



Your Global Business Partner

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

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www.exportassistance.com

www.usatrade.gov

Export Assistance Programs

Commercial Service Mission

- Promote the export of goods and services to markets abroad.
- Utilize 106 domestic and 166 offices in 90 countries to help companies navigate through the international business process.
- Assist U.S. firms in realizing their export potential by providing value-added counseling and information on overseas markets, finding international contacts, and helping companies promote products through trade promotion services.

Export Counseling

- International Marketing
- International Shipping
- Market Research Reports
- Export Regulations
- Promoting Products in Foreign Markets
- Export Documentation
- Incoterms 2000
- Payment Terms
- Foreign Import Requirements
- Foreign Standards
- Trade Agreements (WTO, NAFTA, etc.)
- Foreign Investment
- Foreign Tariffs/Taxes

Internet Resources

U.S. Commercial Service home page

www.usatrade.gov

- Description of services provided by the U.S. Commercial Service
- Market research specific to your product/service and export market
- Posting of domestic and international trade events

MN District Export Council home page

www.exportassistance.com

- Export Tools - export documentation, tips
- Export Information- market research
- Exporting in Minnesota - calendar of events
- Hot Topics- updated every 2 weeks

Find and Assess Your Markets

Flexible Market Research (FMR)

FMR provides U.S. firms with customized, individualized information on overseas markets. FMR answers questions such as:

- What is the *marketability* of the product/service?
- What is the *market size*? *Trends*?
- Who are the *competitors*?
- What are the best *channels of distribution*?
- What are the market entry *requirements* and *regulations*?

Fee varies according to the country and the complexity of the question(s). Please ask for an estimate.

Find and Assess Your Markets

International Company Profile (ICP)

A background report on an individual foreign firm that contains information regarding:

- Bank and trade references
- Principals, key officers
- Reputation
- Relevant company information (number of employees, financial data and sales volume)

ICP fee averages \$300 - \$600, based upon local cost factors and is delivered in approximately 10 business days.

Make Contacts

International Partner Search (IPS)

A personalized, overseas “search” for potential partners such as distributors, joint venture partners, licensees, franchisee, or other strategic partners. A search is conducted and a report is prepared identifying potential partners who have examined company literature and have expressed interest. The report includes:

- Contact information for the foreign company or representative
- Representative’s opinion on the market for the product/service
- Basic marketing information (company size, years in business)
- Commercial Specialist’s opinion of buyer’s level of interest and suitability

The IPS fee is \$600 per target market and is delivered in most cases within 15 business days after receipt of literature.

Make Contacts

Gold Key Service (GKS)

Commercial Service staff will search for, and arrange appointments with potential partners.

- Additional services may be offered such as escorts, interpreters, and discounted hotel rates.
- GKS also includes a pre-appointment briefing and post-appointment follow up assistance for the U.S. exporter.
- **Video gold keys** are available for clients who want to set up an initial meeting with potential partners without the expense of overseas travel.

Lead-times vary from 3 to 6 weeks. Fees vary according to target market and services used. Fees range from \$250 - \$750 per day.

Making Contacts and Promotion

Single Company Promotion

- This service provides exporters a prestigious site, support and official sponsorship.
- We assist a U.S. company in organizing a product launch, technical seminar, cocktail reception or similar event.
- An event might include an introduction by a U.S. Government official followed by detailed company presentation and question/answer session.
- Prices range is generally from \$1,000-2,500.

Make Contacts

Platinum Key Service (PKS)

It offers clients:

- A comprehensive, customized way to achieve business goals through long-term sustained support (typically 6 months to 1 year).
- Created to help achieve complex market development or goals such as; launching new products, reducing market access barriers, overcoming regulatory or standards issues.
- Tailored to the needs of small, medium or large businesses.
- Commercial Service Officers and Specialists are ready to work with you to identify your requirements and establish a detailed plan to help you achieve your specific objectives within your target market.

Fee is negotiated with foreign office.

Promote Your Product

International Buyers Program (IBP)

U.S. Department of Commerce selects leading domestic trade shows to promote through its global network of offices and contacts.

- U.S. Commercial Service staff in our Embassies and Consulates abroad recruit and bring delegations of qualified buyers, prospective representatives and distributors to domestic trade shows.
- Trade show exhibitors may meet with international buyers and potential representatives without the expense of overseas travel.
- U.S. Commercial Service staff is at the show ready to support companies.

