



Seoul Focus: Doing Business with South Korea

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Presenter:

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U.S. Commercial Service
U.S. Department of Commerce



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:

- ▶▶ To promote the export of goods & services from the United States, particularly by small- and medium-sized businesses
- ▶▶ To represent U.S. business interests internationally
- ▶▶ To help U.S. businesses find qualified international partners



Our Global 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



Products & Services

- Market Research
- Trade Counseling & Advocacy
- Gold Key Service
- International Partner Search
- Single Company Promotions
- Commercial News USA
- Trade Shows & Catalog Exhibitions
- International Buyer Program
- Client Recognition & Media Outreach

Market Research & Trade Leads

- **Country Commercial Guides (CCGs)** - Prepared annually by US Embassy Staff, CCGs contain information on the business and economic situation of foreign countries and the political climate as it affects U.S. business and foreign investments.
- **Market Research Reports** - In-depth analysis of specific industry sectors and sub-sectors within a given market or brief updates within a foreign country highlighting specific market opportunities, trade events, or changes in market conditions.
- **Trade Leads**



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
- ▶▶ Evaluate international competitors
- ▶▶ Identify and comply with legal and regulatory issues
- ▶▶ Settle disputes
- ▶▶ Learn about cultural issues and business protocol

Gold Key Service



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- ▶▶ 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



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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.
 - ▶▶ Get all this information in 15 days.

Single Company Promotions



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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.

Commercial News USA

- ▶▶ Monthly trade magazine that lists U.S. products and services
- ▶▶ Distributed free to more than 400,000 buyers from around world
- ▶▶ A proven track record of high-response rates and sales results
- ▶▶ Why not advertise and increase your international sales..?

Check out www.cnewsusa.com for more information

Trade Shows & Catalog Exhibitions



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- 1. You provide us with product literature, videos and other visuals*
 - 2. Then we promote your catalogs to hundreds of business visitors at selected trade shows and embassies around the world*
- ▶▶ Your products promoted at events worldwide without you having to travel
 - ▶▶ Translation of key information about your firm for foreign visitors
 - ▶▶ Full trade leads presented to you at the end of the show

"I am a long time proponent of catalog shows. I believe that they provide a maximum benefit for a minimal investment, especially for a small business that can't afford to travel internationally."

Mills Machine, Shawnee, OK

"We find the catalog exhibition shows are an economical way of getting our message out, which we feel is the secret to developing new business"

Du-Co Ceramics Company, Saxonburg, PA

International Buyer Program



- ▶▶ Delegation coordination to major trade shows in the US
- ▶▶ Including travel logistics and on-site business counseling
- ▶▶ Benefit from travelling with a USG recognized group
- ▶▶ Nearly 30 shows a year





How to contact us

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www.export.gov