



# The World Is Open For Business. Yours.

## An Overview of the U.S. Commercial Service



# The U.S. Commercial Service

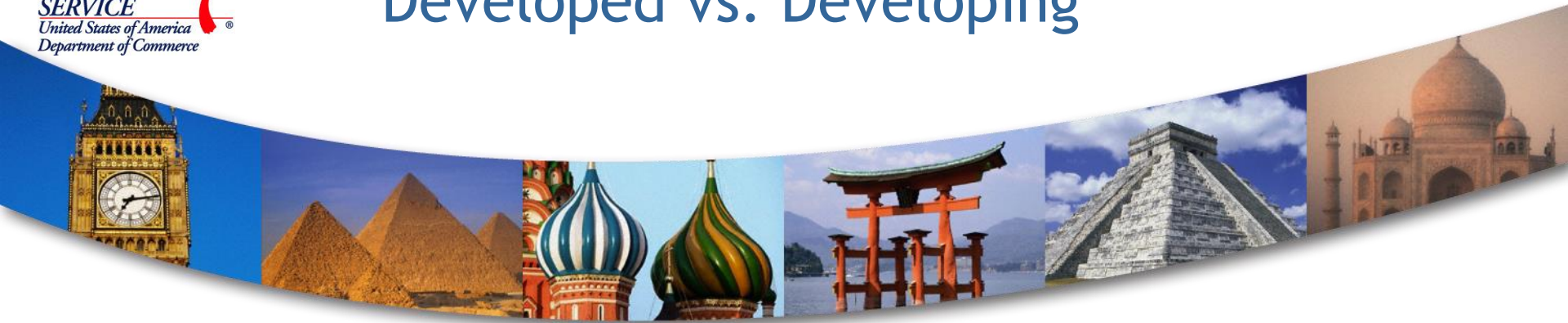
## Creating Prosperity Through Global Trade

With offices across the United States and in U.S. Embassies and Consulates in nearly 75 countries, the U.S. Commercial Service of the U.S. Department of Commerce's International Trade Administration utilizes its global presence and international marketing expertise to connect U.S. companies with international buyers worldwide.

- We promote economic prosperity, enhance job creation, and strengthen national security through a global network of the best international trade professionals in the world.
- We promote and protect U.S. commercial interests abroad and deliver customized solutions to ensure that U.S. businesses compete and win in the global marketplace.

# Overseas Markets

## Developed vs. Developing



- Exports versus major projects
- Distribution versus government contracts
- Private sector versus public sector
- Trade versus investment
- CS-only versus inter-agency effort



# The U.S. & Foreign Commercial Service Your Global Business Partner

Our Trade Specialists and Commercial Officers will work with you to help start exporting or increase sales to new global markets.

## We'll help with:

- Counseling and information through every step of the export process
- Market Research
- Introductions to qualified buyers and distributors
- Due Diligence
- Advocacy and Commercial Diplomacy
- Promotion and Presence Overseas
- Trade Missions
- Trade events that promote products or services to qualified buyers – domestic and international



# Trade Counseling

Our trade specialists in the United States coordinate directly with our team of experts overseas to provide you with all the information and advice that you need to do business in markets around the world.

## We can help you:

- Determine the best markets for your products and services
- Evaluate international competitors
- Identify and comply with legal and regulatory issues
- Settle disputes
- Understand cultural issues and business protocol





# Market Research

- **Market Research Library** containing more than 100,000 country and industry-specific market reports, web sites, events, and trade directory listings.
- **Country Commercial Guides**, prepared annually by U.S. Embassy staff, contain information on the business and economic situation of foreign countries and the political climate as it affects U.S. business and foreign investments.
- **Customized Market Research** leverages our vast network of industry associations, government agencies, importers, distributors, end-users, and manufacturers to provide you with information that answers your specific international business questions.





# Custom Buyer Matching Service

- Pre-screened appointment schedule arranged before you travel overseas
- Customized market and industry briefings with our local trade specialists
- 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

Provide your marketing materials and background on your company and we'll leverage our network of international contacts to interview potential candidates 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 a short period of time.