Promote Your Product

Commercial News USA (CNUSA)

Export marketing/advertising magazine reaching 140,000 print readers in 150 countries and 2 million international bulletin board users.

- CNUSA will publish a description and photograph of products/services, along with a company's contact information.
- Overseas responses come directly from readers to companies by phone, fax, e-mail, or post.
- CNUSA is published 10 times a year and has one or more industry highlights in each issue. There is a Spanish version once a quarter.

Prices start at \$495

Promote Your Product

Trade Shows

- U.S. pavilions put you in the best international trade shows with access to thousands of buyers.
- Our team of Commercial Specialists arrange one-on-one meetings with potential buyers. This can help you generate sales and long-term business relationships.

Catalog Shows

- Worldwide exhibitions that display large numbers of U.S. product catalogs and sales brochures at American Embassies and Consulates or in conjunction with trade shows.
- Excellent and efficient way to test product interest in other markets and develop sales leads.

Promote Your Product

Matchmaker Trade Delegation

- Matchmaker events are industry specific trade delegations that travel to two or more countries. They are often planned in conjunction with a recognized international trade fair.
- Commercial Specialists at U.S. Embassies match U.S. companies with potential agents, distributors, joint venture or licensee partner, depending on the companies market penetration strategy.
- Mission members are responsible for their own expenses and a contribution to defray general mission expenses.

Trade Centers

Trade Information Center

1-800-USA TRADE (872-8723)

- Referrals and information on all U.S. government export assistance programs
- General export counseling
- Sources of international market research and trade leads
- Overseas and domestic trade events and activities
- Sources of Export Financing
- Source of Duty Rates on product shipped to other countries
- And much more!

<http://www.tradeinfo.doc.gov>

Trade Centers

Trade Compliance Center

Ensures that:

- Trade agreements entered into by the U.S. are properly monitored
- Compliance issues are addressed promptly
- U.S. exporters are provided access to information on the opportunities created by U.S. government market opening initiatives.

Two Main Functions:

- Data Systems Management. - Use the information superhighway to provide data and government assistance directly to businesses.
- Compliance Analysis - Analyzes foreign compliance with trade agreements by reviewing legal, economic and policy issues.

www.mac.doc.gov/tcc

Trade Centers

Advocacy Center

Exporting today means more than just selling a good product at competitive prices, it can also mean dealing with foreign governments and complex regulations. The Advocacy center helps companies by putting the resources and authority of 19 U.S. government agencies behind your company to help resolve problems such as:

- Contracts pursued by foreign firms who receive assistance from their own governments to pressure a customer into buying their product or service
- Unfair treatment by government decision makers, preventing a U.S. company from competing for a project.
- Tenders tied up with bureaucratic red tape, resulting in lost opportunities and unfair advantage to other competitors.

<http://www.ita.doc.gov/advocacy>

Foreign Agricultural Service (FAS) - Export Counseling

- **WWW.FAS.USDA.GOV**
- **The Trade Assistance and Promotion Office (TAPO)**
 - Tel: (202) 720-7420
 - Fax: (202) 690-2489
 - Email: TAPO@FAS.USDA.GOV
- **FAS Field Offices – Overseas Offices for US exporters**
- **Doing Business with FAS – Listing of services**
 - <http://www.fas.usda.gov/doingbusiness.html>

FAS - MARKET RESEARCH

- **Export Guides, Product Briefs, & Sector Reports**
- **Food and Agricultural Import Regulations and Standards (FAIRS)**
- **Overview of sales channels and distribution:**
 - Hotel, Restaurant, Institutional Food Service Report (HRI)
 - Retail Food Sector Reports
- **Commodity Report**
- **Trade Data**

FAS - FINDING OVERSEAS CUSTOMERS

- **Trade Shows** – Sponsored by USDA
- **Trade Missions/Reverse Trade Missions**
- **American Café** – FAS represents your product at Trade Shows
- **U.S. Supplier List** – database of U.S. exporters
- **Foreign Buyer Lists** – database of foreign buyers
- **Trade Leads** – Overseas Sales opportunities
 - **Buyer Alert**

FAS - EXPORT PROGRAMS

- **Market Access Program (MAP)**
 - Cost sharing for overseas marketing and promotion
- **Foreign Market Development Program (FMD)**
- **Dairy Export Incentive Program (DEIP)**
- **Export Credit Guarantee Programs**
- **Emerging Markets Program**
 - Funding for providing technical assistance for US Ag commodities