



**U.S. Department of Commerce  
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**U.S. Government Assistance for Exporters**

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**Counseling and Mentoring Services**

USCS staff are professionals providing counseling and trade facilitation. They offer a unique link to overseas market information, contacts and trade expertise, as well as to private and public trade organizations and to our overseas offices located in over 80 countries.

**One-on-One Counseling** is provided by our domestic staff to ascertain your needs in the international marketplace. Some examples of typical questions we receive are related to company and/or product registration, export documentation including how to qualify products for NAFTA preferential treatment, and export licensing questions.

**District Export Councils** are comprised of executives representing many realms of international business. These experts volunteer to promote export awareness and work closely with USCS staff to provide export promotion programs, and to provide one-on-one counseling to new to export businesses. The State of Ohio has two district export councils, the Northern Ohio District Export Council (NODEC) serving northern Ohio, including Cleveland and Toledo, and the Southern Ohio District Export Council (SODEC) serving southern Ohio including Columbus, Dayton, and Cincinnati.

**Market Research and Information Services**

The [www.export.gov](http://www.export.gov) website is a FREE resource for US businesses. It offers commercial guides to over eighty countries; industry sector market research; access to export professionals in more than 220 cities worldwide; programs to promote your exports, and links to other pertinent websites.

**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. Prices vary depending on type of research and country.

**Find Partners**

**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 ventures to licensees. The post will prepare a written report providing a list of up to five potential, qualified partners. Price is \$550 for qualified small and medium-size companies.

**Gold Key Service** is designed to introduce US business travelers to potential agents, distributors, joint venture partners, licensees, and government contacts through our overseas posts. Posts also provide a market briefing and information on the local business conditions. Price is \$700 (based upon 4-6 appointments per day) for qualified small and medium-size companies.

**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.

**Advertising/Promotional Services**

**Commercial News USA** is a showcase for American-made products and services. It is published six times per year and reaches an estimated 400,000 readers in 176 countries. The magazine is made available through U.S. embassies and consulates. See [www.export.gov/cnusa](http://www.export.gov/cnusa) for pricing and details.

**Featured U.S. Exporter (FUSE)** provides a company advertisement to be placed on an overseas Commercial Service office's website with a link to a contact point at our office where interested parties can call for further information. Price is \$150 for qualified small and medium-size companies.

## U.S. Commercial Service: A Snapshot

### Overall Goals

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

### International

- 130+ International offices in more than 70 countries, which together represent more than 90% of the world's market for exports.
- CS international offices conferred with nearly 23,000 US companies in FY2008 and provided nearly 35,600 counseling sessions.
- CS international offices generated nearly \$62 billion in exports for US companies during FY2008.

### Domestic

- 100+ domestic USCS offices throughout the states.
- The USCS serves a client base of 121,495 US companies.
- USCS domestic offices conducted nearly 37,500 export counseling sessions with 20,547 US companies in FY2008 (almost all of these companies were small and medium-sized companies).
- During FY2008, USCS offices facilitated nearly \$5.02 billion in US export sales.

Visit Us On the Web at:  
[www.export.gov](http://www.export.gov)



### Advertising/Promotional (cont'd.)

**Single Company Promotion** is the promotional service to help you increase your sales and market exposure. Fees vary according to the type of meeting arranged. Our commercial specialists can set up a professionally organized and effective promotional event--whether it is a seminar, technical presentation, luncheon, or reception--to allow you to showcase your company's product or service in-country.

### Foreign Company Reports

**International Company Profile** is a detailed report on an overseas company. Clients can request specific answers to detailed questions about potential partners abroad. Price is \$600 for qualified small and medium-size companies.

### Trade Events and Exhibitions

**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. See our website for a list of International Buyer Program events.

“**Showtime**” is offered at select trade shows allowing companies to arrange one-on-one meetings in advance with industry specialists from various countries or potential partners/customers.