# Due Diligence

Our worldwide network of specialists can investigate the financial strength of a company and provide useful information gleaned from the local press, industry contacts, and other sources.

## **We can provide:**

- A detailed credit report on a prospective overseas sales representative or partner.
- A listing of the company's key officers and senior management.
- Banking and other financial information about the company
- Market information, including sales and profit figures, and potential liabilities
- Provide you with an opinion as to the viability and reliability of the overseas company or individual you have selected as well as an opinion on the relative strength of that company's industry sector in your target market.



# Advocacy Center

The U.S. Commercial Service's Advocacy Center ensures that sales of U.S. products and services have the best possible prospects abroad.

## Assistance may include:

- Visits to key foreign officials by high-ranking U.S. officials
- Direct support from U.S. officials stationed overseas
- Letters to foreign decision-makers
- U.S. export credit agency financing support to qualified U.S. companies

Advocacy Center efforts are coordinated with U.S. officials stationed at our embassies around the world and other U.S. government agencies to provide companies with maximum assistance.



# Commercial Diplomacy

## Protecting U.S. Business Interests Overseas

“Commercial diplomacy involves business and government overseas in cooperative efforts to achieve commercial objectives that advance national interests. Successful commercial diplomacy adds to America’s economic power.”

*Commercial Diplomacy and the National Interest* – Harry W. Kopp

- Reduction or elimination of a foreign trade barrier or prevention of a new barrier
- Compliance with a bilateral or multilateral trade agreement
- Elimination or reduction of a threat to U.S. business interests
- Creation of market opportunities



# Enhance Presence Overseas

## Featured U.S. Exporter

- Your company's profile – translated into the languages of your target markets
- Published on high-volume, in-country websites targeting buyers, distributors and agents
- Lead qualification by our in-country trade specialists

## Embassy Events

- Hold qualifying events within the embassy
- Use embassy invitations



## Commercial Service Trade Missions put U.S. exporters in face-to-face contact with potential business partners overseas

- Trade missions visit one or more country markets and focus on best prospects industries.
- U.S. delegations meet with pre-screened potential end-users, distributors, agents, or strategic partners.
- Country market briefings, networking with government and industry leaders, and site visits also benefit U.S. participants.
- Trade missions bring results, generating hundreds of export successes each year for U.S. companies.



## Examples of Commercial Service Trade Missions

- Trade Winds Africa  
*September 14-21, 2015*
- Smart Cities Infrastructure Mission to India  
*February 8-12, 2016*
- Education Trade Mission to South Africa  
*March 7-10, 2016*
- Cyber-Security Business Mission  
Japan, South Korea and Taiwan  
*May 16-24, 2016*







# International Buyer Program

- Recruits thousands of qualified buyers each year
  - Approximately 35 IBP shows each year
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- Show Organizers
    - Recruitment
    - U.S. Export Pavilion / Int'l Business Center
  - Show Exhibitors
    - Match Making by Country / Industry Specialists
    - Market Analysis and Export Counseling
    - Trade Leads within your Industry



## Your Trade Mission Certified by the U.S. Department of Commerce

Certified Trade Missions offer a proven cooperative approach for putting U.S. businesses on the map...

- Planned by trade associations, hosted by the U.S. Commercial Service in promising export markets
- Business-to-business matchmaking for your members
- Country market briefings
- Site visits
- VIP networking
- Export counseling



# Trade Fair Certification Showcases U.S. Exhibitors in Premier Trade Shows around the World

Trade Fair Certification promotes U.S. exports by expanding U.S. participation in more than 100 trade shows in 26 countries annually.

- **Services for U.S. exhibitors:**
  - High-profile placement in USA Pavilion
  - Market briefings at show site
  - Assistance for U.S. firms seeking business introductions
  - Export counseling from on-site CS staff
  - Guidance on Intellectual Property Rights issues
- **Services to show organizers:**
  - Official Commerce Certification
  - Recruitment contact lists
  - On-site services from post
  - Business Information Office on show floor



# Thank You.

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The U.S. Commercial Service —

Your Global Business Partner.