

HOW TO FIND IMPORTERS?: ESSENTIAL TOOLS

How to find importers is the first question that a company asks itself when starting to sell abroad. The answer may seem obvious: on the Internet. However, it is far from certain unless the company knows precisely which are the most useful and cost-effective tools for identifying importers in foreign markets.

Although on the Internet there are hundreds of websites offering listings of importers, international offers and demands, business contacts, etc., the vast majority of this type of information accessed by clicking on the corresponding links. But, it is not useful because:

- **Inaccurate information:** in most websites that offer information from importers, the search cannot be made for a particular product or product category, but rather for sectors of activity. For example, it will not be possible to look for importers of tiles, but for importers of construction materials, so that most companies obtained will not import tiles.
- **Incomplete information:** if the importing companies in foreign countries buy the product to be exported, the information obtained will be limited to the name of the company and, perhaps, to its address and web page. It's likely we will not find data on import volumes and values, countries of origin and, even less frequently, the names of the persons responsible for importing and their contact details.
- **Outdated information:** many of the names and information obtained do not correspond to the real situation. It is usual that companies appearing in lists of importers have disappeared and others do not import the product for which the search is being made, so the result is often frustrating.

Due to the importance of finding an appropriate importer, it is recommended that reliable and updated sources be used, even if it is necessary to pay for the information. However, the cost of this option will not be high, considering the quality of the information obtained.

There are three essential tools for finding importers in international markets:

Importers Data: information about 300.000 importers in 40 countries

This is the largest database of importers in the world. The information comes directly from the customs of each country. This tool is especially useful when the exporter is searching for companies that import products to resell them to manufacturers, distributors, wholesalers or retailers.

Importers Data provides lists of importing companies in 40 countries, among which are the most important in the world (United States, China, Japan, Russia, India, etc.). The search is precise as it includes hundreds of products through their corresponding tariff codes, which guarantees maximum reliability in the companies obtained.



[Source: Importers Data](#)

The only difficulty presented by this database is that the information obtained for each country is not homogeneous. For example, for countries such as the United States, Canada, Russia, Ukraine, Colombia, etc. you get very precise information: name and address of each importing company, import volume, telephone, contact mail and person responsible for imports. However in other countries (Brazil, Romania or Sweden) the database only provides the name and address of the importers. But, the information obtained is very useful and worth it.

Search example: Importers of wooden doors in Germany

Companies	Address	Weight (tons)	Value in RUB	No Operations
1 WOODEN DOORS				
2 Tariff code 441820				
3				
4 Companies	Address	Weight (tons)	Value in RUB	No Operations
5 ANT YAPI SANAYI VE TIDZHARE	125319, Russia Moskva, Avenue Kochnovskiy Building 4, Korp	262	932914	35
6 ANTEGO	111395, Russia, Moskva, Street Krasny Kazanets Building 17	219	400499	146
7 ANTEY	690039, Primorskiy Territory Vladivostok, Street Russkaya, Bu	78	397347	111
8 ANTIYA-DV	690021, Primorskiy Territory City Vladivostok, Street Kalnina,	243	204462	12
9 ASPEKT	125362, Russia Moskva, Street Svobod, Building 29	99	354473	50
10 ASTERIYA	187032, Tosnenskiy District Village TeflMana, Krasnoborskaya	94	185132	19
11 AVT-KOMPLEKT	192236, The City Of Federal Significance , City Sankt-Peterbu	64	194529	9
12 AVTORELIZ	690012, Primorskiy Territory City Vladivostok, Street Berezova	496	443815	5
13 BARLINEK RUS TREYD	117997, Moskva, Street Vavilova, Building 69/75	11469	19516712	615
14 BAUTSENTR	236009, Kaliningradsкая, Kaliningrad, A. Nevskogo 205	194	409636	147
15 BERSHKA SNG	123317, Russia, City Moskva,, Presnenskaya Embankment Bu	20	270838	15
16 BRAYDZHER	127055, Russia, City Moskva, Street Obratzova, Building 7	220	855956	95
17 DOKA RUS	123001, Russia, Moskva, Bol'Shaya Sadovaya, Building 8	290	387585	33
18 EKSI-TREYD	180004, Pskov, Street Srednyaya Building 16 Office 2	79	259202	114
19 ESTA KONSTRASHEN	115088, Moskovskaya Region , Moskva, Street Ugreshskaya, E	87	317951	13
20 FAKRO-R	107143, The City Of Federal Significance , Moskva, Otkritoe H	1190	4480381	164
21 FAST TREYDING	107023, City, Moskva, Street M Semenovskaya, Building 11/2	90	232331	3
22 FAVORIT-INTER	121552, City Moskva, Street Yartsevsкая Building 34, Sector	494	396206	16
23 FRISTAYL	357500, Stavropol'skiy Territory City Pyatigorsk, Street Cherei	134	245768	100
24 IDIAL	115191, Russia Moskva, Alley Duhovskoy, Building 17, Buildin	114	215707	47
25 KARELIYA-UPOFLOR SIAYES	249070, Kaluzhskaya Region Village Makino, Street Kirova, 1	1205	4468545	156
26 KOMMERCHESKOE company GR	123001, City Moskva, Alley Trehprudniy, Building 11/13, Buildi	311	631084	21
27 PARITET	690012, Primorskiy Territory City Vladivostok, Street Berezova	402	451059	9
28 PERI	142407, Moskovskaya Region Noginskiy District Territory Nog	694	984231	75
29 PLAZA	198290, Russia City Sankt-Peterburg, Street Soldata Korzun	220	484697	88
30 PRODSNAB	190020, City Sankt-Peterburg, Obvodnogo Kanala Embankmei	49	269986	43
31 SALDAN	690011, Primorskiy Territory Vladivostok, Street Nikiforova Bui	226	275635	14
32 SEVZAPSTROY	195027, City , Sankt-Peterburg, Street Pugacheva, Building 5-	161	374848	12

