



U.S. Commercial Service

Your New Horizons:

Let the U.S. Commercial Service Open New Markets for You

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Overview

- Why export?
- What services are available?
- How can I access them?
- Who can help me?
- Where can I find you?
- When can we start?



Exporting Means Growth

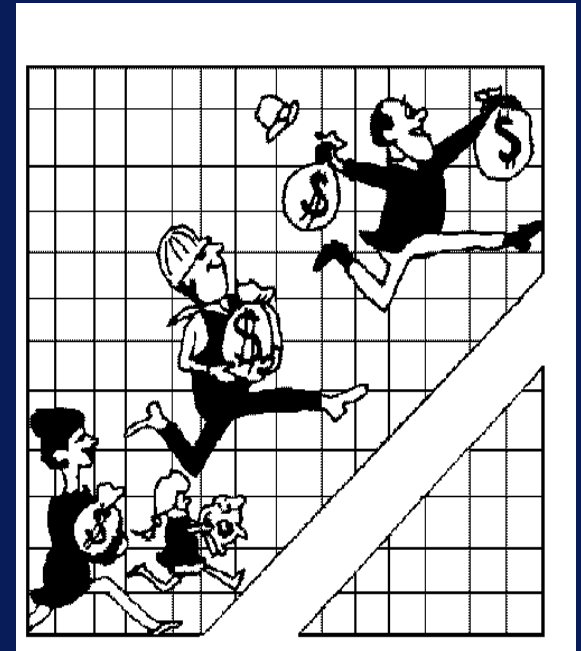
- More than 70% of the world's purchasing power is outside the borders of the United States
- In the last 20 years, U.S. exports have increased to almost \$2 trillion
- Higher wages
- Manufacturers that export grow jobs more quickly





Exporting Means Growth

- Additional revenue streams
- Valuable learning opportunities
- Influence over trends, developments, standards, market preferences
- Options for hedging against market fluctuations





Exporting Means Commitment

- Effort: *up front work required*
- Time: *resources devoted to start-up and local market concerns*
- Money: *funds dedicated to ramp-up, little slack available*
- Experience: *lack of familiarity with culture, language, currency, legal/regulatory framework*



FAQs



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*United States of America
Department of Commerce*

- How can I protect my IP in China?
- Is there a market for my product in Croatia? How about Mozambique?
- I'm exhibiting at CES, how can I protect my IP at the show?
- Does my product qualify for preferential tariff treatment under one of the FTAs?
- Is a license required to export my product?
- How can I be sure Brazil will accept the testing that has been done on my product?
- How can I verify the bonafides of my potential foreign partner?
- I want to open a sales office in Singapore, what's required?
- Is my buyer/partner/end-user on any of the USG "denied parties" lists?
- Is my product subject to REACH, RoHS, or WEEE?
- My foreign buyer needs more favorable terms, are there any USG programs that can help?
- My company is bidding on a port development project in Morocco, what support can the USG provide?



U.S. Commercial Service

- ▶ U.S. Department of Commerce agency, founded in 1980
- ▶ Promote the export of goods & services from the United States,
- ▶ Help U.S. companies successfully navigate foreign markets
- ▶ Educate companies about how to tailor their activities to the specific market
- ▶ Help equip both new and experienced exporters with the knowledge and tools that they need to succeed globally



Shorten time to market. Lower your costs. Contact your local USEAC!



