by the most used ingredient. The weight of the used feed need to be informed as well (Appendix 8)

Added ingredients are used in animal foods more and more today. The added ingredients are used to improve the raw materials, to improve the health of animals or to preserve the food.

The added ingredients are regulated in EU and only approved ingredients are allowed to be imported. The registry of added ingredients will show the allowed ingredients. The lists of approved ingredients are in the registry and the registry can be found from the Finnish Food Safety Authority (Evira). When importing the feeds and animal foods from USA, the case company needs to find out what products and added ingredients the goods contain and whether it is possible to import them to Finland. Appendix 7 the Form "C" presents the form. The added ingredients can also be found from the Appendix 6 that presents the possible added ingredient substances that are allowed to be imported to EU. (www.evira.fi)

8 RESEARCH RESULTS AND RECOMMENDATIONS

Results of this thesis will be discussed on the basis of the handbook. The results and recommendations indicate the short steps where to start the import actions, in addition the results will provide the recommendations and forms to consider in order to successfully completing the import from the United States to Finland. The future success of the case company's import actions should also be discussed on the basis of the demand of the products after they have been successfully imported to Finland.

Step 1

The step 1 is to recognize the demand of the products and the marketing opportunity. After the marketing niche has been recognized it is possible to start to develop the import strategy; In order to start the import the import strategy is needed. In the first planning stage includes as well considering the best possible export company.

Step 2

The export company can be chosen in various methods, in this study the *choose criteria* was calculations and the desire of the offered goods. The step 2 includes as well the formation of proper *contracts* with the chosen export company. The contract includes; *payment and delivery terms*. *Insurances* should as well be considered. It is important to have all the contracts *in written*.

Step 3

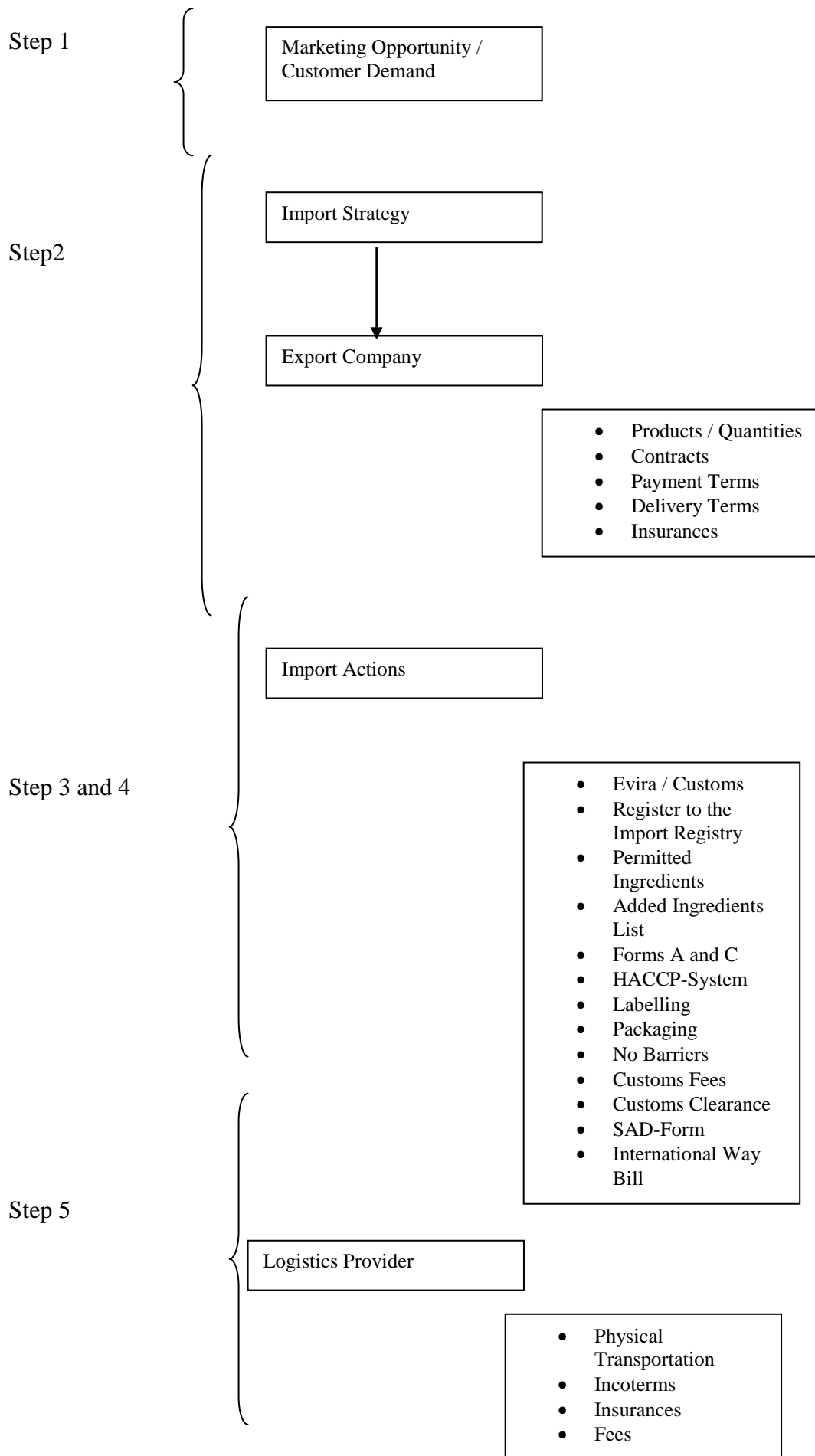
After the contracts with the export company has been concluded the next step is to plan the actual *import action*. This step includes planning the import in the sense that all the authorities that are involved in the trade are informed. *Evira*; make sure that the products are permitted to EU. The vital part of the step 3 is to register in the *import registry* (exporter and importer) one month earlier before the trade begins. Checking that the goods do not contain any *restricted ingredients*. Fill the correct *forms* (A and C) and confirm that the company has *HACCP-System*. Before the goods are shipped confirm that the goods are correctly labeled, packed and notified in the international waybill.