[Source: Importers in Germany](#)



Kompass: 5 millions companies in 70 countries

It is the most complete world directory of manufacturers in which are classified by products and services thousands of companies that operate in over 70 countries. It is useful for companies looking for importers that use the product in their production processes, i.e. they will not resell them. The main advantage of this tool is that the search allows a very precise segmentation by type of product, country and town, turnover of the company and number of employees. The disadvantage is that the information obtained does not allow to know whether or not companies import, although the larger ones, most probably do so.

The screenshot shows the Kompass website interface. At the top, there is a navigation bar with links: "Search our directory" (Suppliers or company information), "Business solutions" (Sales leads? Online promotion?), and "Blog" (News, surveys, resources). Below this is a search bar with three input fields: "What? Activity, product, service...", "Who? Company, SIREN, SIRET...", and "Where? City, region, country...". A search button is on the right. Below the search bar, the text "GLOBAL B2B PORTAL" and "worldwide" are displayed. A blue banner states "Kompass is represented in more than 60 countries. Please select a country:". Below this banner is a grid of country names. At the bottom, there is a cookie consent banner.

Please select a country:				
Algeria	Egypt	Lebanon	Singapore	United States
Argentina	Finland	Luxembourg	Slovakia	Viet Nam
Armenia	France	Mexico	Slovenia	
Austria	Georgia	Moldova	South Africa	
Azerbaijan	Germany	Monaco	South Korea	
Bangladesh	Greece	Morocco	Spain	
Belarus	Hong Kong	Netherlands	Sri Lanka	
Belgium	Hungary	New Zealand	Sweden	
Brazil	India	Norway	Switzerland	
Bulgaria	Iran	Peru	Taiwan	
Canada	Ireland	Poland	Thailand	
China	Italy	Portugal	Tunisia	


[Source: Kompass](#)

INTRACEN: Associations of Importers classified by country

Finally, a mention should also be given to INTRACEN (International Trade Center), a United Nations agency that provides a directory of Associations of Importers classified by country on its website. In total, 417 Associations are included; some generic and others specialized by sectors (automotive, food and beverages, medical material, textile, etc.). Most offer listings of associated companies that import, as well as business opportunities and contact services for foreign exporters.



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Importers' associations

The aim of the Directory is to provide developing countries and economies in transition with a reference book of importers' associations that will facilitate trade contacts between potential or existing exporters and representative organisations in importing markets.

The Directory includes associations known to ITC that undertake activities or provide services for the import of goods into their respective countries. Those associations importing a wide range of goods, and not of a sector specific nature, are listed first, alphabetically by region. Subsequently, associations are listed by the sector in which they do business, again alphabetically. Cross-reference to other sectors of business is made where relevant.

Associations in countries or territories that are not adequately covered, or for which incomplete or incorrect information is shown, are invited to provide ITC with the appropriate information for inclusion in subsequent issues of the Directory.

Browse

World Directory of Importers' Associations

Total Records [416] ☐ No P:



Enter values in box(es) below and click OK to filter, or Reset to clear all values

[Company Name] [Acronym] [City]

[Advanced Search](#)

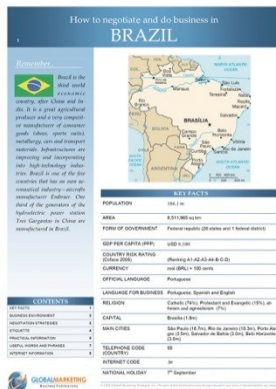
Page 1 2 3 4 5 6 7 8 9 10 ...

Company Name	Acronym	City
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Negotiation and Etiquette in Brazil



Negotiation and Etiquette in China



Negotiation and Etiquette in Russia



Negotiation and Etiquette in Australia

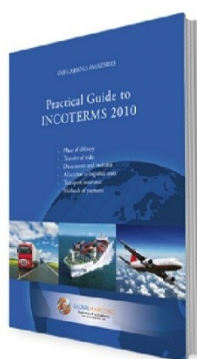


Negotiation and Etiquette in Germany

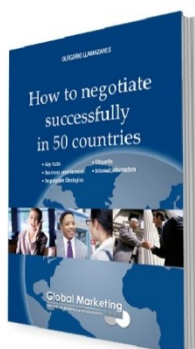


Negotiation and Etiquette in Japan

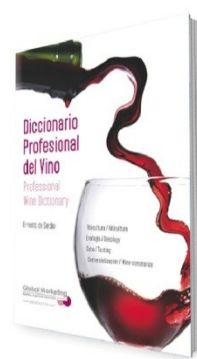
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