



The World Is Open
For Business. Yours.

An Overview of the U.S. Commercial Service



Why Should You Export?

Opportunity



Diversification



Competition



Business
Facilitation

95% of the world's consumers are outside of the U.S.

Exporting helps to diversify your client base and take advantage of regional growth

If you are not exporting, it's highly likely your competitors are selling abroad or will be soon

Free trade agreements, the Internet, improved transportation, and Government assistance



Hawaii Exports Are Important

Trade Benefits Small Businesses & Supports Jobs in Hawaii

- 88% of the 643 HI companies that exported in 2005 were small companies
 - Small companies create 7 of 10 new jobs
- HI exported \$706m in manufactured goods
 - Manufactured goods created 3,800 jobs for workers in Hawaii
- Jobs related to exports pay 13%-18% more
- Trade generates \$9,000 more in purchasing power for the average American family
- Governor Lingle's Innovation Initiative – Triple HI exports by 2020



Source: US Chamber of Commerce, Traderoots.org



Are You Export Ready?

- Domestic Success?
- Production Capacity?
- Financial Resources?
- Management Commitment?
- International Plan with Goals?
- Know-how? (shipping & methods of payment)





Common Export Mistakes

- Lack of Export Business Plan
- Low commitment to exporting
- Neglecting export customers for local customers
- Reliance on inadequate partnerships
- Failure to modify products & methods to accommodate foreign regulations and preferences

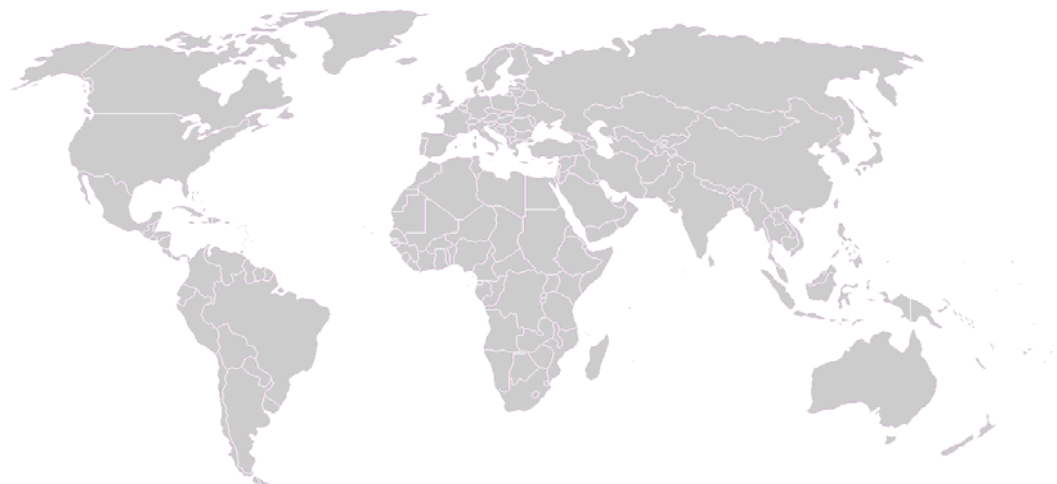




U.S. Commercial Service

Creating Prosperity Through Global Trade

- A **global network** in more than 80 countries of the best trade professionals in the world
- Our global presence and international marketing expertise helps U.S. companies **compete & win** in global markets
- **Our Goal** - promote economic prosperity, enhance job creation, and protect U.S. commercial interests abroad





Our Services

Four Ways to Grow Your International Sales

- ▶ Market Research
- ▶ Trade Events
- ▶ International Partners
- ▶ Consulting & Advocacy





Our Services: Market Research

Target the Best Markets with Our World Class Research

- **Market Research Library (FREE)** – over 100,000 country and industry-specific market reports, web sites, events, and trade directory listings
- **Country Commercial Guides (FREE)** – annual U.S. Embassy reports on the business, economic, and political environment as it affects U.S. business and foreign investments
- **Customized Market Research** – personalized report prepared specifically for your company with information that answers your specific international business questions

