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ATA CARNET NOW AVAILABLE THROUGH WEB-BASED APPLICATION

Roanoke Trade Services announces that a new, web-based application is now available for obtaining the ATA Carnet, a customs document that allows temporary importation into any member country for up to one year without the payment of duty or Value Added Taxes (VAT).

The ATA Carnet is often called the "Merchandise Passport" and can be used for virtually any non-consumable goods. Carnet holders typically use the document for traveling to foreign trade shows, taking sample goods to a foreign country as a means of generating sales, moving professional equipment such as cameras, repair tools, or medical equipment through foreign countries and even bringing unique goods such as live animals, musical instruments, or museum pieces abroad for temporary periods.

U.S. Companies who temporarily export goods can access the web application through Roanoke Trade's Carnet-specific website, CarnetsOnline.com, following a simple registration process. For companies that are not registered, the site offers answers to questions related to the use of Carnets, provides up-to-date information on the over 85 countries that accept Carnets, and provides contact information for specialized service requirements.

"The Carnet is a very versatile document that was developed to accommodate a variety of needs,"

said Cam Sells, Carnet Product Manager for Roanoke Trade Services. "It can be used for multiple entries into foreign countries and it offers a great deal of flexibility by allowing the Carnet Holder to move partial or split shipments of goods that are listed on the Carnet as many times as necessary during a year with only one document."

After nearly a quarter century as an ATA Carnet Service Provider for the United States Council for International Business, Sells says Roanoke Trade's web-based application offers a 21st century approach to temporary exporters who want to improve their bottom lines while avoiding hassles with customs. Although actual savings can depend upon individual circumstances, it can often be substantial.

"Once companies realize the savings and the ease of use that is offered by a Carnet, they generally include them as a standard part of the exporting process," said Sells.

While the Carnet that the user receives is the same regardless of the application method, the web-based application makes the process much easier.

"In most cases a user can complete a Carnet application in just a few minutes," noted Sells. "This is a fraction of the time that had been required for the older paper application." The web application also allows users to update their

company information as well as maintain lists of goods that can be duplicated or edited on subsequent applications.

The new application is patterned after Roanoke Trade's popular Carnet software program, *Carnet Voyager* which was originally introduced in 1997. The software is currently used for most of the Carnet applications received by Roanoke Trade and the company expects that many companies who move to the web-based application will appreciate the familiar look and function.

Sells expects the web-based application to help increase the number of companies currently using the document. The U.S. Council for International Business reported that in 2001 over 13,000 Carnets were issued in the United States. "The Carnet was developed to encourage trade between countries," Sells said. "We've entered such a fast-paced world of trade that the Carnet is now seen as a must by many companies for staying competitive in today's environment."



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