Step 4

Customs; Checking whether the goods have any barriers, or regulations that might affect the import. Consider the possible fees and clearance systems in the final port. Fill the correct forms (SAD-form).

Step 5

Logistics Provider should be chosen. Who arranges the transportations in the port of export and import. The physical transportation, meaning that the actual shipping vehicle must be chosen. In this thesis the sea transportation was chosen since the costs were a lot lower than other possible transportation methods. Logistics fees must be negotiated and the possible incoterms and insurances with the logistics service provider have to be considered.



As a further research this thesis suggests that a proper business plan and import strategy should be developed. A suggestion would highlight as well a customer satisfaction survey to specify the current situation in order to develop the business.

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Mr. Leponiemi Kai, Y. Auramaa Oy

Mr. Savolainen Kalle, Y. Auramaa Oy

APPENDICES

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7. Form C, Importing Added Ingredients
8. Labeling
9. SAD-Form

Haastattelun Runko

Yhtiö _____

Haastateltava _____ Päivämäärä _____

1. YLEISET TUONTIIN LIITTYVÄT OHJEET

- 1) Miten tavarat saadaan U.S.A:n satamaan?
- 2) Ohjeita tuonti tapahtumaan
- 3) Kaavakkeita

2. LOGISTIIKKA / AIKATAULUT

- 1) Millainen pitää pakkauksen olla
- 2) Miten kauan todellisuudessa menee USA:sta Suomeen?
- 3) Hinnat
- 4) Kuljetus tullimenettelyjen jälkeen?
- 5) Kaavakkeita

3. TULLIMENETTELYT

- 1) Tulli selvitys
- 2) Tulli U.S.A:ssa
- 3) Rajoituksia / kieltoja heinän / eläintenruoan tuomiselle
- 4) Ilmoitus tullille Suomessa
- 5) Lakiin liittyviä rajoituksia
- 6) Kaavakkeita

Interview Guide

Company _____

Interviewee _____ Date _____

1. GENERAL IMPORT ACTIONS

- 1) How to get the goods to the port in USA
- 2) Import actions
- 3) Forms

2. LOGISTICS / TIMING

- 1) What kind of the shipment should be
- 2) Timing, how long does it take to get the goods to final destination?
- 3) Prices
- 4) Transportation after the Customs Clearance

3. CUSTOMS CLEARANCE

- 1) Clearance in the Customs
- 2) Customs in USA
- 3) Restrictions for Feeds/ Hays?
- 4) How to notify in the port of destination
- 5) Barriers
- 6) Any legal Aspects

Haastattelun Runko

Haastateltava _____ Päivä _____

1. YLEISIÄ KYSYMYKSIÄ

- 1) Omistettava eläin
- 2) Montako eläintä tällä hetkellä

2. RUOKINTA

- 1) Mitä ruokaa syötät
- 2) Paljonko ruokaa menee tällä hetkellä
- 3) Mistä ostat ruoan
- 4) Oletko tyytyväinen laatuun
- 5) Hinnat

3. TULEVAISUUDEN NÄKYMÄT

- 1) Olisitko valmis vaihtamaan tuotteen
- 2) Olisitko valmis tilaamaan ulkomailta pidemällä aikavälillä
- 3) Millaisilla hinnoilla olisit valmis tilaamaan
- 4) Oletko tietoinen terveellisemmästä vaihtoehdosta

APPENDIX 2

Interview Guide

Interviewee _____ Date _____

1. GENERAL QUESTIONS

- 1) Pet
- 2) How many pets

2. FOOD

- 1) What food do you use at the moment?
- 2) How much do your pets use per month
- 3) Where do you buy the food
- 4) Are you satisfied with the quality
- 5) Prices

3. FUTURE INTERESTS

- 1) Would you be ready to change the product
- 2) Would you be ready to order in a longer time period
- 3) What kind of prices would interest you
- 4) Are you aware of healthier options?

APPENDIX 3

CMR

INTERNATIONAL WAYBILL

		Reference No.																				
		Trade access reference																				
Consignee		Carrier Kuljetusliike Y. Auramaa Oy 27500 Kauttua Finland																				
Lieferadresse / Delivery address		Tel. +358-2-5490300 Fax. +358-2-5490330																				
Trailer number	Place of loading	Terms of delivery																				
	Border Crossing																					
Place of discharge	Final destination																					
Marks and Numbers	Number and kind of packages, description of goods	CCCN	Gross weight, kg Volyme, m ³																			
Carrier's instructions and remarks		Special instructions																				
DOCUMENT ATTACHE																						
<table border="1"> <thead> <tr> <th colspan="2">Invoice</th> <th rowspan="2">Pack let</th> <th rowspan="2">Cart of orig</th> <th colspan="3">EUR</th> </tr> <tr> <th>Orig</th> <th>Copy</th> <th>1</th> <th>1</th> <th>2</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Invoice		Pack let	Cart of orig	EUR			Orig	Copy	1	1	2									
Invoice		Pack let	Cart of orig			EUR																
Orig	Copy			1	1	2																
This consignment will be carried in accordance with the carrier's General Transport and Liability Conditions. The carrier is liable to CMR. The transport liability is covered by carrier's insurance company.		Movement certificate (EUR 1) number																				
Date	Date	Issued at																				
Receiver's signature	Driver/terminal signature	Sender's signature																				
RECEIVED IN GOOD CONDITION																						

APPENDIX 4 (Form- A)



Elintarviketurvallisuusvirasto Evira
Valvontaosasto
Rehuvälvonta

**ILMOITUS REKISTEROINTIA
VARTEN** 1 (2)

LOMAKE A

Dnro _____

PERUS- TIEDOT	Yrityksen nimi		Osasto / Laitos
	Y-tunnus	Yhteyshenkilö	Puhelinnumero
	Postiosoite		Postinumero ja paikkakunta
	Käyntiosoite		
	Laskutusosoite (jos eri kuin postiosoite)		
	Sähköpostiosoite		

