

Commercial Services for your Exporting Success

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





INTERNATIONAL
TRADE
ADMINISTRATION

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INTERNATIONAL
TRADE
ADMINISTRATION

*Three Trade agreements with Korea,
Colombia and Panama submitted to
Congress.*



1 2 3 4



Spanning the Globe

A Worldwide

The U.S. and Foreign Commercial Service Network



- **Abroad**
 - Over 158 foreign posts in 70 countries around the world with Commercial Officers
- **... and here at home...**
 - More than 100 offices in U.S. cities at U.S. Export Assistance Centers
 - 5 offices in Texas

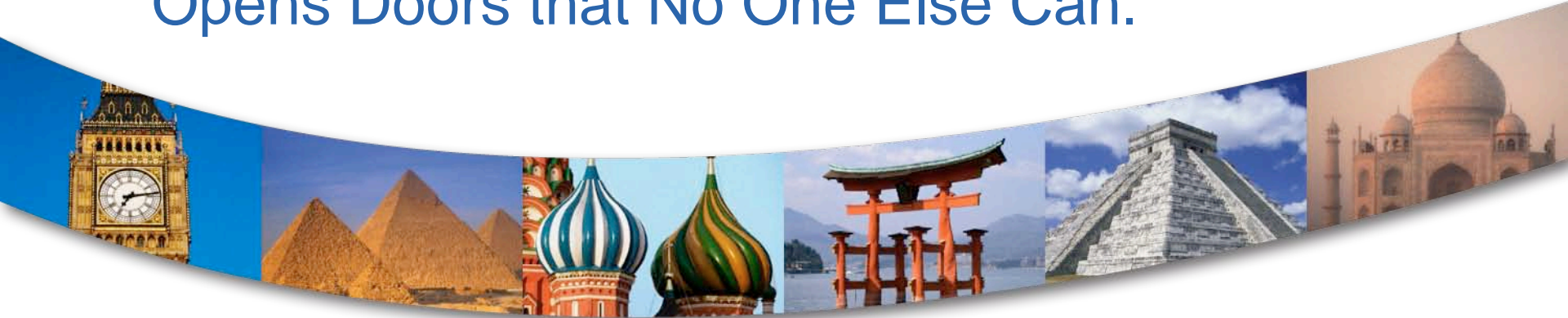


U.S. Department of Commerce offices in Europe

Visit the websites of the International Trade Administration's, U.S. Commercial Service offices and affiliates throughout Europe.

| | | | | | |
|--------------------|-----------------------|------------------------------------|----------------|----------|----------------------|
| Austria | Belgium | Bosnia and Herzegovina (Affiliate) | Bulgaria | Croatia | Czech Republic |
| Denmark | Estonia (Affiliate) | EBRD | European Union | Finland | France |
| Germany | Greece | Hungary | Iceland | Ireland | Italy |
| Latvia (Affiliate) | Lithuania (Affiliate) | Macedonia (Affiliate) | Netherlands | Norway | Poland |
| Portugal | Romania | Russia | Serbia | Slovakia | Slovenia (Affiliate) |
| Spain | Sweden | Switzerland | Turkey | Ukraine | United Kingdom |

Our Global Network of Trade Professionals Opens Doors that No One Else Can.



- The U.S. Commercial Service provides U.S. companies unparalleled access to business opportunities around the world.
- As a U.S. Government agency, we have relationships with foreign government and business leaders in every key global market.
- Our trade professionals provide expertise across most major industry sectors.
- Every year, we help thousands of U.S. companies export goods and services worth billions of dollars.

Our Proven Expertise Makes Doing Business Internationally Easier.



Whether you are looking to make your first export sale or expand to additional international markets, we have the expertise you need to tap into lucrative opportunities and increase your bottom line. You have to be a **U.S. company with a product or service of 51% U.S. origin.**

- **Trade Counseling.** Get the information and advice you need to succeed.
- **Market Intelligence.** Target the best trade opportunities.
- **Business Matchmaking.** Connect with the right partners and prospects.
- **Commercial Diplomacy.** Ensure your products and services have the best possible prospects for success in international markets.

