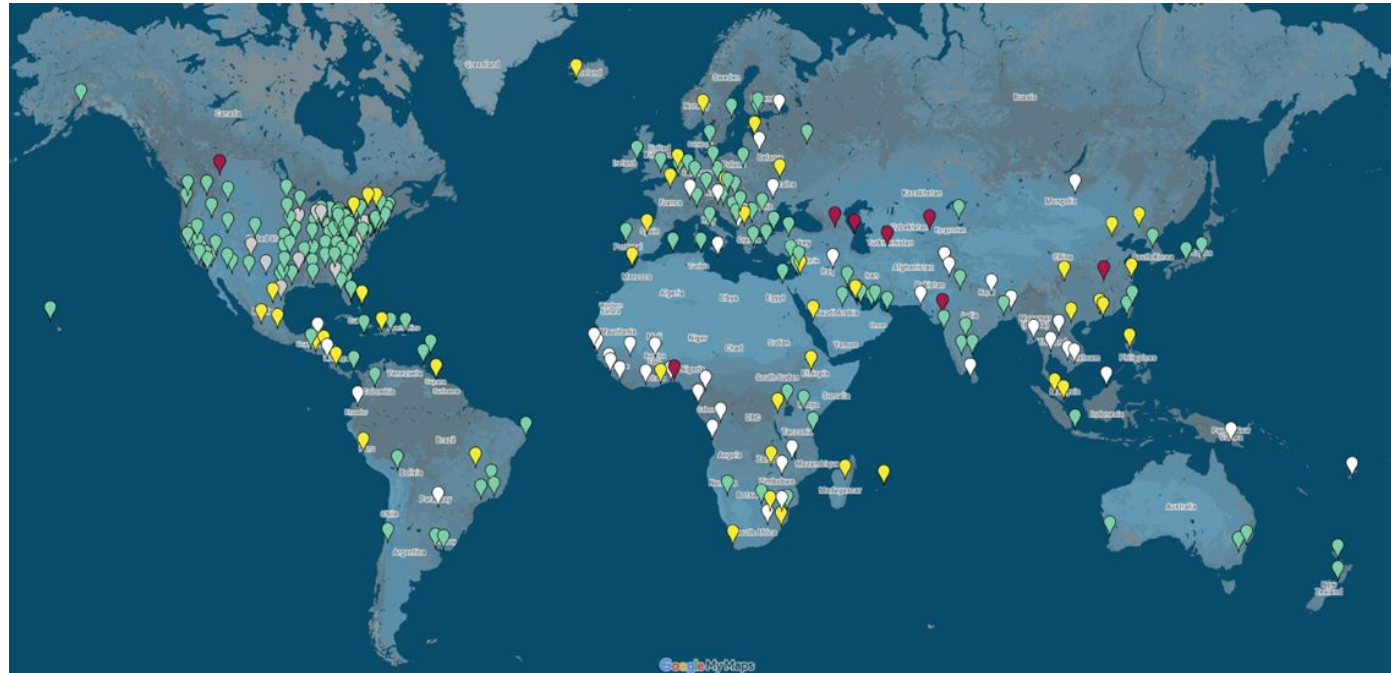


Who we are – Connecting you to global markets



The U.S. Commercial Service is the lead trade promotion agency of the U.S. government. Trade professionals in over 100 U.S. cities and more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets.



Let our global network work for you.

Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

Our unmatched global network with trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with lucrative opportunities and increase your bottom line.

Our Services



Export Counseling

- Develop effective market entry and sales strategies.
- Understand export documentation requirements and import regulations of foreign markets.
- Navigate U.S. government export controls, compliance and trade financing options.



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



Commercial Diplomacy

- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.

Connecting to Opportunities Abroad



Our experienced trade professionals help you enter international markets in the most efficient, targeted way. We assess your export potential, understand your needs, and provide the right mix of export resources to achieve your goals.



Why Exports Matter



The potential

- More than 96% of the world's purchasing power is outside of the United States.
- Companies that export, grow faster and are 8.5% less likely to go out of business.

Advantages of “Made in the USA”

- Innovative, creative, cutting edge
- Flexible and prepared to modify products and services
- High quality, durable, safe
- Positive brand values and awareness
- Reputation for excellent after-sales service and warranty coverage
- Creative marketing materials
- Easy to reach and communicate with
- Honest, ethical business dealings

The reality

- A little-known fact is that companies that don't make the products exported comprise the majority of exporting companies – passively filling orders from domestic buyers , who then export the product.
- Less than 5% of U.S. SME's export; and of those that do, 58% sell to just one market.
- Competitors are increasing their global market share while the U.S. is underperforming.
- Export promotion programs in countries around the world have significant funding and staffing to provide assistance and services to their local businesses.