TOIMINNAT JA TUOTE- TYYPIT (täyttöohjeita sivulla 2)	Merkitse rastit kaikkien niiden toimintojen kohdalle, jotka kuvaavat laitosta					
	X	Merkki	Toiminta			
	<input type="checkbox"/>	A	Lisäaineiden, bioproteiinien ¹⁾ tai esiseosten valmistaja			
	<input type="checkbox"/>	B	Rehuaineiden valmistaja, mikä rehu?			
	<input type="checkbox"/>	C	Rehuseosten valmistaja			
	<input type="checkbox"/>	D	Rahtisekoittaja			
	<input type="checkbox"/>	F	Maatila			
	<input type="checkbox"/>	H	Välittäjä <input type="checkbox"/> , jakelija <input type="checkbox"/> , vähittäiskauppa ²⁾ <input type="checkbox"/> , tukkukauppa <input type="checkbox"/> , sisämarkkinatuojia <input type="checkbox"/>			
	<input type="checkbox"/>	K	Kotimainen valmistaja			
	<input type="checkbox"/>	M	Maahantuojia tai kolmasmaaedustaja ³⁾			
	<input type="checkbox"/>	V4	Varastointiliike, irtorehu	<input type="checkbox"/>	V5	Varastointiliike, pakattu rehu
	<input type="checkbox"/>	W4	Kuljetusliike, irtorehu	<input type="checkbox"/>	W5	Kuljetusliike, pakattu rehu
	Merkitse rasti niiden tuotetyyppien kohdalle, joita laitos valmistaa, välittää, jakelee, myy, tuo maahan, varastoi tai kuljettaa.					
X	Merkki	Tuotetyyppi				
<input type="checkbox"/>	E	Lemmikkieläinruuat (myös luonnon lintujen ruuat)				
<input type="checkbox"/>	G1	Eläimistä saatavat sivutuotteet; luokka 1; TSE ja/tai tuntematon riski, sivutuoteasetuksen 1774/2002 mukainen luokitus				
<input type="checkbox"/>	G2	Eläimistä saatavat sivutuotteet; luokka 2; sivutuoteasetuksen 1774/2002 mukainen luokitus				
<input type="checkbox"/>	G3	Eläimistä saatavat sivutuotteet; luokka 3; sivutuoteasetuksen 1774/2002 mukainen luokitus				
<input type="checkbox"/>	J	Kalajauho ja kalajauhoa sisältävät rehut (myös eläinperäinen dikalsium- ja trikalsiumfosfaatti, verituotteet, veri jauho)				
<input type="checkbox"/>	Q	Elintarviketuotantoeläinten rehut				
<input type="checkbox"/>	S	Turkiseläinten rehut				
<input type="checkbox"/>	Z	Lääkerehut				

10.01.08

ILMOITUS REKISTERÖINTIÄ VARTEN 2 (2)

LOMAKE A

LAADUN-OHJAUS-JÄRJESTELMÄ¹⁾	Noudattaako yritys toimialan hyväksymiä laadunohjausjärjestelmää, rehuhygieniasetuksen tarkoittamaa yhteisön ohjetta tai kansallista ohjetta tai standardia. Jos niin mitä?		
	Onko yrityksen edellisessä kohdassa mainittu järjestelmä kolmannen osapuolen sertifiointi/akkreditointi/tunnustami		
	Kyllä <input type="checkbox"/>	Ei <input type="checkbox"/>	
	Jos on, niin kenen toimesta?		
LISÄ-TIETOJA	Lisätietoja tuotteista tai toiminnoista (esim. arvio vuosittaisesta valmistus- ja/tai tuontimäärästä)		
	Valmistaako yritys myös elintarvikkeita?	Onko yrityksen omavalvontaohjelma kunnan elintarvikeviranomaisen hyväksymä?	
	Kyllä <input type="checkbox"/>	Ei <input type="checkbox"/>	Kyllä <input type="checkbox"/>
	Valmistaako yritys myös lääkkeitä?		
	Kyllä <input type="checkbox"/>		Ei <input type="checkbox"/>

Täyttöohjeita ja lomakkeen palautus

1)	Lk E, Direktiivissä 82/471/ETY (MMMa 60/05) tarkoitetut tuotteet a) Bakteereihin, hiivoihin, leviin ja alempiin sieniin kuuluvista mikro-organismeista peräisin olevat valkuaisaineet, lukuun ottamatta tapettuja eläin- tai kasvipärisillä substraateilla tuotettuja hiivoja (esim. panimoilivat). b) Ammoniumsuolat ja aminohappoja käymisreaktiolla valmistettaessa syntyvät oheistuotteet.
2)	Rekisteröintivelvoite ei koske toimijoita, jotka harjoittavat ainoastaan lemmikkieläinruokien vähittäiskauppaa.
3)	Rehuyritys, joka tuo Suomeen EU:n ulkopuolelta maasta rehun valmistukseen käytettäviä lisäaineita, lisäaineita sisältäviä esiseoksia tai lisäaineita sisältäviä rehuseoksia tai bioproteiineja.
4)	Laadunohjausjärjestelmää koskeviin kysymyksiin ei tarvitse vastata jos ko. järjestelmää ei ole käytössä
LOMAKKEEN PALAUTUS	Elintarvikeeturvallisuusvirasto Evira Rehuvalvonta Mustialankatu 3, 00790 Helsinki

Vakuutan edellä annetut tiedot oikeiksi

Pvm

Allekirjoitus

(yrityksen johtaja tai valtuuttama henkilö)

Paikka

Nimen selvennys

APPENDIX 5 (HACCP-system)



1(1)

Valvontaosasto
Maatalouskemian yksikkö

Dnro/Dnr/ DNo
____/____/2007

ILMOITUS REHUHYGIENIA-ASETUKSESSA SÄÄDETTYJEN VAATIMUSTEN TÄYTTYMISESTÄ

Yrityksen nimi	
Osasto/laitos	
Eviran asiakasnumerot, joita ilmoitus koskee	

Lomakkeen täyttäminen edellyttää tutustumista ohjeeseen REHU 801/1. Jos HACCP-ohjelmia on useita, tiedot jokaisesta ohjelmasta annettava omalla lomakkeellaan.