Proven Expertise: Trade Counseling

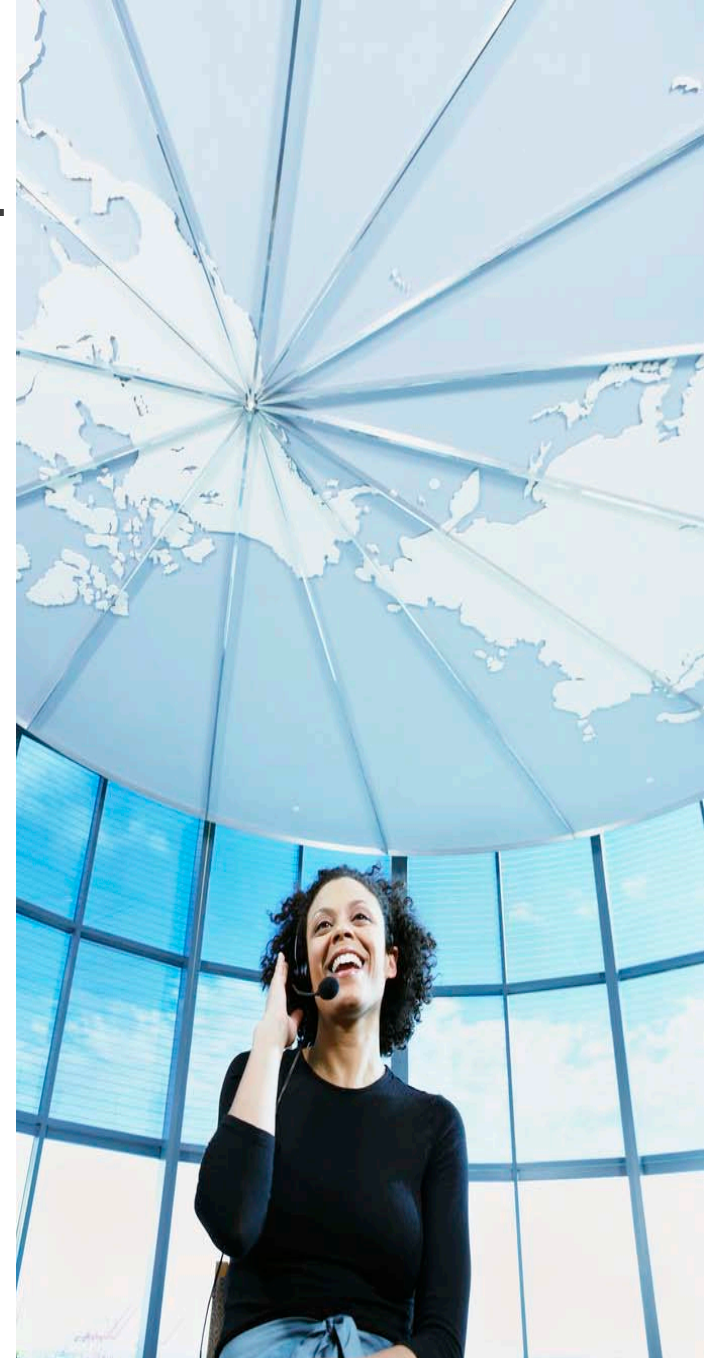
Get the information and advice you need to succeed.

- **Planning and Strategy**

- Determine your best potential export markets and create a comprehensive international business plan and budget for entry or expansion.

- **Legal and Regulatory Issues**

- Determine export licensing requirements.
- Understand and comply with global product standards, certification and requirements, electricity regulations, and packaging laws.
- Avoid intellectual property issues (Stopfakes, April 30th) and legal disputes



Proven Expertise: Trade Counseling

Get the information and advice you need to succeed.

- **Documentation and Product Requirements**

- Learn about export documents, AES filing, invoices, packing lists, and certificates of origin.
- Verify tariff rates and import fees; determine your product's Schedule B and HS numbers.

- **Trade Problems**

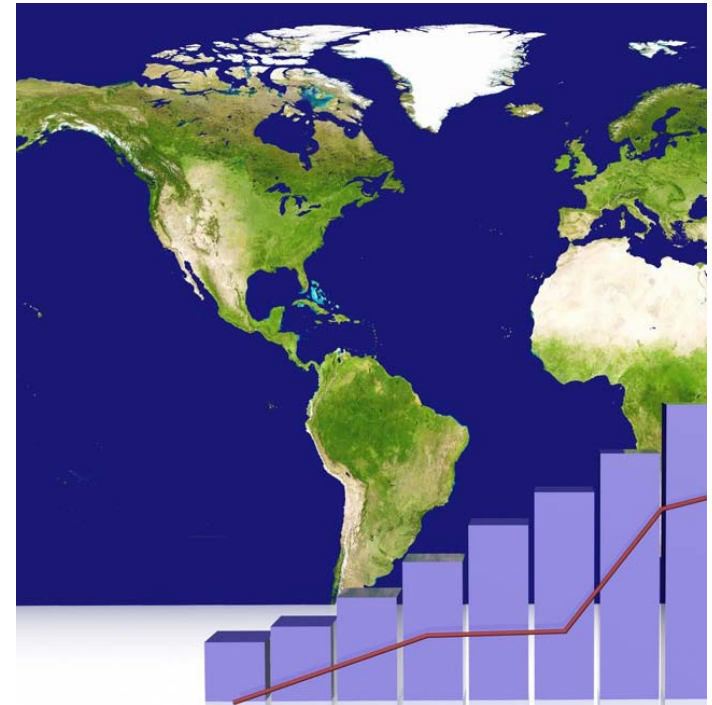
- Get assistance with customs-related issues.
- Obtain support if your company's exports or foreign bids are adversely affected by a trade barrier.
- Limit the risk of non-payment and receive assistance if problems arise.



