



Exporting in Today's Economy

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Let the U.S. Commercial Service
connect you to a world of opportunity.



Agenda

- Overview of the National Export Initiative
- Intro to the U.S. Commercial Service
- How We Can Help You Get Into Foreign Markets



U.S. Exports Support Millions of American Jobs

In 2008, the United States:

Led the world in service exports, which support 2.8 million jobs



Exported nearly \$100 billion in agricultural goods

\$1 trillion of manufactured goods, supporting more than 1 in 5 manufacturing jobs which pay about 15% more than average



Every \$1 billion increase in exports supports more than 6,000 additional jobs



President Obama's NATIONAL EXPORT INITIATIVE

Double exports over the next five years to
support two million
American jobs



WHAT IS THE NEI?

Create a new Cabinet-level focus on U.S. exports

Expand export financing

Prioritize government advocacy on behalf of U.S. exporters

Provide new resources to U.S. businesses seeking to export

Ensure a level playing field for U.S. exporters in global markets

Introduction to the U.S. Commercial Service

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. Commercial Service: Our Network and What it can do for you

Trade specialists in over 80 countries worldwide

- 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



Services

- I. Market Research
- II. Trade Counseling, Education, and Advocacy
- III. Gold Key Service
- IV. International Partner Search
- V. Trade Shows
- VI. International Company Profile



Market Research: export.gov

www.export.gov

By Industry → Energy or
Environmental Technologies

The screenshot shows the export.gov website in Internet Explorer. The browser address bar displays <http://www.export.gov/industry/environment/>. The website header features the 'EXPORT.GOV' logo with the tagline 'Helping U.S. Companies Export'. A search bar is present with the text 'Search Export.gov'. The main navigation menu includes 'About Us', 'Partner Agencies', 'Contact Us', 'FAQ', and 'Non-U.S. Companies'. The breadcrumb trail reads 'Home > By Industry > Environmental Technologies'. The page content is organized into several sections: 'Find Opportunities' (By Industry, Market Research, Trade Events, Trade Leads), 'Find Solutions' (International Sales-Marketing, International Finance, International Logistics, Licenses & Regulations, Trade Data & Analysis, Trade Problems), 'Contact Us' (1-800-USA Trade, Find a Local U.S. Office, Find an Overseas Office), 'Environmental Technologies' (Sign up for email updates), 'Market Research Library' (Pakistan invites consultants to help identify ground water resources, Sierra Leone: Biodiversity Conservation Project, Shanghai China: Environmental 3 Year Plan, Export.gov Market Research Reports: Environmental Technologies), 'Trade Leads' (Sorry, no trade leads were found for this industry, Export.gov Trade Leads: Environmental Technologies), and 'Trade Events' (FedEx Green Industries Trade Mission, Location: Paris, France). A 'Main Topics' sidebar lists 'Env Home', 'Env Stats and Data', 'Env Publications', 'Env Associations', 'Env Specialists Near You', and 'Env Updates -- US Commercial Service'. A 'Related Topics' sidebar lists 'U.S. Commercial Service Environmental Team', 'Energy & Env. Industries Policy Office, Wash DC', and 'ET News (Google)'. The Windows taskbar at the bottom shows the start button, system tray, and the time 2:49 PM.



Trade Counseling, Education, and Advocacy

Upcoming Trade Education Programs

- **Air Cargo Alert! - Webinar** Friday, July 25
- ***International District Export Council Conference***
October 24-27 in Detroit, MI
- ***Incoterms 2010 Workshop***
October 27 in Cleveland
- **Energy and Infrastructure Trade Mission to Saudi Arabia - December 2010**



Gold Key Matchmaking 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



International Partner Search

1. You provide your marketing materials, background on your company, and a profile of your “ideal” partner.
2. We use our network of international contacts to interview potential partners and provide you with a list of up to five pre-qualified partners
3. Save valuable time and money by working only with pre-qualified partners interested in selling your products and services.



New To Exporting Incentive

For companies who have not exported anywhere in the world in the past 12 months, except for unsolicited orders or orders placed through U.S.-based intermediaries,

- Eligible for New To Exporting Incentive on first fee-based service
 - Gold Key Service \$350
 - International Partner Search \$350
 - International Company Profile \$350



Trade Shows

Maximize your visit to International Trade Shows!

At many shows: US Commercial Service offices provide:

- US company **promotion** to industry players throughout country prior to show
- **Embassy briefings**
- **Showtime:** On-site counseling assistance and market research expertise
- **Buyer Matchmaking Meetings**
- **Gold Key** – before or after show



International Company Profile

- Background due diligence report to help you evaluate a prospective foreign business partner
- Offered in countries where it is difficult to obtain a standard business profile or credit report

Quick Check

- Free basic check with equivalent of Local Better Business Bureau or other similar source



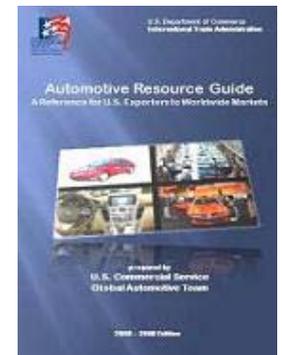
Key Takeaways

- The U.S. Commercial Service can help you find markets for your products
- We can help you enter markets more quickly, more profitably, and with a greater level of comfort
- There are incentives for New-to-Exporting companies
- We can help you with all aspects of international trade, from start to finish, shore to shore



Downloadable Publications

- Export Programs Guide
 - <http://trade.gov/publications/abstracts/export-programs-guide-2009.asp>
- 2010 International District Export Council Conference
 - <http://www.deconference.com>
- Automotive Resource Guide
 - http://www.buyusa.gov/auto/automotive_resource_guide.html
- Global Water/Wastewater Market Briefs 2010
 - <http://www.buyusa.gov/environmental/watermarketbriefs2010.html>



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