Voimassa olevien HACCP-ohjelmien lukumäärä	
--	--

HACCP-ohjelman viimeisin päivitys	
HACCP-ohjelman vastuuhenkilö	
HACCP-ohjelma kattaa seuraavat tuotteet ja toiminnot (Tuotteet voidaan ilmoittaa tuoteryhminä, esim. rehuaineet, täysrehut, täydennysrehut)	
Onko vuokaavio laadittu	<input type="checkbox"/> kyllä <input type="checkbox"/> ei
Tärkeimmät tunnistetut vaarat	
Kriittisiä hallintapisteitä (CCP) tunnistettu	<input type="checkbox"/> ei <input type="checkbox"/> kyllä, seuraavat:
Laitoksella on käytössä tukijärjestelmä, joka korvaa kriittisten hallintapisteiden seurannan	<input type="checkbox"/> kyllä <input type="checkbox"/> ei

Päiväys		Ilmoituksen antajan nimi ja puhelinnumero	
---------	--	---	--

Ilmoituksen palautus 29.2.2008 mennessä	
■ sähköpostitse: rehu.ilmoitukset@evira.fi	■ postitse maksutta vastauslähetyksenä osoitteella: Elintarviketurvallisuusvirasto Evira Info 3-732 Tunnus 5001031 00003 VASTAUSLÄHETYS

APPENDIX 6 (Added Ingredients)

TÄULUKKO A

Taulukkoon on X:llä merkitty ne toiminnot ja lisäaineet, jotka edellyttävät toimijan hyväksyntää. Ylimmän rivin numero- ja kirjain-koodit viittaavat jäljempänä kuvattuihin lisäaineiden luokkiin ja funktionaalisiin ryhmiin.								
Toimija	1b	2a	3 kaikki	3 A- ja D- vitamiinit Cu, Se	4 kaikki	4d	5	E
Lisäaineen valmistaja	X	X	X	X	X	X	X	X
Lisäaineen markkinoille saattaja*	X	X	X	X	X	X	X	X
Esiseoksen valmistaja				X		X	X	
Esiseoksen markkinoille saattaja				X		X	X	
Rehuseoksen valmistaja, joka käyttää lisäaineita tai esiseoksia rehuseosten valmistamiseen						X	X	
Kotieläintuottaja, joka käyttää lisäaineita tai esiseoksia rehuseosten valmistamiseen						X	X	
*Markkinoille saattamisella tarkoitetaan rehun hallussa pitämistä myyntiä varten, myös myytäväksi tarjoamista tai muuta joko ilmaiseksi tai korvausta vastaan tapahtuvaa siirtoa sekä itse myyntiä, jakelua ja muita siirtomuotoja.								

Lisäaineiden luokat ja funktionaaliset ryhmät (asetus EY N:o 1831/2003):

1. 'Teknologisten lisäaineiden' luokka
 - b) hapettumisenestoaineet: aineet, jotka pidentävät rehujen ja rehuaineiden säilyvyyttä suojaamalla niitä hapettumisen aiheuttamalta pilaantumiselta, vain sellaiset, joille määritellyt enimmäispitoisuudet
 2. 'Sensoristen lisäaineiden' luokka
 - a) väriaineet, karotenoidit ja ksantofyllit
 3. 'Ravitsemuksellisten lisäaineiden' luokka
 - a) vitamiinit, provitamiinit ja kemiallisesti tarkkaan määritellyt aineet, joilla on samankaltainen vaikutus
 - b) hivenaineyhdisteet
 - c) aminohapot, niiden suolat ja analogit
 - d) urea ja sen johdannaiset
 4. 'Eläintuotantoon vaikuttavien lisäaineiden' luokka
 - a) ruuansulatusta edistävät aineet: aineet, jotka eläimille annettuina lisäävät rehun sulavuutta vaikuttamalla tiettyihin rehuaineisiin
 - b) suolistoflooran stabiloimiseen tarkoitetut aineet: mikro-organismit tai muut kemiallisesti määritellyt aineet, jotka eläimille annettuina vaikuttavat positiivisesti suolistoflooraan
 - c) aineet, jotka vaikuttavat suotuisasti ympäristöön
 - d) muut eläintuotantoon vaikuttavat lisäaineet, esim. kalliundiformiaatti FormilHS
 5. 'Kokkidiostaattien ja histomonostaattien luokka'
- E. Direktiivissä 82/471/ETY (MMMa 60/05) tarkoitetut tuotteet**
- a) bakteereihin, hiiivoihin, leiviniin ja alempiin sieniin kuuluvista mikro-organismeista peräisin olevat valkuaisaineet, lukuun ottamatta tapettuja eläin- tai kasvipörisillä substraateilla tuotettuja hiivoja (esim. panimohiivat)
 - b) ammoniumsuolat ja aminohappoja käymisreaktiolla valmistettaessa syntyvät oheistuotteet

LISÄAINELUOKAT JA FUNKTIONAALISET RYHMÄT

Rehun lisäaineet sijoitetaan yhteen tai useampaan luokkaan niiden käyttötarkoituksen ja ominaisuuksien perusteella. Luokkien sisällä lisäaineet jaotellaan edelleen funktionaalisiin ryhmiin tärkeimmän (tärkeimpien) käyttötarkoituksen (käyttötarkoitusten) mukaan

1. 'Teknologisten lisäaineiden' luokka

- | | |
|------------------------------|---|
| a) säilöntäaineet | aineet tai mikro-organismit, jotka suojelevat rehuja mikro-organismien tai niiden aineenvaihduntatuotteiden aiheuttamalta pilaantumiselta |
| b) hapettumisenestoaineet | aineet, jotka pidentävät rehujen ja rehuaineiden säilyvyyttä suojaamalla niitä hapettumisen aiheuttamalta pilaantumiselta |
| c) emulgointiaineet | aineet, jotka tekevät mahdolliseksi tai säilyttävät tasaisen seoksen kahdesta tai useammasta toisiinsa sekoittumattomasta olomuodosta rehuissa |
| d) stabilointiaineet | aineet, jotka mahdollistavat rehun fysikaalis-kemiallisen tilan ylläpitämisen |
| e) sakeuttamisaineet | aineet, jotka lisäävät rehun viskositeettia |
| f) hyytelöimisaineet | aineet, jotka antavat rehulle hyytelömäisen rakenteen |
| g) sidonta-aineet | aineet, jotka lisäävät rehun hiukkasten taipumusta tarttua toisiinsa |
| h) aineet, | joilla ehkäistään radionuklidikontaminaatiota aineet, joilla estetään radionuklidien absorptio tai edistetään niiden erittymistä |
| i) paakkuuntumisenestoaineet | aineet, jotka vähentävät rehun yksittäisten hiukkasten taipumusta tarttua toisiinsa |
| j) happamuudensäätöaineet | aineet, joilla säädellään rehujen pH:ta |
| k) säilörehun lisäaineet | aineet, myös entsyymit ja mikro-organismit, jotka on tarkoitettu lisättäväksi rehuun säilörehun parantamiseksi |
| l) denaturointiaineet | aineet, jotka prosessoitujen rehujen valmistuksessa käytettyinä antavat mahdollisuuden selvittää tietyn elintarvikkeen tai rehuaineen alkuperän |

