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U.S. Commercial Service
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Services

Business Facilitation Service

Single Company Promotion

Cost: Negotiated by on an event-by-event basis

Lead-time: Four to Six Weeks Advance

The U.S. Commercial Service in Portugal assists U.S. firms promoting American products and services through its Single Company Promotion program. The service provides a venue and related services to U.S. businesses interested in developing small-scale, locally managed trade promotion initiatives. The service is offered in response to the Portuguese market opportunities or specific requests by firms for assistance. The facilities are located at the U.S. Embassy in Lisbon (subject to availability). Several hotels in Portugal offer meeting & convention facilities to feature a Single Company Promotion event.

When your company is planning a seminar, business meeting, press conference, exhibition or demonstration of a product or service, or other promotional activities (luncheons or receptions), the U.S. Commercial Service or hotel conference facilities provide a centrally located, visible and integrated venue to maximize your results. Larger conference facilities are accessible, and additional services, such as interpreting, are available at an additional cost.

This service is tailored to the specific needs of the Company.

Historical price range for this service is \$1,000 to \$3,000 plus an additional fee for the cost of simultaneous translation. Costs for simultaneous translation range from \$370 to \$1,200 depending upon the length of the presentation.

Payment Method: Preferably by Credit Card.

Lead Contact: Gregory Taevs

Video Hosting Service

Cost: \$200

Lead-time: 2 Weeks

E-Meetings where U.S. firms may meet with Portuguese partners through a video conference at CS Lisbon or CS Porto and the corresponding U.S. Export Assistance Center.

\$200 USD (Shared with USEAC)

Payment Method: Preferably by Credit Card.

Lead Contact: Pedro Ferreira

BuyUSA

BuyUSA Featured U.S. Exporters

Cost: 100 Euros or (\$120 USD)*

Lead-time: 3 Work Days

Featured U.S. Exporters (FUSE) is a directory of U.S. products that appears on CS Portugal's local website. Designed for U.S. companies looking for business partners in Portugal, this service enables clients to post a listing of their product or product line complete with graphics and links. Included in the service is a contact point in our office where interested parties can call for further information.

Each listing contains company name, product/service description, and objective in the Portuguese market, image where appropriate, a link to the exporting company's website and a mail link to a contact point at the CS office. Client-provided text is limited to a maximum of 150 words, and the image must be in JPEG or GIF format (maximum 200x200 pixels).

Special offer! Clients who order a Gold Key, IPS, or any other fee-based service receives a free FUSE listing!

\$120 USD *may vary depending on the exchange rate (EURO/USD)

Payment Method: Preferably by Credit Card.

Lead Contact: Pedro Ferreira

BuyUSA.gov Business Service Provider

Business Service Provider

Cost: 150 Euros or (\$180 USD)*

Lead-time: 3 Working Days

The Commercial Service in Portugal offers a one-year directory listing in English in a section of our website (www.buyusa.gov/portugal/en) titled "Business Service Providers." This directory contains information on companies that provide professional business services in Portugal that may be of use to U.S. exporters. Although a wide range of service providers may be listed, they are typically law firms, accountants, consultants, market research firms, travel agencies, hotels, office rental companies, etc. Companies listed may be U.S. or non-U.S. owned. The cost is 150 Euros (*may vary depending on the exchange rate (euro/USD) for a one-year listing. Companies that

would like to be listed must provide contact information, a short description of services offered of 100 words or less, and a logo in JPG or GIF format (which we can link to a company website).

Payment Method: Preferably by Credit Card.

Lead Contact: Pedro Ferreira

Commercial News USA

CNUSA

Cost: Free

Lead-time: Monthly

Commercial News USA is an export magazine that promotes new U.S. products and services of U.S. companies looking for agents, distributors, representatives or partners. Monthly distribution of 1,000 copies to various companies, associations and chambers throughout Portugal.

Lead Contact: Celeste Conde

Customized Market Research

Screened/Unscreened Contact Lists

Cost: Screened: \$250 UnScreened: \$100

Lead-time: 2 Weeks After Receipt of Request

You've targeted Portugal as a good prospective trading partner and you'd like to take up initial contact with potential customers, but you're not sure where to start? We can help you with a list of importers and distributors or end-users, either screened or unscreened, that you can contact directly.

Our screened list of up to 10 potential partners has been checked by our office and contains company name, address, telephone, fax, email where available, your contact person, and a brief description of the firm.

An unscreened list of up to 20 contacts is taken directly from our database and contains company name, address, telephone, fax, and email where available.

Payment Method: Preferably by Credit Card.

Lead Contact: Luisa Figueiroa

Customized Market Research

Cost: Variable

Lead-time: 45 to 60 days

Interested in entering this market but you have insufficient knowledge on how business is done here? Want in-depth information on local rules and regulations? Customs information? Who your competitors are? How they are faring? Have questions to a host of other issues?

If yes, then the Customized

Market Research service is the natural choice. If you are looking for tailor-made information. It offers the flexibility of information unique to a company or product line.

Through the CUSTOMIZED MARKET RESEARCH (CMR) you can order research to assess the potential for your particular product in the foreign market. In order for the overseas Post to conduct research, the client must provide 15 sets of product literature with pricing information and complete answers to the following questions:

1. What is your product and how does it work?
2. What special features, attributes, and advantages does your product have that distinguish it from the competition?
3. What is your product used for?
4. Who needs or uses your product?
5. How is your product typically distributed and marketed in the United States and (if known) in other countries?
6. What types of firms or individuals would you suggest be contacted in the target country to provide answers to CMR survey questions (e.g. agents, distributors, retailers, physicians, plant engineers, etc.)?
7. Are you currently represented in the market, and, if so, who is your agent?