* Find these reports and more at www.export.gov





Our Services: Trade Events

Promote Your Product or Service to Pre-Screened Buyers

- **Trade Missions** – face-to-face meetings with pre-screened partners, country briefings, logistical support, and counseling
- **International Buyer Program** – brings thousands of foreign buyers to U.S. trade shows each year
- **Certified Trade Fairs** – the best international trade shows with access to thousands of buyers and pre-screened matching
- **Single Company Promotion** – pre-screened invitations to help you promote your products/services





Our Services: Find a Partner

Meet the Best Buyers, Distributors, and Agents

- **Gold Key Service** – one-on-one meetings with pre-screened contacts in your desired market
- **International Partner Search** – a detailed list of potential partners interested in your product/service
- **International Company Profile** – low-cost due diligence and credit check on buyers & distributors
- **Featured U.S. Exporter (FUSE)** – on-line listing featuring your company in the market of your choice
- **Commercial News USA** – official U.S. trade magazine that promotes your product or service to over 400,000 international buyers





Our Services: Consulting

Get Personalized Advice at Every Stage of Exporting

- **Counseling** – your local office that can help you with your export strategy and obtaining financing
- **Resolve Trade Issues** – we can help resolve regulatory hurdles and recover payment
- **Platinum Key Service** – customized, long-term support to help you achieve your business goals
- **Advocacy** – U.S. diplomatic assistance to help level the playing field for your business





Leverage Our Additional Resources

www.Export.gov – Your U.S. Trade Portal

- Export basics, market research, HS & schedule B numbers
- Information on international finance, logistics, and standards

www.Export-U.com – FREE export tutorials

Trade Information Center - [1.800.USA.TRADE](tel:1800USA TRADE)

- Open Monday through Friday until 6pm EST / 12pm Hawaii time
- Get immediate answers to your trade questions
- Information on tariffs & duties, customs procedures, legal requirements and standards, government assistance programs

Business Information Centers

- China: www.export.gov/china
- India: www.export.gov/india
- Middle East / North Africa: www.export.gov/middleeast



Cost of Services

Our Services

	Small Company	New Exporter Discount	Large Company
Local Counseling	FREE	FREE	FREE
Market Research Reports	FREE	FREE	FREE
Country Commercial Guides	FREE	FREE	FREE
Export.gov Information	FREE	FREE	FREE
1.800.USA.TRADE	FREE	FREE	FREE
Gold Key (Matchmaking)	\$700	\$350	\$2,300
International Company Profile (Due Diligence)	\$600	\$350	\$900
International Partner Search (Prequalified contacts)	\$550	\$350	\$1,400
Featured U.S. Exporter (Overseas web promotion)	\$150	\$75	\$300
Commercial News USA (global print advertising)	www.thinkglobal.us/advertiser/rates.php		

Note: A small company is defined as employing 500 employees or less. Fees vary for Trade Missions, Single Company Promotions, and the Platinum Key Service.



Our Strategic Partners

Our Partners help you export by:

- Conducting joint outreach events
- Leveraging training and education
- Reaching exporters through communication and marketing
- Leading trade missions
- Providing global contacts





What Our Clients Have To Say...

“Using the U.S. Commercial Service’s foreign market research, we now export to more than 70 countries and have received a presidential award for our export success.”

Ampro Electronics, Los Angeles,

CA

“Trade shows supported by the U.S. Commercial Service are a great way to reach the right foreign buyers.”

Artcrete, Natchitoches, LA

“Thanks to support from trade specialists at the U.S. Embassy, we not only saved jobs, but continue to increase our exports.”

Ford Meter Box, Wabash, IN

“In only six months, local trade specialists helped me get quality distributors covering 13 foreign markets.”



Mahalo!

**John Holman, Director
Hawaii Export Assistance Center**

www.buyusa.gov/hawaii

808.522.8040 or

808.522.8041

www.export.gov

1.800.U.S.A.TRADE