2. 'Sensoristen lisäaineiden' luokka

a) väriaineet:

- i) aineet, jotka lisäävät tai palauttavat väriä rehuihin;
 - ii) aineet, jotka eläimille ruokittuina lisäävät väriä eläinperäisiin elintarvikkeisiin;
 - iii) aineet, jotka vaikuttavat suotuisasti akvaariokalojen tai häkkilintujen väriin;
- b) aromiaineet aineet, joiden lisääminen rehuun lisää rehun tuoksua tai tekee siitä maistuvamman.

3. 'Ravitsemuksellisten lisäaineiden' luokka

- a) vitamiinit, provitamiinit ja kemiallisesti tarkkaan määritellyt aineet, joilla on samankaltainen vaikutus
- b) hivenaineyhdisteet
- c) aminohapot, niiden suolat ja analogit
- d) urea ja sen johdannaiset

4. 'Eläintuotantoon vaikuttavien lisäaineiden' luokka

- a) ruuansulatusta edistävät aineet aineet, jotka eläimille annettuina lisäävät rehun sulavuutta vaikuttamallatiettyihin rehuaineisiin
- b) suolistoflooran stabiloimiseen tarkoitettut aineet mikro-organismit tai muut kemiallisesti määritellyt aineet, jotka eläimille annettuina vaikuttavat positiivisesti suolistoflooraan
- c) aineet, jotka vaikuttavat suotuisasti ympäristöön
- d) muut eläintuotantoon vaikuttavat lisäaineet

5. 'Kokkidiostaattien ja histomonostaattien' luokka

APPENDIX 7 (Form- C, Added Ingredients)



Elintarviketurvallisuusvirasto Evira
Valvontaosasto
Rehuvaianta

**HAKEMUS HYVÄKSYNTÄÄ
VARTEN**

1 (2)

LOMAKE C

Dnro _____

HAKIJAN TIEDOT	Yrityksen nimi	Osasto

Taulukkoon on neljöllä merkitty ne toiminnot ja lisäaineet, jotka edellyttävät hyväksyntää.
Rastita ne neliöt jolle laitos hakee hyväksyntää.
Ylimmän rivin koodit ylittävät jäljempänä kuvattuihin lisäaineiden luokkiin ja funktionaalsiin ryhmiin.

Toimija	Lk 1b	Lk 2a	Lk 3 kaikki	Lk 3 A, D Cu, Se	Lk 4 kaikki	Lk 4d	Lk 5	Lk E
Lisäaineen valmistaja	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lisäaineen markkinoille saattaja*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Esiseoksen valmistaja				<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
Esiseoksen markkinoille saattaja				<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
Rehuseoksen valmistaja, joka käyttää lisäaineita tai esiseoksia rehuseosten valmistamiseen						<input type="checkbox"/>	<input type="checkbox"/>	
Kotieläintuottaja, joka käyttää lisäaineita tai esiseoksia rehuseosten valmistamiseen						<input type="checkbox"/>	<input type="checkbox"/>	

*Markkinoille saattamisella tarkoitetaan rehun hallussa pitämistä myyntiä varten, myös myytäväksi tarjoamista tai muuta joko ilmaiseksi tai korvausta vastaan tapahtuvaa siirtoa sekä itse myyntiä, jakelua ja muita siirtomuotoja.

Lisäaineiden luokat ja funktionaaliset ryhmät (asetus EY N:o 1831/2003):

1. 'Teknologisten lisäaineiden' luokka
 - b) hapettumisenestoaineet: aineet, jotka pidentävät rehujen ja rehuaineiden säilyvyyttä suojaamalla niitä hapettumisen aiheuttamalta pilaantumiselta, vain sellaiset, joille määritelty enimmäispitoisuus
2. 'Sensoristen lisäaineiden' luokka
 - a) väriaineet, karotenoidit ja ksantofyllit
3. 'Ravitsemuksellisten lisäaineiden' luokka
 - a) vitamiinit, provitamiinit ja kemiallisesti tarkkaan määritellyt aineet, joilla on samankaltainen vaikutus
 - b) hivenaineyhdisteet
 - c) aminohapot, niiden suolat ja analogit
 - d) urea ja sen johdannaiset
4. 'Eläintuotantoon vaikuttavien lisäaineiden' luokka
 - a) ruuansulatusta edistävät aineet: aineet, jotka eläimille annettuina lisäävät rehun sulavuutta vaikuttamalla tiettyihin rehuaineisiin
 - b) suolistoflooran stabiilimiseen tarkoitetut aineet: mikro-organismit tai muut kemiallisesti määritellyt aineet, jotka eläimille annettuina vaikuttavat positiivisesti suolistoflooraan
 - c) aineet, jotka vaikuttavat suotuisasti ympäristöön
 - d) muut eläintuotantoon vaikuttavat lisäaineet, esim. kallumidiformiaatti FormILHS
5. 'Kokkidiostaattien ja histomonostaattien luokka'

Lk E, Direktiivissä 82/471/ETY (MMMa 60/05) tarkoitetut tuotteet

- a) bakteereihin, hiivoihin, leivin ja alempiin sieniin kuuluvista mikro-organismeista peräisin olevat valkuaisaineet, lukuun ottamatta tapettuja eläin- tai kasvipärisillä substraateilla tuotettuja hiivoja (esim. panimohiivat)
- b) ammoniumsuolat ja aminohappoja käymisreaktiolla valmistettaessa syntyvät oheistuotteet



Elintarviketurvallisuusvirasto Evira
Valvontaosasto
Rehuvallonta

**HAKEMUS HYVÄKSYNTÄÄ
VARTEN**

2 (2)

LOMAKE C

Liitteet: Merkitse rastilla hakemuksen liitteet.