Our Global Network

Albania	Algeria	Angola	Argentina	Australia
Austria	Bahrain	Barbados	Belgium	Benin
Bolivia	Bosnia & Herzegovina	Botswana	Brazil	Bulgaria
Burkina Faso	Burundi	Cameroon	Canada	Cape Verde
Central African Rep	Chad	Chile	China	Colombia
Costa Rica	Côte d'Ivoire	Croatia	Cyprus	Czech Republic
Dem Rep of the Congo	Denmark	Djibouti	Dominican Republic	Ecuador
Egypt	El Salvador	Eritrea	Estonia	Ethiopia
European Union	Finland	France	Gabon	Gambia
Germany	Ghana	Greece	Guatemala	Guinea
Guinea-Bissau	Honduras	Hong Kong	Hungary	Iceland
India	Indonesia	Iraq	Ireland	Israel
Italy	Jamaica	Japan	Jordan	Kazakhstan
Kenya	Kosovo	Kuwait	Latvia	Lebanon
Lesotho	Liberia	Lithuania	Luxembourg	Macedonia
Madagascar	Malawi	Malaysia	Mali	Malta
Mauritania	Mauritius	Mexico	Morocco	Mozambique
Namibia	Nepal	Netherlands	New Zealand	Nicaragua
Niger	Nigeria	Norway	Oman	Pakistan
Palestinian Territory	Panama	Peru	Philippines	Poland
Portugal	Qatar	Romania	Russia	Rwanda
Saudi Arabia	Senegal	Serbia & Montenegro	Seychelles	Sierra Leone
Singapore	Slovakia	Slovenia	Somalia	South Africa
South Korea	Spain	Sudan	Swaziland	Sweden
Switzerland	Taiwan	Tanzania	Thailand	Togo
Trinidad & Tobago	Tunisia	Turkey	Uganda	Ukraine
United Arab Emirates	United Kingdom	Uruguay	Venezuela	Vietnam
Yemen	Zambia	Zimbabwe		





Trade Counseling

Trade specialists across the U.S. work directly with staff at U.S. embassies and consulates abroad to get the information and advice you need.

We can help you:

- ▶▶ Determine the best markets for your products & services
- ▶▶ Identify and screen potential overseas business partners
- ▶▶ Comply with foreign and domestic government standards, labeling and other regulations
- ▶▶ Locate suitable professional service providers in the market (legal, tax, accounting, etc)
- ▶▶ Learn about cultural issues and business protocol





Market Research at www.export.gov



Our Market Research Library contains more than 100,000 country and industry specific market reports, web sites, events, and trade directory listings.

- Country Commercial Guides (CCGs)
- Market Research by Industry/Country
- Customized Market Research



International Partner Search

- ▶▶ Pre-screened contact list
- ▶▶ Conference call to gauge your prospects
- ▶▶ Timely and relevant market research
- ▶▶ CS ensures strong level of interest from foreign buyers



International Company Profile

- Detailed **information on a specific foreign company**
- Gathered from the foreign company with its cooperation, and/or from publicly available sources
- Details including competitors, credit rating, profit and loss numbers, key officers, and our opinion on the overall viability of the firm in its market



Webinars & Webcasts

November 2011



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ITA: <http://www.export.gov/exportbasics/>

BIS:

<http://www.bis.doc.gov/seminarsandtraining/seminar-training.htm>

CENSUS:

<http://www.census.gov/foreign-trade/aes/exporttraining/videos/>

USPTO: <http://www.stopfakes.gov/>

- EU REACH - What You Should Be Doing Now (Part 1) – 11/15/11
- East Africa Market Size, Access, and Trade Policies — 11/16/11
- International Shipping and Logistics – 11/16/11
- Protecting IPR in Publishing – 11/16/11
- EU REACH - What You Should Be Doing Now (Part 2) – 11/17/11
- The Russian Automotive Sector - Opportunities for U.S. Suppliers 11/17/11
- Export Financing/How do I get Paid? – 11/30/11
- How to Find HS Codes and Calculate Duties and Taxes – 11/30/11





IPR Resources



- ✓ StopFakes <http://www.stopfakes.gov/>
- ✓ Toolkits: Brazil, Brunei, China, Croatia, Egypt, European Union, India, Italy, Korea, Malaysia, Mexico, Pakistan, Paraguay, Peru, Russia, Taiwan, Thailand, Vietnam
- ✓ Intellectual Property Rights In China Webinar Series
http://www.stopfakes.gov/events/china_webinar_series.asp
- ✓ DOC-ABA **free** legal consultation for Brazil, Russia, India, China, Egypt, Thailand, Kenya, Ghana, Mozambique, Angola, Senegal, Nigeria, Colombia, Mexico, Indonesia, Vietnam, Turkey, Saudi Arabia, Argentina, or South Africa (<http://www.abanet.org/intlaw/intlproj/iprprogram.html>)

