

# The World is Open for Business

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WE Energy, Milwaukee, WI

Becca Gladen- International Trade Specialist

U.S. Commercial Service - Wisconsin



**U.S.  
COMMERCIAL  
SERVICE**

United States of America  
Department of Commerce

# U.S. Commercial Service - Your Global Partner

- Agency: U.S. Department of Commerce - International Trade Administration
- Mission: Lead federal agency for export promotion and the advancement of U.S. commercial interests abroad, particularly by SMEs
- 1,400+ trade professionals
- International Offices - 94% of U.S. Export Markets
  - 80+ countries
  - 130+ cities
  - from Argentina to Zimbabwe
- Domestic Offices - 105 cities across the U.S.
  - CS Milwaukee covers the state of Wisconsin
    - Your gateway to the CS network



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# We Opens Doors that No One Else Can



## What We Do:

- Help you understand the export process
- Locate foreign distributors, agents, and sales representatives
- Enter new markets faster and more efficiently
- Help U.S. industry overcome market access and trade barriers

# Trade Counseling

- Documentation requirements
  - Electronic Export Information Filing,
  - Invoices, Packing Lists, and
  - Certificates of origin
- Determine foreign import tariffs
- Complying with U.S. export control requirements
- Complying with global product standards, certification requirements, and packaging laws
- Resolve foreign customs-related issues



# Market Intelligence



## ■ Country Commercial Guides

- Comprehensive reports prepared by U.S. Embassy staff with information on foreign countries, market entry channels, best prospects, and trade barriers
- [www.export.gov/ccg](http://www.export.gov/ccg)
- **United Nations Commercial Guide**
- **Multilateral Development Bank Commercial Guides**
  - AFDB, ADB, EBRD, IADB, WB

## ■ Industry Sector Reports

- Focus on specific industry sectors in specific countries
- <http://www.trade.gov/topmarkets/>

# Advocacy Center

- Public-Sector Contracts
  - Coordinates U.S. government interagency advocacy efforts on behalf of U.S. exporters bidding on public-sector contracts with overseas governments and government agencies
  - Ensures that sales of U.S. products and services have the best possible chance competing abroad
- Liaisons to five Multilateral Development Banks
- UN Procurement Advocacy



# Market Intelligence

## ■ International Company Profile (ICP)

Determine whether an overseas company or individual is a suitable partner:

- Management details
- Business activities
- Product/service lines
- Financial condition
- Trading experience
- Market coverage
- Business connections in the target country.
- Lead time: 15 business days



# Business Matchmaking - Gold Key \*

## ■ Benefits

- Your own trade mission
  - Go where you want, when you want
- Pre-screened appointments with vetted target partners (buyers, distributors & agents)
  - Market and industry briefings from our in-country trade specialists
  - Assistance with local travel, accommodations, interpreter service and clerical support
- Saves you time and money
- Find the right partner quickly



\*Beginning at \$950 for Small Businesses (per SBA standards)

# Business Matchmaking - Other

## Domestic Trade Shows: International Buyer Program

- Matchmaking between exhibitors and foreign buyers
- Exposure to international buyers without leaving the U.S.
- [www.export.gov/ibp](http://www.export.gov/ibp)

## Foreign Trade Shows: U.S. Exhibitor Outreach programs

- U.S. pavilions put you in the best international trade shows with access to thousands of buyers.
- Our team of Commercial Specialists arrange one-on-one meetings with potential buyers.
- [http://export.gov/eac/trade\\_events.asp](http://export.gov/eac/trade_events.asp)

## International Trade Missions

- Led by senior U.S. government officials - opens doors
- 1-on-1 meetings with distributors, government and industry officials, prospective customers, and U.S. Embassy officials.
- <http://export.gov/trademissions/index.asp>

# U.S. Commercial Service Staff Covering Wisconsin

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



[www.export.gov/wisconsin](http://www.export.gov/wisconsin)