1. Luettelo niistä hyväksyntää edellyttävistä lisäaineista, joita valmistetaan tai saatetaan markkinoille
2. Luettelo niistä hyväksyntää edellyttävistä esiseoksista, joita valmistetaan tai saatetaan markkinoille
3. Luettelo niistä lisäaineista tai esiseoksista, joita käytetään rehuseosten valmistukseen ja jotka edellyttävät hyväksyntää
4. Kuvaus HACCP-järjestelmästä. Kuvaukseen pitää sisältyä vähintään vuokaavio, taulukkomuotoinen yhteenveto vaarojen arvioinnista ja yhteenveto kriittisten hallintapisteiden valvonnasta silloin, kun kriittisiä hallintapisteitä on tunnistettu.
5. Kuvaus toimitiloista (pohjapiirros) ja tärkeimmistä laitteistoista, prosessikaavio tai muu kuvaus valmistuksesta
6. Organisaatiokaavio
7. Rehuyrityksen käyttämän laboratorion nimi
8. Laadunvarmistussuunnitelma
9. Kuvaus varastointi- ja kuitetusjärjestelyistä
10. Kuvaus tietojen kirjaamisesta
11. Kuvaus valtusten kirjaamis- ja käsittelyjärjestelmästä
12. Kuvaus tuotteiden vetämisestä pois markkinoilta

Yritys ei koskaan säilytä tuotteita tiloissaan (rasti ruutuun)

LOMAKKEEN PALAUTUS	Elintarviketurvallisuusvirasto Evira Rehuvallonta Mustialankatu 3, 00790 Helsinki
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Vakuutan edellä annetut tiedot oikeiksi

_____ Pvm

_____ Allekirjoitus
(yrityksen johtaja tai valtuuttama henkilö)

_____ Paikka

_____ Nimen selvennys

EU Approved Label of ingredients in Finnish



**LIIKKA KANA-RIISI
TÄYSHAVINTO**

Valmistusaineet:
Kananlihajauho (väh. 30 %), riisi, maissi, juurikasmassa, hiiva, siipikarjan rasva, mineraalit, DL-methioniini, L-lysiini, kuparisulfaatti-pentahydraatti ($\text{CuSO}_4 \times 5\text{H}_2\text{O}$), A-vitamiini, D_3 -vitamiini ja E-vitamiini.

Ravintosisältö:

Proteiini	23,0 %
Rasva	13,0 %
Kuitu	2,5 %
Kosteus	10,0 %
Tuhka	6,5 %
Kalsiumi	1,4 %
Fosfori	1,1 %

Vitamiinit:

A-vitamiini	15 000 IU
D_3 -vitamiini	1500 IU
E-vitamiini (α -tocopherol)	130 mg
Kupari	15 mg

Parasta ennen -päiväys pakkauksessa.

www.hauhau.com

Swedish and English Label of Ingredients

 **FULLKOST MED KYCKLING OCH RIS**

Ingredienser:
Kycklingsköttmjöl (min. 30 %), ris, majs, bemsassa, jäst, fjäderfä mineraler, DL-methionin, L-lysine, kopparsulfat-pentahydrat ($\text{CuSO}_4 \times 5\text{H}_2\text{O}$), A-vitamin, D₃-vitamin och E-vitamin.

Produkten innehåller:

Protein	23,0
Fett	13,0
Fiber	2,5
Fuktighet	10,0
Aska.....	6,5
Kalcium	1,4
Fosfor.....	1,1

Vitaminer:

Vitamin A.....	15 000 IU
Vitamin-D ₃	1500 IU
Vitamin-E (α-tocopherol)	130 mg
Koppar	15 mg

Bäst före -datum på förpackningen.

UTAN VETE

 **COMPLETE DOG FOOD WITH CHICKEN AND RICE**

Ingredients:
Chicken meal (min. 30 %), rice, corn, beet pulp, yeast, poultry fat, minerals, DL-methionine, L-lysine, copper sulphate pentahydrate ($\text{CuSO}_4 \times 5\text{H}_2\text{O}$), vitamin A, Vitamin D₃ and vitamin E.

Quality analysis:

Protein	23,0 %
Fat.....	13,0 %
Pulp.....	2,5 %
Moisture	10,0 %
Ash.....	6,5 %
Calcium	1,4 %
Phosphorus	1,1 %

Vitamins:

Vitamin A.....	15 000 IU
Vitamin-D ₃	1500 IU
Vitamin-E (α-tocopherol)	130 mg
Copper	15 mg

Universal Bar Code, Approved in EU



(<http://cache.eb.com/eb/image?id=43857&rendTypeId=4>)

APPENDIX 9 (SAD-Form)

