



U.S. Export Assistance Center

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Cleveland US Export Assistance Center (Hub Office)

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International Trade Specialist: Deborah Durr

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US Commercial Service Assistance to Exporters

Counseling and Mentoring Service
Trade Specialists are on hand to provide advice on all aspects of exporting. In conjunction with our overseas offices, we offer a unique link to overseas markets and take a personal interest in each client's export success.

District Export Councils are comprised of executives representing many realms of international business. These experts work closely with USEAC staff to guide export promotion programs, and to provide individual counseling to local businesses. The state of Ohio has two district export councils, the Northern Ohio District Export Council (NODEC) serving Cleveland, Akron and Toledo, and the Southern Ohio District Export Council (SODEC) serving serving Columbus, Dayton and Cincinnati.

Market Entry

Gold Key Service is designed to introduce and schedule appointments for US business travelers through our overseas posts with potential agents, distributors, joint venture partners, licensees, and government contacts. Price: from \$100 to \$750 per day, depending on location.

Platinum Key Service is designed for companies that require long-term, sustained customized assistance from overseas CS posts. Range of issues includes: identifying markets, launching products, developing major project opportunities, government tender support, reducing market access barriers, assistance on regulatory or technical matters. Price varies depending on market.

Video Gold Key Service allows US exporters to meet "virtually" face-to-face with customers and trade experts around the world. Exporters can demonstrate products, collaboratively edit documents, and give multi-media presentations. Price: starting at \$500.

International Partner Search is a customized search by our overseas posts on behalf of US companies seeking sales representation or other partners ranging from joint ven-

tures to licensees. The post will prepare a written report providing a list of up to five potential partners. Turn around time is 15 business days. Price: \$600 per market and per category of business partner.

Market Research & Information Services

USATRADE.gov is a free resource for US businesses. It offers commercial guides to eighty-five countries; industry market research; access to export professionals in more than 220 cities worldwide; programs to promote your exports, and links to other websites. Be sure to visit:
<http://www.usatrade.gov>

Commercial News USA is distributed to over 140,000 potential customers in 152 countries and is one of the best ways to advertise your product. The magazine is available to overseas buyers through US embassies and consulates. Price: \$495 for 1/9 page, black and white.

Flexible Market Research is customized information on overseas markets. US companies can design their own questions or choose from a core menu of standardized questions. Price varies depending on types of research and country.

International Company Profile is a detailed report on an overseas company. Clients can request specific answers to detailed questions about potential partners abroad. Price varies per market and degree of detail requested.

Trade Shows and Exhibitions

BuyUSA.com is a ground-breaking venture that combines IBM's state-of-the-art technology with our worldwide network of export consulting and overseas market access. For \$400 per year, you can create your own profile with a link to your website (\$300 with no link). Foreign buyers can contact you directly, or you can get automatic email alerts for potential partners. You also will have complete access to international sales leads generated by our overseas posts and can contact these leads directly or through our offices.

Your Global Business Partner

U.S. Department of Commerce • International Trade Administration • U.S. Small Business Administration

The U.S. Commercial Service: A Snapshot

Overall Goals

- Provides comprehensive solutions to international trade challenges
- Helps U.S. firms realize their export potential
- Advocates abroad on behalf of U.S. businesses
- Follows Congressional mandate to emphasize small and medium-sized enterprises (SMEs)

International

- 160 international offices in 82 countries, which together represent more than 96% of the world market for exports
- CS international offices conducted 189,867 export counseling sessions in 2000.
- CS international offices generated 4,628 verifiable export sales, worth \$16.2 billion, in 2000.
- 70% of these sales were from small and medium-sized companies.
- The average sale per company was \$1.2 million, an increase of 37%

Domestic

- 105 U.S. Export Assistance Centers throughout the U.S.
- The Commercial Service serves a client base of 88,100 U.S. companies.
- CS domestic offices conducted 44,156 export counseling sessions in 2000, a 37% increase over 1999.
- CS domestic offices counseled 17,855 U.S. companies in 2000, totaling 44,156 counseling sessions, a 21% increase over 1999. Nearly 100% of these were small and mid-sized companies.
- CS domestic offices generated 4,627 verifiable export sales, worth \$5.1 billion, in 2000.

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International Buyer Program helps you achieve your international sales goals through participation in domestic trade shows. Commercial Specialists at US embassies and consulates conduct intensive promotion campaigns to attract qualified buyers, agents, and representatives to major US trade shows.

Show Time is offered at select trade shows abroad so companies can meet one-on-one with CS industry specialists from various countries. There is no charge.

Also ask your trade specialist about our **Multi-State Catalog Exhibition Program, Matchmaker Trade Delegations and Trade Fair Certification Programs.**

Financial Assistance

Financing Your Exports offers full service export finance counseling assistance for small and medium sized firms. This includes referrals for foreign risk insurance, buyer financing and long term financing for business expansion. The Small Business Administration's Export Working Capital Program (EWCP) offers transaction based financing for eligible small exporters. SBA's International Trade (IT) loan program provides long term capital to fund a company's expansion of an existing export market and entry into a new export market. All EWCPs are processed at the USEAC with a five to ten day turn-around time.

