

The World is Open for Business

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Volk Field - Ft. McCoy, WI

Elizabeth Laxague - 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



**U.S.
COMMERCIAL
SERVICE**

United States *of* America
Department *of* Commerce

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
- **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

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

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

Koreen Grube

Director

Koreen.Grube@trade.gov

414-217-8333

Elizabeth Laxague

International Trade Specialist

Elizabeth.Laxague@trade.gov

414-336-1953

Becca Gladen

International Trade Specialist

Rebecca.Gladen@trade.gov

414-405-3560

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



www.export.gov/wisconsin