



# 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



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

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# U.S. Commercial Service



- ✓ The National Export Initiative (NEI) is an Administration initiative to improve conditions that directly affect the private sector's ability to export
- ✓ The NEI will help meet the President's goal of doubling exports over the next 5 years by working to remove trade barriers abroad, by helping firms -- especially small businesses -- overcome the hurdles to entering new export markets
- ✓ Provide assistance with financing, and in general by pursuing a Government-wide approach to export advocacy abroad

# Our Network & What it can do for you

- Trade specialists in over 100 U.S. cities and 86 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

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



# 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

- ▶ 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



# 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**



# US Commercial Service Partners

- NC Department of Commerce
  - NC Chambers of Commerce
- Small Business Technology Development Center
  - Small Business Administration
- Export Import Bank of the United States
- US Dept. of Commerce - U.S. Commercial Service
  - Universities and Community Colleges
- Banks, Freight Forwarders, Other Exporters



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# Export Success Stories



ESP, located in Zebulon, NC sought assistance from USCS to learn more about exporting to Bulgaria. The firm travelled to Bulgaria and conducted a Single Company Promotion. The CS team in Bulgaria delivered ESP's message to the right audience and brought key players to a single venue, enabling the company to make new contacts with qualified business partners and achieve a maximum impact. The assistance resulted in the company signing a representative in Bulgaria.



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Headquartered in Youngsville, NC, Sirchie manufactures best-in-class forensic products, including crime scene investigation and evidence collection supplies. USCS provided assistance and services that facilitated a new-to-market sales transaction to the People's General Commission on Security in Tripoli, Libya. Rick Whittington states, "having the assistance of the US Commercial Service is an important element of our global strategy and has enabled us to make a \$300,000 sale to Lybia."



# Local Contact Information

US Commercial Service  
10900 World Trade Blvd, Suite 110  
Raleigh, NC 27617  
919-281-2752

Shirreef Loza, Sr. International Trade Specialist  
[Shirreef.loza@trade.gov](mailto:Shirreef.loza@trade.gov)

Frances Selema, Sr. International Trade Specialist  
[Frances.Selema@trade.gov](mailto:Frances.Selema@trade.gov)

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