



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

## Resources for U.S. Exporters

March 27, 2015



# Who Are We?



- Federal government agency created in 1980
- Part of the U.S. Department of Commerce
- Mission: Promote & Protect exports of U.S. products & services
- Network with global reach - 1,400 trade specialists
- Free counseling and some services at cost
- Uniquely positioned with “feet on the street” knowledge of international markets

# Agency Structure



## U.S. Export Assistance Centers

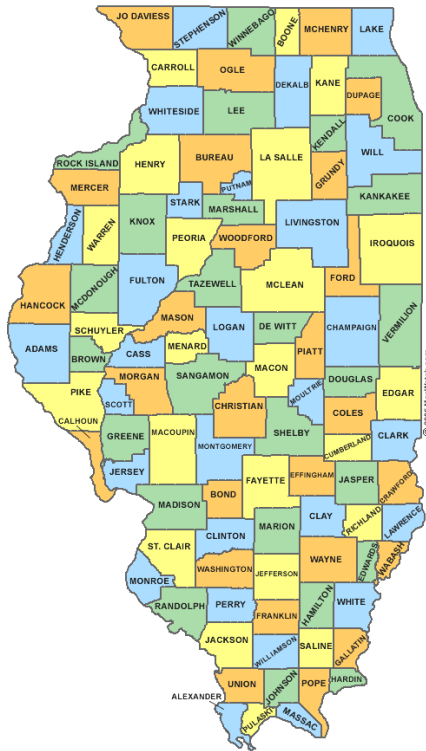
Trade specialists in nearly every state – work with overseas colleagues to get the information and advice you need.

Find your local office at [www.export.gov](http://www.export.gov)

## U.S. Embassies & Consulates

U.S. and foreign staff work together in U.S. Embassies & Consulates in 74 countries to make connections with local business & government

# U.S. Export Assistance Centers in Illinois



- Offices in Chicago, Peoria & Rockford
- Chicago was the 6<sup>th</sup> largest export market in the US in 2013
- \$44.9 billion total merchandise exports
- Top Export Sectors: Chemicals; Computer & Electronics; Transportation Equip; Petroleum & Coal Products; Machinery (except electrical)
- Top Export Markets: Canada, Mexico, China, Germany, Japan

# Why Export?



## NATIONAL EXPORT INITIATIVE

- More than 96% of the world's consumers live outside of the US
- Exports support 12 million American jobs
- One in 5 manufacturing jobs is supported by exports
- Workers in jobs supported by exports receive, on average, 13-18% higher wages than the national average

# The World is Open for Your Business



- Advise on market potential and challenges
- Market research & Country Commercial Guides
- Find sales channels & business partners
- Identify & assist with legal/regulatory hurdles  
Settle disputes
- Give guidance on cultural issues & business protocol

# Our Services



- Counseling / Leads
- Market Research
- “Gold Key” Matchmaking with foreign partners
- International Company Profile / Due diligence
- Single Company Promotion
- Trade Missions
- Escorted buyer delegations to trade shows
- Advocacy

# Market Research

## Reports on Market Opportunities for U.S. Companies

**FREE:** <http://export.gov/mrktresearch/index.asp>

- **Safety & Security Resource Guide** – 52 countries
- **Brazil:** Airport Modernization; Olympics 2016 Tenders; Oil & Gas Onshore Exploration; Educational Partnerships
- **Colombia:** Infrastructure & Construction; Franchising; IT Food & Beverage Processing Equip; Medical Equip; Telecom
- **Panama:** Textile & Apparel; Hotel & Restaurant Equip; Port & Shipbuilding; Shipping & Transport Equip



# Gold Key Matchmaking Service

- Customized matchmaking meetings scheduled overseas to find business partners - customers
- Pre-screened appointments arranged before you travel
- Customized market and industry briefings with your overseas trade specialist
- 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 Company Profile



**Background check - helps US companies ensure they are dealing with reliable partners / customers overseas.**

- Detailed investigation of overseas company by overseas staff - financial profile, reputation in the market, etc.
- Staff normally meets with foreign company as part of research
- Available in many markets – Latin America, Europe, Asia, Africa

# Single Company Promotion

- Assist U.S. company or its local representative in organizing a promotional event or strategic activity related to market entry or promotion of products & services.
- Such events or activities include: luncheons, dinners, cocktail receptions, press conferences, seminars, sales meetings, target/direct mailings and any other strategic activities as appropriate. Venues include hotel, embassy or other site.
- Tailored to specific needs of U.S. company, can include customized matchmaking to find business partners & customers.

# U.S. Commercial Service in the Americas



- Trade Events / Missions to the Americas Markets
- Trade Leads
- Report: Getting Paid by your Latin American Buyer

<http://export.gov/tradeamericas/>



*One-on-one consultations with U.S. Diplomats from:*

**Argentina, Bahamas, Barbados,  
Belize, Brazil, Chile, Colombia,  
Costa Rica, Dominican Republic, Ecuador,  
El Salvador, Guatemala, Haiti, Honduras,  
Jamaica, Mexico, Panama, Paraguay,  
Peru, Trinidad & Tobago**

# Look South Initiative

- **“Look South” to do business with and expand sales to 11 dynamic markets.**
- **Features U.S. Free Trade Agreement partners**
- **Central America Business Development Conference & Trade Mission – June 21-26, 2015**



# Our Partners



- **SBDC – International Trade Centers**
- **SBA, Export-Import Bank, Banks**
- **State Governments- IL DCEO**
- **Chambers of Commerce**
- **Trade Associations**
- **Universities**
- **FedEx, UPS**





**GRACIAS!**

**monica.toporkiewicz@trade.gov**

**[www.export.gov](http://www.export.gov)**

**U.S. Commercial Service—  
Connecting you to global markets.**

