



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

Reach New Customers Worldwide

Enter new
export markets
faster and
more profitably
with our worldwide
network.



See reverse side to learn how we can help you
increase your international sales!

To find a trade specialist near you or for more information, contact: 1-800-USA-TRADE or visit www.export.gov and www.BuyUSA.com.

Four ways to Grow Your International Sales

Market Research Target the best markets with our world-class research

- ★ **Country Commercial Guides** provide comprehensive information including market conditions, best export prospects, financing, finding distributors, and legal and cultural issues.
- ★ **International Market Insights** analyze conditions in specific country markets.
- ★ **Industry Sector Analyses** offer details on an industry to help determine market potential and size, and foreign competitors for your product or service.
- ★ **Flexible Market Research** answers your inquiries about specific markets and the interest in your product or service.
- ★ **Video Market Briefings** answer your specific questions on market conditions, regulations, key players, competitors, and more.
- ★ **Webcasts** feature market opportunities and how to do business in specific countries.
- ★ **Business Information Centers** worldwide provide access to valuable market-specific information.

Trade Events Promote your product or service to targeted, pre-screened buyers

- ★ **Trade Missions** arrange face-to-face meetings with pre-screened business partners and include country briefings, logistical support, and follow-up counseling.
- ★ **The International Buyer Program** brings thousands of foreign buyers to U.S. trade shows each year.
- ★ **Certified Trade Fairs** place you in the best international trade shows with access to thousands of buyers and targeted matching.
- ★ **Catalog Exhibitions** showcase your product and service literature overseas and send you the leads without leaving home.
- ★ **Single Company Promotions** provide meeting space and pre-screened invitations to help you successfully present product or service seminars.

International Partners Meet the best buyers, distributors, and agents for your products and services

- ★ **The Gold Key Service** arranges one-on-one appointments with pre-screened business contacts in a targeted export market.
- ★ **www.BuyUSA.com** matches international buyers with U.S. suppliers online.
- ★ **Virtual Trade Missions** let you explore promising markets via video conferencing.
- ★ **International Partner Searches** deliver details on potential partners that have expressed an interest in your product or service.
- ★ **Commercial News USA** promotes your products or services to more than 400,000 international buyers through a free monthly catalog.
- ★ **International Company Profiles** offer low-cost, quick credit checks and due-diligence reports on buyers and distributors.
- ★ **The Trade Opportunity Program** provides daily trade leads from foreign buyers.

Consulting and Advocacy Get personalized, expert help at every step of the export process

- ★ **Counseling** assists in the development of an export strategy and obtaining financing.
- ★ **Consulting** helps resolve regulatory hurdles and recover payment.
- ★ **The Platinum Key Service** provides customized, long-term support to achieve your business goals.
- ★ **ShowTime** offers in-depth counseling at major trade shows from market and industry specialists.
- ★ **Multilateral Development Bank (MDB)** representatives provide access to project opportunities funded by MDBs worldwide.
- ★ **Advocacy** through U.S. diplomats and other officials gives you the competitive edge.



U.S. Commercial Service

*Your Global
Business Partner*

Gold Key Service

www.usatrade.gov



Interested in Meeting Prescreened International Buyers and Partners?

Get the most out of your next international business trip by scheduling meetings before you arrive. The Gold Key Service is your customized service for finding potential agents, distributors, sales representatives, and other business partners abroad.

You Will Receive:

- Appointments with prescreened potential sales representatives and business partners
- Customized market and industry briefings with U.S. Commercial Service staff in advance of business meetings
- Market research on your industry sector
- Assistance with travel, accommodations, interpreter service, and clerical support
- Post-meeting debriefing with U.S. Commercial Service staff to discuss results of meetings and assistance in developing appropriate follow-up strategies
- A video conference option if your schedule does not permit international travel

"We were very satisfied with the Gold Key we did in Germany. The staff did an excellent job of prequalifying all the appointments and even accompanied me on my visits. That's just great service, especially when you can't speak German. Thanks to the U.S. Commercial Service, we now sell in eight European countries. Recently we made a \$150,000 sale to the Netherlands. That's a nice sale to have for a small company like ours."

*Duane Montgomery, President
Montgomery Manufacturing
Ft. Worth, Texas*

Montgomery Manufacturing produces environmentally friendly and safe, biodegradable cleaning solvents used in cleaning industrial tanks.