### Trade Centers in Washington, D.C.

**Trade Information Center:**  
[www.trade.gov/td/tic](http://www.trade.gov/td/tic) or toll free (800) 872-8723 can provide basic export counseling and duty/tariff and tax information on exports of commodities by HS/Schedule B number.

**Trade Compliance Center:**  
[www.export.gov/tcc](http://www.export.gov/tcc) tracks foreign government compliance with international trade agreements and registers violations.

**Advocacy Center:**  
[www.trade.gov/advocacy](http://www.trade.gov/advocacy) helps U.S. firms win foreign public sector procurements.

### Trade Finance Assistance

Our Partners at the U.S. Small Business Administration (SBA) [www.sba.gov](http://www.sba.gov) offer full service export finance counseling assistance for small and medium sized firms. This includes 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 loan program provides long term capital to fund a company's expansion into a new export market and/or expansion in an existing export market. All EWCPs are processed at the U.S. Export Assistance Center office in Cleveland within a five to ten day turn-around time.

**Eximbank** [www.exim.gov](http://www.exim.gov) provides guarantees of working capital loans for U.S. exporters, guarantees the repayment of loans, provides receivables financing, and makes loans to foreign purchasers of U.S. goods and services. Eximbank also provides credit insurance on foreign buyers that protects U.S. exporters against the risk of non-payment for political or commercial reasons and offers credit insurance on foreign receivables.

### Assistance for New Exporters

**ELAN** Export Legal Assistance Network [www.export.gov/regulation/exp\\_reg\\_ELAN.asp](http://www.export.gov/regulation/exp_reg_ELAN.asp) is staffed by international trade attorneys from the Federal Bar association who volunteer their time to provide free initial consultations to small businesses interested in starting export operations. Your local trade specialist can refer you to an attorney in this network.

**SMALL BUSINESS DEVELOPMENT CENTERS** provide confidential one-on-one business counseling and training to pre-venture and existing businesses on a non-fee basis, including assistance with the preparation of an export business plan. For more information, see [www.odod.state.oh.us/entrepreneurship/sbdc.htm](http://www.odod.state.oh.us/entrepreneurship/sbdc.htm)

**SCORE** (Senior Corps of Retired Executives) [www.score.org](http://www.score.org) is a resource partner with the SBA and USDOC staffed by retired executives who volunteer their time to aid the formation, growth, and success of small businesses. Call the Columbus Chapter at (614) 469-2357 or toll free (800) 634-0245 and ask for an international counselor.

### Our Partners in Central Ohio

Ohio Department of Development, Global Markets Division  
[www.odod.state.oh.us/itd/](http://www.odod.state.oh.us/itd/)

Columbus State Community College, International Trade Assistance Center  
[www.csc.edu](http://www.csc.edu)

The Ohio State University, Center for International Business Education & Research  
[www.cob.ohio-state.edu/](http://www.cob.ohio-state.edu/)