Proven Expertise: Market Intelligence

Target the best trade opportunities.

- **Country Commercial Guides (free)**
 - Prepared annually by U.S. Embassy staff, containing information on the business and economic situation of foreign countries and the political climate as it affects U.S. business and investments.
- **Industry Trade Data and Trade Stats (Free)**
 - Find industry-specific trade data and industry analysis reports.
- **Customized Market Research (\$)**
 - Get answers to your specific international business questions.



Doing Business in the EU: An Increasingly Integrated Market



The European market is both more competitive and more open

- the introduction in many EU Member States of a common currency, *the euro*, and
- mutual recognition of standards
- consolidation of distribution channels and retailers, marketing for many goods can now be done with a pan-European perspective

While the European market for U.S. goods and services is truly a single market for some items

- it still has some specific country, language, cultural, or regional lines.
- many local retail outlets, distributors and end-users
- Europe's larger countries markets considers one market.

In many respects, the European market can be viewed as having several layers.

Leading Sectors for the EU

U.S. Commercial Service Europe is organized around eight key industry sectors.

These sectors were selected based on their market potential for U.S. exports, possibilities for European export marketing strategies, and in response to expressions of interest by U.S. firms.



[Aerospace](#)
[Automotive](#)
[Energy & Power Generation](#)
[Environmental Technologies](#)
[Information & Communication Technologies](#)
[Medical & Pharmaceutical](#)
[Safety & Security](#)
[Travel & Tourism](#)



Europe holds opportunity for other sectors as well.

Proven Expertise: Market Intelligence

Target the best trade opportunities.

- **Background Reports -**

- **International Contact Profile (\$)**

- Learn about potential partners from our trade professionals working on the ground in your target markets.
 - Get detailed credit reports covering sales, profit figures, potential, liabilities, and other financial information.
 - Embassy holds personal interviews with your potential partners.



Proven Expertise: Business Matchmaking

Connect with the right partners and prospects.

- **Personalized Business Matchmaking**

- **Gold Key Matching Service (\$)**

- Meet with sales representatives and business partners.
 - List of pre-screened potential partners with detailed company reports.

- **Partner Search - International Partner Search (\$)**

- List of pre-screened potential partners with detailed company reports.

- **Trade Missions (\$)**

- Participate in business development missions led by senior U.S. government officials.
 - Meet government and industry officials, prospective customers, distributors, arranged by U.S. Embassy officials.



Proven Expertise: Business Matchmaking

Connect with the right partners and prospects.

■ Trade Shows

- Use our **International Buyer Program/Showtime** to meet with pre-screened buyers and SCs at major U.S. trade shows
- Exhibit in the U.S. Pavilion at our Certified Trade Fairs in Foreign Markets.
- Let us distribute your marketing literature at global trade shows, Catalog Shows.

■ In-Country Promotions

- **Single Company Promotion**
Leverage customized venues to reach potential partners and buyers.
- Advertise in our official catalog of U.S. suppliers sent to nearly 400,000 international companies, **Commercial News USA**, www.thinkglobal.us



Commercial News USA[®]
AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

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

U.S. Commercial Service Trade Shows

We identify the top shows for US potential, and then work with the organizers to provide special added value for U.S. companies that participate.

The benefits for U.S. exhibitors at Foreign Trade Shows can include some or all of the following:

- Counseling by U.S. Commercial Service industry specialists
- Matchmaking assistance at the show
- Advance notice to potential buyers of your attendance
- Turnkey booths in the US Pavilion
- Market briefings and networking receptions

Trade shows **in the U.S.** that are part of the Department of Commerce's **International Buyer Program** feature :

- an International Business Center staffed by Department of Commerce employees.
- Showtime appointments to meet with CS industry specialists
- B2B matchmaking with overseas delegations attending the show.

Proven Expertise: Commercial Diplomacy

Level the international playing field for your company.

- Overcome trade obstacles to successfully enter international markets.
- Access U.S. government trade advocacy for your foreign government procurement bids.
 - Visits to key foreign officials by high-ranking U.S. officials
 - Direct support from U.S. officials stationed overseas
 - Letters to foreign decision-makers



Working with our Partners

Additional Resources for Exporters

- Small Business Administration
 - Export Loan Guarantees
 - Counseling
 - Small Business Development Centers/ITCS
- EXIM
 - Export Loan Guarantees and Credit Insurance
- Foreign Agricultural Service
- District Export Councils (four in Texas)
- State Offices
 - Office of the Governor - Economic Development & Tourism
 - Texas Dept. of Agriculture



Contact us today
to connect with a world of opportunity.

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**U.S. Commercial Service—
Connecting you to global markets.**