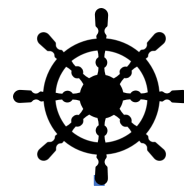
Key to Success



Unique
Successful
US Market



Export Payment – Letter of Credit
F/X



Product & Service

3Cs

Financial
Management

IP
Protection-U
S & Foreign

US Export
Compliance



Commitment
Capacity
Capital



Developing an Effective Export Plan



Key Components in developing an export plan for each market:



Select Products



Confirm if export license needed



Identify targeted countries



Study basic customer profiles and related marketing and distribution channels



Develop strategy to address challenges (competition, cultural, and compliance - Import & Export)



Determine export product's sales price



Streamline export operation (When, How and Why)



Design an effective Export Implementation Plan



Optimize capital / resources to exporting



Evaluate cost (Time & Money) / benefit



Develop and manage KPIs to evaluate and monitor Company's export strategy / plan



Study sample outline and watch Webinar " How to Write an Export Plan"

- <https://www.trade.gov/sample-export-plan>
- http://2016.export.gov/webinars/eg_main_023640.asp

Market Research – Get Started



FIND HS CODE



The **Harmonized System (HS) Code** – An international classification system for traded physical products. It is used by customs authorities around the world to identify products when assessing duties and taxes and for gathering statistics. The HS code is standardized between countries at a basic 6-digit level, with country-specific definitions for the 8- and 10-digit levels. The U.S. uses a 10-digit code to classify products for export, known as a **Schedule B number**, with the first six digits being the HS number. There is a Schedule B number for every physical product, from paperclips to airplanes.



Tools & Resources - Market Research



- Research by Country: [Country Commercial Guides](#)
- Free Trade Agreements: [FTAs](#)
- Industry Research: [Industry](#)
- Market Diversification Tool: [great tool](#)
- Top Markets Reports: [Top Market Reports](#)
- Market Destination Videos: [Short videos](#)
- Tariff Lookup Tool: www.trade.gov/customs-info-database-user-guide
- Commercial Service Newsletters: [Industry-specific](#)



For more, check out our trade.gov market research website!!!

Introduction to



- SelectUSA is the only federal-level program dedicated to facilitating high-impact business investment in the United States — working with global and domestic companies, U.S. economic development organizations (EDOs), and other federal, state, and local government agencies.
- The United States is the world's premier destination for foreign direct investment (FDI), with over \$4 trillion in total FDI stock. FDI fuels U.S. economic growth by directly and indirectly supporting nearly 14 million U.S. jobs.
- Today, SelectUSA remains a small team led by the Department of Commerce, but one with a major impact; facilitating over \$64 billion in client-confirmed new investment to the United States and supporting tens of thousands of U.S. jobs since 2011.
- SelectUSA does more with less compared to other top-ranked FDI destinations. Despite representing the world's largest economy, SelectUSA has a budget lower than those of competing investment promotion agencies in 15 other nations.

FDI Benefits the U.S. Economy



Global #1 → The United States is home to more foreign direct investment than anywhere else in the world.

25% of U.S. Exports → In 2017, U.S. subsidiaries of foreign-owned firms accounted for ¼ of all U.S. goods exports.

7.4 million U.S. Jobs → In 2017, subsidiaries directly employed 7.4 million U.S. workers.

Average Annual Compensation: \$84,044 → In 2017, subsidiaries contributed \$618 billion in compensation to U.S. employees.

R&D Investments → In 2017, subsidiaries spent \$62.6 billion in research and development in the United States.

The United States is ranked number one among countries with populations over 100 million in



In 2019 the United States topped the

A.T. Kearney Foreign Direct Investment Confidence Index

for the seventh year in a row.

How We Deliver



Services for Companies



Actionable information to support business decisions



Platform For Connections to the global network of Foreign Commercial Service posts and U.S. Export Assistance Centers



Navigating the federal system to help with questions or concerns about rules and regulations



Offering the same services to domestic companies looking to expand or return operations to the U.S.

Services for EDOs



Actionable information to support their FDI attraction and retention strategies



Platform For Connections to extend their global reach to investors (Road Shows, Single Location Promotion Service, Summit)



Navigating the federal system to help with questions or concerns about rules and regulations



Investment project advocacy to help a U.S. jurisdiction win an internationally mobile project



Thank you!

Questions?

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www.trade.gov/contact-us

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