In turn, the CMR delivers key marketing facts about our specific product, which you will not find in broader industry surveys:

1. Sales Potential: Is your product likely to sell in your target market?
2. Competitors: Who are they?
3. Sales Channels: What are the best methods for getting your product into the market?
4. Pricing: What is the going price for comparable products?
5. Buyer Profile: What factors influence your buyers the most-price, credit, quality, delivery, service, promotion or brand?
6. Market Exposure: What is the best way to gain visibility in your target market?
7. Overcoming Obstacles: What impediments should you know about, such as quotas, duties, or local regulations?
8. Potential Representatives/Buyers: Who are they?
9. Licensing/Joint Venture: Who are your potential partners?

This is a pre-paid service.

Payment Method: Preferably by Credit Card.

Lead Contact: Gregory Taevs

Gold Key Matching Service

Gold Key Matching Service

Cost: \$400 USD (1 day) \$350 USD (for each subsequent day)

Lead-time: 6 Weeks Advance Notice Required

The (GKMS) provided by the U. S. Commercial Service assists visiting American business representatives by arranging pre-qualified and pre-screened meetings with potential Portuguese agents, distributors, sales representatives and strategic business partners. U.S. Commercial Service personnel accompany you to these meetings to ensure maximum impact from your visit.

In detail, this program features:

- Appointments with prescreened and pre-qualified Portuguese firms.
- Background and contact information on each potential partner.
- Customized market briefing with U.S. Commercial Service staff.
- Available market research on the relevant industry sector.
- Debriefing with U.S. Commercial staff to discuss results and plan follow-up action.
- and much more!

The (GKMS) in Portugal costs \$400 USD for the first day of appointments and \$350 USD for each subsequent day.

Note: Company must submit product literature 6 weeks prior to meetings.

Payment Method: Preferably by Credit Card

Lead Contact: Celeste Conde

Video Gold Key Matching Service

Cost: \$500 USD

Lead-time: 6 Weeks Advance Notice

For companies that do not wish to travel to Portugal. The "Video Gold Key Service" provided by the U. S. Commercial Service helps U.S. companies meet pre-qualified overseas buyers, distributors, agents, or international business experts without the time and expense involved in traveling across the globe.

Identify and meet with pre-qualified international partners via video conference

Up to four scheduled meetings with pre-screened potential business partners

Industry briefings with trade professionals

Document sharing for demonstration available

Meetings with potential partners take place via videoconference

Save time and travel expenses.

The "Video Gold Key Service" in Portugal costs \$500 USD.

Note: Company must submit product literature six weeks prior to meetings.

Payment Method: Preferably by Credit Card.

Lead Contact: Gregory Taevs

International Partner Search

International Partner Search

Cost: \$600 USD

Lead-time: 30 Working Days upon Receipt of Literature and Promotional Materials

The International Partner Search (IPS) helps U.S. companies identify potential agents, distributors or other partners without even leaving the U.S. We will contact a large group of potential Portuguese partners using the marketing materials you provide, and then identify the companies that are interested and capable of becoming a viable representative for you in Portugal and deliver a report with a minimum of two, maximum six potential partners.

The IPS in Portugal costs \$600 USD and it includes:

- Contact information and a basic business profile on as many as five potential Portuguese companies and representatives.
- Each company's opinion on the market for your product and/or service.

- The U.S. Commercial Service staff's opinion on the contacts' level of interest and overall suitability.

Each IPS report is delivered within 30 working days upon receipt of literature and promotional materials.

Payment Method: Preferably by Credit Card.

Lead Contact: Celeste Conde

Platinum Key Service

Platinum Key Service

Cost: Variable

Lead-time: 3 to 12 months depending on client needs.

The Platinum Key Service (PKS) provides long-term, sustained support by the U.S. Commercial Service for your firm's activities in the Portuguese Market. Whether you need help in developing and implementing a market entry strategy, are involved in a major project or require U.S. government advocacy on a protracted trade dispute, the PKS will guarantee that you receive the long-term, focused support you need to achieve success.

As a Platinum Key Service client, you will receive ongoing priority support for your marketing efforts in Portugal. This market development service is defined in the scope of work statement that is specifically tailored to your unique needs. You will have a dedicated account executive that will help design and implement a strategy to meet your specific needs, provide you with a single point of contact, and oversee the delivery of all our services to you. Also, each month, you will receive a monthly progress report from your account executive.

AMONG THE TYPES OF SERVICES THAT PLATINUM KEY CLIENTS MAY ELECT ARE:

- * Consultations: In-depth advice dedicated to specific client products/services which is focused on specific client goals/objectives
- * Early Alerts: Early business or project information on emerging business opportunities and major projects
- * RFPs: Tender abstracts on published government projects
- * Dispatches: Focused bimonthly intelligence, analysis, and commentary on emerging opportunities, market trends, key players, government articles from major newspapers
- * Dialogue: E-mail, fax or telephone inquiries will be responded to on a priority basis, usually within 24 hours
- * Special Events: Early notice on and priority treatment for U.S. Commercial Service sponsored special events. e.g. roundtables, briefings, trade events, and meetings with industry/government players
- * U.S. Meetings: Commercial Service staff will be available for consultations during travel in the U.S.
- * Access to CS Services: Priority access to U.S. Embassy market information and services
- * Tele- and VideoConferences: Customized Tele- and Videoconferences

Lead Contact: Gregory Taevs