

**FX Education Series:**  
**How Does FX Impact Export Costs?**

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It's important to understand how currency fluctuations affect your business.

If your company sells to foreign markets in U.S. dollars, you'll benefit from dollar weakness because your products will be less expensive in those markets. But if the dollar strengthens, your products become more costly and less competitive.

By charging in U.S. dollars, you essentially shifted the FX risk to the customers. Even if you keep your dollar prices steady, the price your customer pays fluctuates with the currency markets. Pricing your products in local currency can make you more competitive. You may attract customers who can't pay in U.S. dollars or want greater convenience.

You can set your prices in foreign currencies to compete more effectively and with the right support, receiving foreign currency payments can be just as easy as receiving dollars.

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