## International Offices

<b>AFGANISTAN</b> Kabul	<b>COLOMBIA</b> Bogota	<b>GREECE</b> Athens Thessaloniki	<b>KENYA</b> Nairobi	<b>PHILIPPINES</b> Manila Manila – Asian Development Bank	<b>SWITZERLAND</b> Bern Geneva Geneva – U.S. Mission
<b>ALBANIA*</b> Tirana	<b>COSTA RICA</b> San Jose	<b>GUATEMALA</b> Guatemala City	<b>KOREA</b> Seoul		
<b>ALGERIA</b> Algiers	<b>COTE D’IVOIRE</b> Abidjan - African Development Bank	<b>HAITI</b> Port au Prince	<b>KUWAIT</b> Kuwait City	<b>POLAND</b> Warsaw	<b>TAIWAN</b> Kaohsiung Taipei
<b>ARGENTINA</b> Buenos Aires		<b>HONDURAS</b> Tegucigalpa	<b>LATVIA</b> Riga	<b>PORTUGAL</b> Lisbon	<b>THAILAND</b> Bangkok
<b>ARMENIA</b> Yerevan	<b>CROATIA</b> Zagreb	<b>HONG KONG</b> Hong Kong	<b>LEBANON</b> Beirut	<b>QATAR</b> Doha	<b>TUNISIA</b> Tunis
<b>AUSTRALIA</b> Melbourne Sydney	<b>CZECH REPUBLIC</b> Prague	<b>HUNGARY</b> Budapest	<b>LIBYA</b> Tripoli	<b>ROMANIA</b> Bucharest	<b>TURKEY</b> Ankara Istanbul Izmir
<b>AUSTRIA</b> Vienna	<b>DENMARK</b> Copenhagen	<b>INDIA</b> Ahmedabad Bangalore Kolkata Chennai Hyderabad Mumbai New Delhi	<b>LITHUANIA*</b> Vilnius	<b>RUSSIA</b> Moscow St. Petersburg Vladivostok	<b>UKRAINE</b> Kiev
<b>AZERBAIJAN</b> Baku	<b>DOMINICAN REPUBLIC</b> Santo Domingo	<b>INDONESIA</b> Jakarta	<b>FYR MADEDONIA*</b> Skopje	<b>SAUDI ARABIA</b> Dhahran Jeddah Riyadh	<b>UNITED ARAB EMIRATES</b> Abu Dhabi Dubai
<b>BELGIUM</b> Brussels	<b>ECUADOR</b> Guayaquil Quito	<b>IRELAND</b> Dublin	<b>MALAYSIA</b> Kuala Lumpur	<b>SENEGAL</b> Dakar	<b>UNITED KINGDOM</b> London London – European Bank for Reconstruction and Development
<b>BOSNIA and HERZEGOVINA*</b> Sarajevo	<b>EGYPT</b> Alexandria Cairo	<b>ISRAEL</b> Jerusalem Tel Aviv	<b>MEXICO</b> Guadalajara Mexico City Monterrey Tijuana	<b>SERBIA and MONTENEGRO</b> Belgrade	
<b>BRAZIL</b> Belo Horizonte Brasilia Rio de Janiero Porto Alegre Sao Paulo	<b>EL SALVADOR</b> San Salvador	<b>IRAQ</b> Baghdad	<b>MOROCCO</b> Casablanca	<b>SINGAPORE</b> Singapore	<b>URUGUAY</b> Montevideo
<b>BULGARIA</b> Sofia	<b>EUROPEAN UNION</b> Brussels	<b>ITALY</b> Milan Naples Rome	<b>NETHERLANDS</b> The Hague	<b>SLOVAK REPUBLIC</b> Bratislava	<b>UZBEKISTAN</b> Tashkent
<b>CANADA</b> Montreal Ottawa Quebec City Toronto Vancouver	<b>FINLAND</b> Helsinki	<b>JAPAN</b> Nagoya Osaka-Kobe Sapporo Tokyo	<b>NETHERLANDS</b> The Hague	<b>SLOVENIA*</b> Ljubljana	<b>VENEZUELA</b> Caracas
<b>CHILE</b> Santiago	<b>FRANCE</b> Paris	<b>JORDAN</b> Amman	<b>NORWAY</b> Oslo	<b>SOUTH AFRICA</b> Cape Town Durban Johannesburg	<b>VIETNAM</b> Hanoi Ho Chi Minh City
<b>CHINA</b> Beijing Chengdu Guangzhou Shanghai Shenyang	<b>GERMANY</b> Berlin Dusseldorf Frankfurt Munich	<b>KAZAKHSTAN</b> Almaty	<b>PAKISTAN</b> Islamabad Karachi	<b>SPAIN</b> Madrid	<b>WASHINGTON, D.C.</b> Inter-American Development Bank World Bank
	<b>GHANA</b> Accra		<b>PANAMA</b> Panama City	<b>SWEDEN</b> Stockholm	

\* These are not U.S. Commercial Service offices. They are partner offices that provide U.S. Commercial Service programs.