



U.S.  
COMMERCIAL  
SERVICE  
*United States of America*  
*Department of Commerce*

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# U.S. Commercial Service

## Accelerating Global Business Development in a Recovering Economy

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Joanne Vliet, Director

Silicon Valley U.S. Export Assistance Center



# California Exports

- \$94 billion in goods exported to more than 200 markets in 2003. These exports support tens of thousands of jobs across the Golden State.
- Top 10 export markets: Mexico, Japan, Canada, China, South Korea, Taiwan, UK, Hong Kong, Germany, Netherlands
- Top export products: Computers & Electronic Prod., Machinery, Transportation Equipment, Chemicals, Misc. Manufactures, Crop Production, Processed Foods
- California is the world's fifth-largest economy, selling everything from computers and electronic products to industrial machinery, transportation equipment, and agriculture.
- More than 85% of California's exporters are small firms with fewer than 100 workers.
- More than 96% of the world's consumers live outside of the United States – an excellent reason for California firms to look for opportunities overseas.



# U.S. Commercial Service

*Founded in 1980, 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

Export assistance professionals in 96% of world export markets with trade experts 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

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





# 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



# 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.

# Gold Key Service

- ▶ 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

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

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.



# 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."*

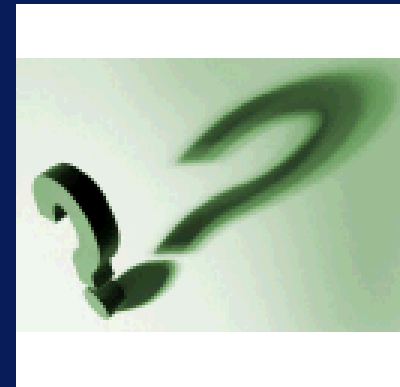
**Mills Machine, Shawnee, OK**

*"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**

## Sample Client Issues

- **Broadband IC manufacturer attempting to finalize distributor agreement in Turkey**
- **Coffee meter introduced to distributors in Germany, France, UK**
- **MEMS sensor technology introduced to major Brazilian aircraft manufacturer**





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