



U.S. Commercial Service

Unleashing America's Untapped Trade Potential

Maritime Economic Development Seminar

American Association of Port Authorities

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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



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National Export Initiative (NEI) - President –led , Government wide , Export Promotion Strategy

Focused on five areas

- (1) improving trade advocacy and export promotion efforts;
- (2) increasing access to credit, especially for small and midsize businesses;
- (3) removing barriers to the sale of U.S. goods and services abroad;
- (4) robustly enforcing trade rules; and
- (5) pursuing policies at the global level to promote strong, sustainable, and balanced growth.



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2010 Results

- The Department of Commerce's International Trade Administration assisted over **5,500 U.S. companies** export for the first time or increase their exports overseas, 85% of whom were small and midsize businesses.
- Commerce's **Advocacy Center** assisted U.S. companies competing for international contracts and other U.S. export opportunities, worth \$18.7 billion in U.S. export content, supporting an estimated 101,000 jobs.
- Commerce coordinated 35 **trade missions** to 31 different countries with nearly 400 companies participating. Participating companies anticipate \$2 billion in increased exports from these missions.
- And, we recruited nearly 13,000 foreign buyers to visit major U.S. trade shows here in the United States and directly connect with U.S. companies, resulting in approximately \$770 million in export successes.



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2010 Results

- To address the critical need for export financing, President Obama signed into law the **Small Business Jobs Act**, which significantly expanded financing capacity and long-term support for small-and-medium sized companies looking to export.
- During 2010, the **Small Business Administration** authorized over 1,200 loans totaling \$532 million to help small and medium-sized companies engage in exporting.
- The **Export-Import Bank** financing enables U.S. exporters to compete on a level-playing field by providing capital not available through commercial markets and minimizing U.S. exporters' international commercial and political risk. In fiscal year 2010, the Export-Import Bank financing supported some 227,000 jobs at 3,300 companies through \$34 billion in export sales.



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The Global Market

- **Over 95 percent of the world's consumers live outside U.S. borders.**
- **A new middle class is emerging in once-developing nations, which will increase the consumption of goods and services worldwide. More than one billion new consumers worldwide will enter the middle class during the next 15 years.**
- **According to a recent study by the Organization for Economic Cooperation and Development (OECD), global middle-class consumption is expected to rise from \$21 trillion to \$35 trillion by 2020, with over 80 percent of the growth in consumption occurring outside of North America and Europe.**



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Importance of Exports

- Over the past decade, exports have become a major part of the U.S. economy. In 2008, U.S. exports of goods and services supported 10.3 million jobs and comprised 12.8 percent of the overall U.S. economy.
- With the global economic recession in 2009., U.S. exports of goods and services supported approximately 8.5 million jobs and comprised 11.2 percent of the overall U.S. economy.
- In 2010, exports rebounded to near-2008 levels and contributed significantly to the United States' overall economic recovery. U.S. exports of goods and services totaled \$1.83 trillion, supporting millions of jobs. Of note, exports contributed as much to gross domestic product (GDP) growth in 2010 as did business investment.



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That Untapped Trade Potential – SME's

- There are about 28 million enterprises of various sizes in the United States. In 2008 (most recent data available), there were 289,000 identified U.S. exporting enterprises—or about 1 percent of all enterprises.
- In 2008 (latest data available), SMEs accounted for 97 percent of U.S. exporters and 31 percent of goods exports by value.
- Of all the U.S. companies that export, 58 percent export to only one market and 83 percent export to one to four markets. Especially in the short term, unleashing the country's export potential calls for encouraging companies to expand to new markets.
- A typical SME may take 18 months to graduate from an interest in exporting to export success. SMEs can benefit tremendously from counseling to develop international business plans and market-entry strategies. Counseling can help experienced exporters to more effectively penetrate or enter new markets.



Our Network & What it can do for you

- Trade specialists in over 100 U.S. cities and 78 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

Core Services

Business Facilitation

- International Partner Search
- International Company Profile
- Gold Key Matching Service
- Single Company Promotion

Trade Promotion Events

- International Buyer Programs
- Trade Shows & US Pavilions
- Trade Missions

Customized Programs

- Platinum Key Service
- Advocacy & Trade Disputes
- Market Research

Market Research

- Market Research Library
- Country Commercial Guide (CCG)
- Customized Market Research



Specific Products & Services

- Trade Missions
- Market Research
- Gold Key Service
- Trade Counseling & Advocacy
- International Partner Search
- Single Company Promotions
- Investment Recruitment
- Export Basics & Compliance Training





Trade Missions & Events

- **Trade Missions** – DOC Trade Missions offer access, clout and the prestige of being part of a U.S. government trade delegation. The Missions gain the attention of local/national government representatives, business leaders and media in international markets and help U.S. companies open markets and leverage opportunities in strategic industries.
- **Trade Shows** — Participation in Commerce certified shows and U.S. Pavilions offers companies a cost effective venue for maximizing their market exposure and partnering potential.
- **International Buyer Program** — Commerce recruits foreign buyers to domestic trade shows to enable U.S. firms to sell globally at key industry events.



Trade Counseling, Advocacy & Training

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
- ▶▶ Provide training on export basics and compliance





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.



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





International Partner Search

1. You provide your marketing materials and background on your company
 2. Then we use our network of international contacts to interview potential partners and provide you with a list of up to five pre-qualified partners
- ▶ Save valuable time and money by working only with pre-qualified international partners that are interested in selling your products and services.
 - ▶ Obtain high-quality market information on the marketability and sales potential for your products and services.
 - ▶ Get all this information in 15 days.





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.



Select USA

- ▶▶ SelectUSA (formerly Invest America) was created at the federal level to showcase the United States as the world's premier business location and to provide easy access to federal-level programs and services related to business investment. SelectUSA is designed to complement the activities of our states—the primary drivers of economic development in the United States.
- ▶▶ AccessAmerica promotes the services of U.S.-based firms and economic development agencies to Customers and Investors in the People's Republic of China (PRC). This directory gives U.S. companies and economic development agencies access and exposure to Chinese clients who seek U.S. expertise in accounting, branding, banking, consulting, event planning, global logistics, trade finance, insurance, legal, regulatory, site selection, travel and other needs. It is an online directory promoted in China, in Chinese, in cooperation with our U.S. States and other partners including the U.S.-China Business Council and American Chambers of Commerce in China, among others. The listing is featured on the U.S. Embassy Chinese webpage which has 100,000 hits per month.





Collaboration with Ports

- ▶▶ America's seaport activities are vitally important to America's exports. For ocean exporters, America's seaports are the nexus between the United States and the global economy.
- ▶▶ Over 75 percent of our merchandise exports by volume – and over 36 percent by value, the largest modal share – leaves the United States by water.
- ▶▶ And in overall terms, ocean transport carries more U.S. international merchandise trade than air cargo, trucks, railroads, and pipelines combined.
- ▶▶ Experienced port officials know their exporters' needs, federal export promotion programs, and overseas trade contacts. They can help these exporters to identify overseas markets and trade leads, understand basic commercial transaction requirements, and address financing, insurance, trade documentation, and risk mitigation issues. Such seaports help their exporters make the connections between trade promotion resources and overseas customers that can lead to export sales and success.



Alliance of the Ports of Canada, the Caribbean,
Latin America and the United States