EUROOPAN YHTEISÖ		Esimerkki 5: täydentävä tuonti-ilmoitus/yksittäinen tavaratila		A MÄÄRÄTOIMIPAIKKA		Liite 7	
MÄÄRÄMAAN KAPPALLE	6	2 Lähettäjä/Viejä Nro Aviation Techniques Corp. 587 Winchester Road Memphis, TN38116 USA		1 ILMOITUS IM X			
	3 Lomakenro			4 Toimipaikka			
	5 Tav. eritt. määrä	6 Kolmimäärä	7 Viitenumero LX/QTC/759589				
	8 Vastaanottaja Par-Lento Oy	Nro FI0987654-3T0001		9 Maksuikkonosta vastaava		I Nro	
	10 I. määrä	11 Ostonmaa	12	13 YMP			
	14 Ilmoittaja/Asiamies, Vastaanottaja Trans-Kulkee Oy	Nro FI7417510-5T0011		15 Lähtö-/Vienti-määrä	16 Alkuperämaa	17 Määrämaan koodi	18 Määrämaan koodi
	18 Kujutusvälineen tunnus ja kansallisuus saavutuksessa XX153 2.10.2003	19 Kontti	20 Toimitusehto DDU Tampere				
	21 Ahtivisen kujutusvälineen tunnus ja kansallisuus rajalla	FI	0	22 Val. laji ja laskutettu kokonaissumma USD 358,50	23 Muutokurssi	24 Kauppat. luonne	
	25 Kujutusvälineen tunnus ja kansallisuus saavutuksessa	26 Sisämaan kujutusmuoto	27 Purkauspaikka	28 Maksu- ja pankkijärjestelmä			
	29 Saapumistoimipaikka FI015300	30 Tavarantoimipaikka Otuulensuuntatie 34					
1 Kotti ja tavarankuvaus	Merkit ja numerot - Konttien numerot - Lukumäärä ja laji DM511-2 2 CS valokatkaisijoita			32 T. eritt. järj. nro	33 Tavarankoodi 9405403900		
4 Lisä- tietoja: Ei- kelpo- tut tiedot ja luvat	Lasku DMPL 3985 29.9.2003 Lentokelpoisuustodistus 715875197 28.9.2003			34 Alkuperämaan koodi	35 Bruttopaino (kg)	36	
				US	0,905	119	
				37 MENETTELY	38 Nettopaino (kg)	39 Kiri	
				40007NB 1			
7 Ver- laskelma	Yhteensä			40 Yhteismäärä/Edellyttävä asiakirja 741 7165401650670 1.10.2003			
				41 Muu paikka	42 Tavarantoimipaikka	43 Alkuperämaan koodi	
					358,50	E	
			44 Tavarantoimipaikka		45 Arvonlisävero		
			46 Tilastoarvo		7,95		
			47 Tilastoarvo		415,10		
			48 Maksun lykkäys		49 Varaston tunnistetiedot		
			FI0987654-1T0001				
			B MERKINNÄT KIRJANPITÖÄ VARTEN				
			50 Passivuksesta vastaava		C LÄHTÖTOIMIPAIKKA		
			Nro				
			Aluekijotus				
			51 Aiotun rajatun toimipaikan (ja maan)				
			Valtuutettu edustaja: Paikka ja aika:				
			2 Veljous/ei voimassa		Koodi		
			53 Määrätoimipaikka (ja maa)				
			D LÄHTÖTOIMIPAIKAN TARKASTUS		54 Päivä ja päiväys		
			Leima:		Nokia 05102003		
			Tarkastuksen tulos:		Ilmoittajan/asiamehen allekirjoitus ja nimi		
			Käsitellyt sinetit: lukumäärä		Trans-Kulkee Oy		
			lunnot:		Martta Matriisi		
			Määräaika (päivämäärä):		Martta Matriisi liikenteenhoitaja		
			Allekirjoitus:		03-100100200		

EUROOPAN YHTEISO

TULLAUSARVOILMOITUS

D.V.1

1 MYyjÄN NIMI JA OSOITE (painokirjaimin)	A1. TULLATTAVAN TAVARAN KOKONAISVALUUTTAMÄÄRÄT VALUUT- TALAJEITTAIN SUURUUSJÄRJESTYKSESSÄ Valuuttalaji ja -määrä Kurssi EUR		
2(a) OSTAJAN NIMI JA OSOITE (painokirjaimin)	A2. Lisättävät erät +	A3. Vähennettävät erät -	A4. Tullausarvo A5. ALV-peruste
2(b) TAVARANHALTIJAN NIMI JA OSOITE (painokirjaimin)	A6. Lisätietoja		
Y-tunnus TÄRKEÄ HUOMAUTUS Allekirjoittamalla ja antamalla tämän ilmoituksen tavaranhaltija sitoutuu vastuuseen tällä lomakkeella ja sen mahdollisilla jatkolehdillä ilmoitetun tietojen oikeellisuudesta ja täydellisyydestä sekä sen tuoksi esitettyjen asiakirjojen aitoudesta. Tavaranhaltija sitoutuu myös toimittamaan tavaroiden tullausarvon vahvistamiseksi mahdollisesti tarvittavat lisätiedot ja -asiakirjat.	3 Toimitusehdot 4 Kauppalaskun numero ja päiväys 5 Sopimuksen numero ja päiväys		
6. Mahdollisen aikaisemman sarakkeisiin 7, 8 ja 9 liittyvän tullipäätöksen numero ja päiväys			Merkitään X oikeaan kohtaan
7(a) Ovatko ostaja ja myyjä keskenään ETUYHTEYDESSÄ asetuksen (ETY) nro 2454/93 143 artiklan (*) tarkoittamassa mielessä? Jos "EI", siirrytään sarakkeeseen 8. (b) Onko etuyhteys VAIKUTTANUT maahantuotujen tavaroiden hintaan? (c) (vastaaminen vapaaehtoinen) Onko maahantuotujen tavaroiden tullausarvo HYVIN LÄHELLÄ jotakin asetuksen (ETY) nro 2913/92 29 artiklan 2 kohdan b alakohdassa mainittua arvoa? Jos "Kyllä", annettava yksityiskohtainen selvitys:			<input type="checkbox"/> KYLLÄ <input type="checkbox"/> EI <input type="checkbox"/> KYLLÄ <input type="checkbox"/> EI <input type="checkbox"/> KYLLÄ <input type="checkbox"/> EI
8(a) Onko olemassa tavaroiden luovutusta tai käyttöä koskevia myyjän asettamia RAJOITUKSIA, mutta kuin sellaisia: - joita lainsäädäntö tai viranomaiset yhteisössä määrävät tai vaativat, - jotka rajoittavat sitä maantieteellistä aluetta, jolla tavaroita saa jälleenmyydä, tai - jotka eivät olennaisesti vaikuta tavaroiden arvoon? (b) Onko myynnin tai hinnan edellytyksenä jokin EHTO tai SUORITUS, jonka arvos arvonmäärityksen kohteena oleviin tavariin nähden ei voida määrittää? Selvittääkö rajoitusten, ehtojen tai suoritusten luonne:			<input type="checkbox"/> KYLLÄ <input type="checkbox"/> EI <input type="checkbox"/> KYLLÄ <input type="checkbox"/> EI
Jos ehtojen tai suoritusten arvo voidaan määrittää, ilmoittakaa määrä sarakkeessa 11 (b).			
9(a) Onko myynnin edellytyksenä, että ostaja maksaa suoraan tai välillisesti, maahantuotuihin tavariin liittyviä ROYALTEJA tai LISENSSIMAKSUSJA? (b) Onko myynnin edellytyksenä sopimus, jonka mukaan osa mahdollisen JÄLLEENMYNNIN, LUOVUTUKSEN tai KÄYTÖN tuotosta tulee suoraan tai välillisesti myyjän hyväksi? Jos KYLLÄ jompaankumpaan kysymykseen, selvittääkö olosuhteet ja, jos mahdollista, ilmoittakaa määrät sarakkeessa 15 ja 16.			<input type="checkbox"/> KYLLÄ <input type="checkbox"/> EI <input type="checkbox"/> KYLLÄ <input type="checkbox"/> EI
(*) HUOMAUTUKSIA SARAKKEESEEN 7 1. HENKILÖIDEN KATSOJAAN OLEVAN KESKENÄÄN ETUYHTEYDESSÄ VAIN, JOS (a) maininnat ovat loistensa johtokunnassa tai hallintoneuvostossa, (b) he ovat yhteiskunnallista lain mukaan, (c) toinen on toisen palveluksessa, (d) kuka tahansa henkilö omistaa, valvoo tai pitää hallussaan, suoraan tai välillisesti, viisi prosenttia tai enemmän kummankin vapaasti ostettavissa olevista äänioikeutetuista osakkeista tai osuuksista, (e) toinen valvoo toista suoraan tai välillisesti, (f) kolmas henkilö valvoo molempia suoraan tai välillisesti, (g) he yhdessä valvovat kolmatta henkilöä suoraan tai välillisesti, tai (h) he ovat saman perheen jäseniä. 2. Ostajan ja myyjän etuyhteys ei välttämättä estä kauppaa-aron käyttämistä (ks. asetuksen (ETY) nro 2913/92 29 artiklan 2 kohta sekä tässä säännössä koskevia tukitsemis huomautuksia liitteessä 23)			10(a) Liitteenä olevien jatkolehtien D.V.1 BIS lukumää 10(b) Paikka: Päivämäärä: Allekirjoitus:
Tullilomake nro 647s -03 (liite 28)			