For more information about this and other services, visit www.usatrade.gov or call 1-800-USA-TRAD(E) (1-800-872-8723) in the United States to locate the U.S. Commercial Service office nearest you. For more information on all export programs and services offered by the U.S. Department of Commerce, visit www.export.gov.

Rev. May 2001

U.S. Commercial Service
Your Global
Business Partner



International Partners

www.usatrade.gov

Locate Your Future International Partners

Our global network will save you time and money finding prequalified buyers, distributors, licensees, and other business partners

You'll Get:

- Support from a global network of more than 1,800 trade specialists
- Access to thousands of free trade leads on www.usatrade.gov
- Detailed information that you want about prospective buyers and partners
- Introduction to international buyers at leading U.S. and international trade shows in your industry
- Thorough background checks on prospective buyers and partners
- Arranged and fully supported face-to-face or video conference meetings with prequalified potential buyers and partners
- Advice on cultural issues and business protocol
- Translation and interpretation services
- Assistance locating financing for you and your buyers

"Definitely, without the help of the U.S. Commercial Service we would have had a difficult time finding the right partner in Latin America. Because of their assistance we made sales of approximately \$1 million."

Sharon DeDoncker
Vice President of International Sales
Aqua-Aerobic Systems, Inc.
Rockford, Illinois

Aqua-Aerobic Systems is a manufacturer of aerobic bacteria wastewater treatment systems.

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Rev. March 2001

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Market Research

www.usatrade.gov

Market Research from A to Z From Argentina to Zimbabwe, increase your sales with the world's best market research

With 1,800 trade specialists located in more than 260 cities in the U.S. and around the world, the U.S. Commercial Service has some of the most comprehensive and up-to-date information about international markets and the export potential for your products and services. Much of it's available on our web site. Put the power of this information to work for you.

Benefit from overviews on "doing business" in more than 120 countries. These guides provide valuable, authoritative insights on the following:

- Economic and political environment
- Leading sectors for U.S. exports
- Investment climate
- Trade regulations
- Key government and private sector contacts

Get information on more than 100 different industries including:

- An overview of the industry
- Major industrial trends and potential growth
- An analysis of the end-users
- An analysis of the competition

Take advantage of more than 5,800 timely reports/alerts each year on:

- Economic developments
- New regulations and taxes
- Upcoming purchases and projects
- Currency and interest rate fluctuations

We also offer customized research that provides answers to your questions on:

- Market size
- Market trends
- Prospective buyers and partners
- Competitors
- Promotion strategies
- Sales channels
- Market entry strategies

"Your customized market research has allowed our members to greatly enhance their exporting activities. The quality of the information and data is cost-effective and of the highest caliber. The reports have exceeded our members' expectations!"

Steve Jacober, President
The School, Home, and Office Products Association
(SHOPA)
Dayton, Ohio

SHOPA is a not-for-profit organization representing 2,000 member companies involved in the manufacture and distribution of school and office supplies.

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Our Global Network

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Los Angeles (West)
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Memphis
Nashville

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Austin
Fort Worth
Houston
San Antonio

UTAH
Salt Lake City

VERMONT
Montpelier

VIRGINIA
Northern VA
(Arlington)
Richmond

WASHINGTON
Seattle
Spokane
Tacoma

WEST VIRGINIA
Charleston
Wheeling

WISCONSIN
Milwaukee

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To find a trade specialist near you or for more information, contact: 1-800-USA-TRADE or visit www.export.gov and www.BUYUSA.COM.

International Offices



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★ CHILE Santiago		JAMAICA Kingston	MOROCCO Casablanca Rabat	SOUTH AFRICA Cape Town Durban Johannesburg	WASHINGTON DC Inter-American Development Bank World Bank
★ CHINA Beijing Chengdu Guangzhou Shanghai Shenyang			NETHERLANDS Amsterdam The Hague	SPAIN Barcelona Madrid	
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*These are not U.S. Commercial Service offices. They are partner offices that provide U.S. Commercial Service programs.

The U.S. Commercial Service Your Global Business Partner

Contact us today at 1-800-USA-TRADE and see your sales grow tomorrow

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Denver
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Middletown
- DELAWARE**
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- DISTRICT OF COLUMBIA**
Served by
Baltimore
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Orlando
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**Follow the Flag
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