



# U.S. Commercial Service

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# U.S. Commercial Service

*The U.S. Commercial Service is part of the U.S. Department of Commerce, an agency of the United States government.*

## Our mission:

- ▶▶ Broaden and deepen U.S. exporter base
- ▶▶ Remove obstacles to success
- ▶▶ Advance U.S. business interests abroad





# Our Network & What it can do for you

- Trade specialists in over 100 U.S. cities and 83 countries worldwide...



## We can...

- Locate international buyers, distributors & agents
- Provide expert help at every stage of the export process
- Help you to enter new markets faster and more profitably

# Trade Counseling & Advocacy

Our trade specialists in the U.S. work directly with our team of experts overseas in getting you all the information and advice that you need.

## We can help you:

- ▶▶ Determine the best markets for your products & services
- ▶▶ Identify and comply with legal and regulatory issues
- ▶▶ Be your liaison to the worldwide network of specialists
- ▶▶ Help qualify your products for Free Trade Agreements
- ▶▶ Evaluate international competitors
- ▶▶ Educate your staff with webinars, seminars & workshops
- ▶▶ Learn about cultural issues and business protocol





# Services

- Trade Counseling & Advocacy
- Market Research
- Gold Key Service
- International Partner Search
- International Company Profile
- Single Company Promotions
- Trade Shows – US & Overseas
- Webinars, Seminars & Workshops





# Market Research

## [www.export.gov](http://www.export.gov)

The U.S. Commercial Service Market Research Library contains more than 100,000 country and industry specific market reports, web sites, events, and trade directory listings.

- **Included in the Library:**

**Country Commercial Guides** - Prepared annually by U.S. Embassy staff, these guides contain information on the business and economic situation of foreign countries and the political climate as it affects U.S. business and foreign investments.

**Country & Industry Specific Reports**



# Gold Key Service

- ▶ Pre-screened appointment schedule arranged for you before you travel overseas
- ▶ Customized market and industry briefings with our local trade specialists
- ▶ Timely and relevant market research
- ▶ Post-meeting debriefing with our trade specialists and assistance in developing appropriate follow-up strategies
- ▶ Help with travel, accommodations, interpreter service, and clerical support





# International Partner Search

1. You provide your marketing materials and background on your company
  2. Then we use our network of international contacts to interview potential partners and provide you with a list of up to five pre-qualified partners
- ▶▶ Save valuable time and money by working only with pre-qualified international partners that are interested in selling your products and services.
  - ▶▶ Obtain high-quality market information on the marketability and sales potential for your products and services.



# Single Company Promotions

The Single Company Promotion service offers support and event facilities which will allow you to engage your target audience through:

- ▶▶ Product launches
- ▶▶ Sales seminars
- ▶▶ Staff training
- ▶▶ Networking receptions

Facilities available include exhibition halls, auditoriums, meeting rooms, hotels and even the residences of some US Ambassadors.



# Trade Shows



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## Worldwide Trade Shows

- ▶ U.S. pavilions put you in the best int'l trade shows with access to thousands of buyers.
- ▶ Our team of Commercial Specialists arrange one-on-one meetings with potential buyers. This can help you generate sales and long-term business relationships.

## U.S. Trade Shows -- Showtime

- ▶ Meet with Commercial Service staff at major U.S. trade shows and evaluate your market potential in several countries at once.
- ▶ Connect with foreign buying delegations at the show

## Catalog Shows

- ▶ Worldwide exhibitions that display large numbers of U.S. product catalogs and sales brochures at American Embassies and Consulates or in conjunction with trade shows.

# Focus on SMEs

- My time is always free!
- Small/Medium Size enterprises (SME) are our focus
- Fees only charged for company-specific services on a cost recovery basis

Standard Service	SME	New to Export SME	Large Company
Gold Key	\$700	\$350	\$2300
International Partner Search	\$550	\$350	\$1400
International Company Profile	\$600	\$350	\$900

# Trade Education

- Local workshops and seminars
- Sponsorship with partner organizations
- Webinars
  - Participate right from your desk
  - Learn from experts around the world on a variety of topics
  - Many recordings are available on [export.gov](http://export.gov)
  - Some have fees (\$25-\$50) but many are free

# Trade Centers



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## Trade Compliance Center

### Ensures that:

- Trade agreements entered into by the U.S. are properly monitored
- Compliance issues are addressed promptly
- U.S. exporters are provided access to information on the opportunities created by U.S. government market opening initiatives.

### Two Main Functions:

- Data Systems Management. - Use the information superhighway to provide data and government assistance directly to businesses.
- Compliance Analysis - Analyzes foreign compliance with trade agreements by reviewing legal, economic and policy issues.

<http://www.tcc.mac.doc.gov>

# Trade Centers

## Advocacy Center



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Exporting today means more than just selling a good product at competitive prices, it can also mean dealing with foreign governments and complex regulations. The Advocacy center helps companies by putting the resources and authority of 19 U.S. government agencies behind your company to help resolve problems such as:

- Contracts pursued by foreign firms who receive assistance from their own governments to pressure a customer into buying their product or service
- Unfair treatment by government decision makers, preventing a U.S. company from competing for a project.
- Tenders tied up with bureaucratic red tape, resulting in lost opportunities and unfair advantage to other competitors.

<http://export.gov/advocacy/>



# What about export licensing? Where to get HELP!

- BIS regulations [www.bis.doc.gov](http://www.bis.doc.gov) - commercial products
- US Treasury [www.ustreas.gov/ofac](http://www.ustreas.gov/ofac) - sanctions and embargoes
- BIS Electronic Services on home page of BIS site to receive:  
E-mail notifications of updates – free
- ELVIS (Export Licensing Voice Information System) Automated attendant answers help line at (202) 482-4811- press “0” to speak with a counselor
  - Latest regulation changes
  - Additions and deletions to the “Denied Persons List”
  - Export enforcement information
  - Export seminar schedule
  - How to request a commodity classification



# What Our Clients Say

*“Using the U.S. Commercial Service’s foreign market research, we now export to more than 70 countries and have received a presidential award for our export success.”*

**Ampro Electronics, Los Angeles, CA**

*“Trade shows supported by the U.S. Commercial Service are a great way to reach the right foreign buyers”*

**Artcrete, Natchitoches, LA**

*“Thanks to support from trade specialists at the U.S. Embassy, we not only saved jobs, but continue to increase our exports”*

**Ford Meter Box, Wabash, IN**

*“In only six months, local trade specialists helped me get quality distributors covering 13 foreign markets”*

**Excel Holdings, Leesburg, VA**



# How to contact us

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