VIRKAKÄYTTÖÖN		Tavara	Tavara	Tavara	
A. Laskenta-perusta	11 (a) Nettohinta LASKUTUSVALUUTASSA (Tosiasialisesti maksettu tai tullausarvon määrittämisen kannalta ratkaisevana ajankohtana maksettava hinta) (b) Välilliset maksut - katso sarake 8 (b) (muuntokurssi)				
	12 A-kohdan kokonaismäärä KANSALLISESSA VALUUTASSA (*)				
B. LISÄYKSET: A-kohtaan SISÄLTÄMÄTTÖMÄT kustannukset KANSALLISESSA VALUUTASSA (*) ILMOITTA- KAA ALLA mahdolliset asiaan val- kuttavat tul- lipäätökset:	13 Ostajan vastattavat kustannukset: (a) provisiot, ostoprovisiota lukuun ottamatta (b) välityspalkkiot (c) päällyys- ja pakkaus-kustannukset				
	14 Ostajan veloituksesta tai alennettuun hintaan toimittamat maahan- tuotujen tavaroiden tuottamisessa ja niiden myynnissä vietäviksi, käytettäviksi tarkoitetut tavarat ja palvelut: Ilmoitetut arvot on tarvittaessa kohdennettava asianmukaisella tavalla. (a) maahantuotuihin tavaroihin sisältyvät materiaalit, rakenneosat, osat ja vastaavat ainekset: (b) työkalut, matriisit, muotit ja vastaavat maahantuotujen tavaroi- den valmistuksessa käytetyt esineet (c) maahantuotujen tavaroiden valmistuksessa kokonaan kulute- tut tavarat (d) muualla kuin yhteisössä suoritettu tekninen suunnittelu, kehitys, läheellinen työ, mallisuunnittelu sekä piirustusten ja luonnosten laadinta, joka on välttämätöntä maahantuotujen tavaroiden tuotannossa				
	15 Royalitit ja lisenssimaksut - katso sarake 9(a)				
	16 Tuonninjälkeisen jälleenmyynnin, luovutuksen tai käytön myyjälle tuleva tuotto - katso sarake 9(b)				
	17 Toimituskustannukset (tuontipaikka) (a) kuljetuskustannukset (b) lastaus- ja käsittelykustannukset (c) vakuutuskustannukset				
	18 B-kohdan kokonaismäärä				
	C. VÄHEN- NYKSET: edellä A- kohtaan SI- SÄLTÄVÄT kustannuk- set KAN- SALLISES- SA VALUU- TASSA (*)	19 Tuontipaikan jälkeiset kuljetuskustannukset			
		20 Kustannukset tuonninjälkeisestä rakentamisesta, asentamisesta, kokoonpanosta, huollosta tai teknisestä avusta			
		21 Muut kustannukset (eriteltävä)			
		22 Yhteisössä tavaroiden maahantuonnin tai myynnin johdosta mak- settavat tullit ja verot			
23 C-kohdan kokonaismäärä					
24 ILMOITETTU ARVO (A + B - C)					
(*) Jos määrät on maksettava ULKOMAAAN VALUUTASSA ilmoittakaa tässä kuhunkin asiakohtaan liittyvä määrä ulkomaan valuutassa sekä muuntokurssi, tavaroitain eriteltyinä.					
Asiakohhta	Määrä	Muuntokurssi			

1 MYYJÄN NIMI JA OSOITE (painokirjaimin)	A1. TULLATTAVAN TAVARAN KOKONAISVALUUTTAMÄÄRÄT VALUUT- TALAJEITTAIN SUURUUSJÄRJESTYKSESSÄ		
2(a) OSTAJAN NIMI JA OSOITE (painokirjaimin)	Valuuttalaji ja -määrä	Kurssi	EUR
2(b) TAVARANHALTIJAN NIMI JA OSOITE (painokirjaimin) Y-tunnus	A2. Lisättävät erät +	A3. Vähennettävät erät -	
	A4. Tullausarvo	A5. ALV-peruste	
	A6. Lisätietoja		