



# U.S. Commercial Service

## What You Don't Know Can Hurt You: Export Promotion Services Available for Exporters

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# 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 Network & What it can do for you

- Trade specialists in over 100 U.S. cities and 150 countries worldwide...



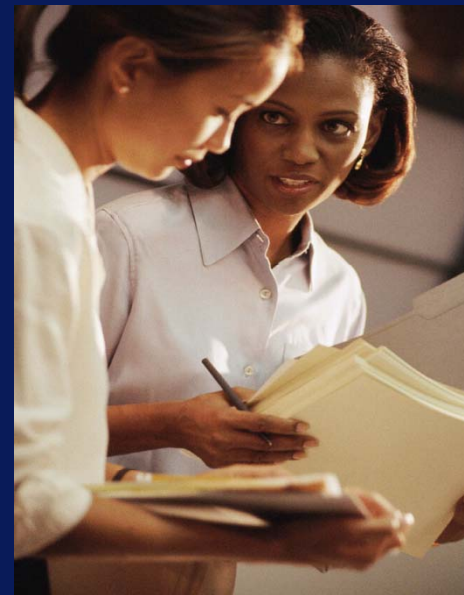
## We can...

- 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

- FUSE
- Market Research
- Gold Key Service
- Trade Counseling & Advocacy
- International Partner Search
- Single Company Promotions
- Commercial News USA
- Catalog Exhibitions





# Featured U.S. Exporters (FUSE)

- A directory of U.S. Products on U.S. Commercial service websites (buyusa.gov)
- You can target specific markets in the local language.
- Listings are offered in over 50 markets
- Link to your website
- <http://www.export.gov/static/FUSE.asp>

# Market Research



- **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.
- **Industry Sector Analyses (ISAs)** - In-depth analysis of specific industry sectors and sub-sectors within a given market.
- **International Market Insight (IMIs)** - Brief updates within a foreign country highlighting specific market opportunities, trade events, or changes in market conditions.



# 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 30 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.



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# 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](http://www.cnewsusa.com) for more information



**Commercial News USA™**

U.S. Department of Commerce ★ International Trade Administration



# Catalog Exhibition Shows

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**



# How to contact us

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