EXIM Bank

www.exim.gov

- Official export credit agency of the United States for more than 70 years
- Working capital, export credit insurance, loan guarantees, finance lease guarantees & direct loans
- Assumes credit and country risks that the private sector is unable or unwilling to accept
- Helps U.S. exporters by matching the financing that other governments provide to their exporters
- Supports U.S. exports to more than 150 countries

Paul Watts
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U.S. Small Business Administration

<http://www.sba.gov/content/export-loan-programs>

Export Express

- Streamlined loan up to \$500,000
- Company must be in operation for at least 12 full months
- Loan proceeds will support export activity
- May be used for business purposes that will enhance a company's export development. (ex: *participation in a foreign trade show, finance standby letters of credit, translate product literature for use in foreign markets, finance specific export orders, as well as to finance expansions, equipment purchases, and inventory or real estate acquisitions, etc.*)

Jerry Avila
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Export Working Capital Program (EWCP)

- Provides lenders with up to a 90% guaranty on export loans as a credit enhancement
- Financing for: suppliers, inventory or production of export goods

International Trade Loan Program

- Term loans to businesses that plan to start or continue exporting, or that have been adversely affected by competition from imports.
- Maximum SBA-guaranteed portion of \$1.75 million.
- May be used for: Acquisition, Construction, Renovation, Modernization, Improvement, Expansion
- Refinancing of an existing loan used for these same purposes.

Overseas Private Investment Corporation (OPIC)

www.opic.gov

- Assists U.S. businesses to invest overseas in more than 150 countries
- Supports, insures & finances investment projects that benefit the host country and foster private sector competition
- Does not support projects that might result in the loss of U.S. jobs, adversely affect the U.S. economy or the host country's development or environment, or contribute to violations of internationally recognized worker rights
- Operates in less developed countries and areas, and countries in transition from non-market to market economies.
- Charges market-based fees for its products
- Offers project financing and political risk insurance to help U.S. companies meet the challenges of investing overseas when private sector support is not available.

U.S. Trade Development Agency (TDA)

www.ustda.gov



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- Helps countries establish a favorable trading environment & modern infrastructure
- Assists overseas project sponsors to access U.S. private sector expertise in the areas of:
 - (1) **Trade capacity building** - helps establish industry standards, rules & regulations, trade agreements, market liberalization, policy reform
 - (2) **Project Definition and Investment Analysis** - supports large capital investments that contribute to overseas infrastructure development. Funds: Orientation Visits, Investment Analysis, Workshops and Conferences, and Procurement Assistance
- Industry sectors vary widely but focus on transportation, energy and power, water and the environment, health care, mining and natural resources, telecommunications, and information technology.
- Since 1981 has been associated with more than \$25 billion in U.S. exports



2010 Highlights

- 12,000+ successful transactions
- \$80 billion+ in U.S. goods and services
- \$30 billion in advocacy support
- 200 markets
- SMEs
- From \$50 to more than \$50 million



Happy Clients



LaserCard

The logo for Northwestern Polytechnic University, featuring a circular seal with a tree and the university's name. To the right, the text "Northwestern Polytechnic University" is displayed in a bold, black, sans-serif font. Below this, a banner contains the text "Preparing Business and High-Tech Professionals and the Leaders of Tomorrow" and a graphic of a grid of dots.

How we helped: India

- Noveda Technologies – introduced a small start-up to a Chennai-based partner for a joint venture through a Gold Key program.
- FasTracKids – helped a Kolkata-based company acquire a children’s enrichment franchise through *Commercial News USA* and counseling.
- Skelley Medical – assisted a small refurbished medical equipment company sell to second-tier Indian cities through a trade mission.



Contact us!

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Send me an email to receive our monthly newsletter!