



The World Is Open For  
Business. Yours.

An Overview of the  
U.S. Commercial Service



# The U.S. Commercial Service

## Creating Prosperity Through Global Trade

With its network of offices across the United States and in more than 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce's International Trade Administration utilizes its global presence and international marketing expertise to help U.S. companies sell their products and services worldwide.

- We promote economic prosperity, enhance job creation, and strengthen national security through a global network of the best international trade professionals in the world.
- We promote and protect U.S. commercial interests abroad and deliver customized solutions to ensure that U.S. businesses compete and win in the global marketplace.



# The U.S. Commercial Service Your Global Business Partner

Our Trade Specialists and Commercial Officers will work with your company to help you start exporting or increase your sales to new global markets.

We'll help you with:

- World class market research
- Trade events that promote your product or service to qualified buyers
- Introductions to qualified buyers and distributors
- Counseling and advocacy through every step of the export process



# Leverage Our Products and Services to Succeed in International Markets

- Market Research
  - [Export.gov](http://Export.gov)
  - [Buyusa.gov/Brazil](http://Buyusa.gov/Brazil)
- Trade Counseling & Advocacy
- Gold Key Matching Service
- International Partner Search
- International Company Profile
- Commercial News USA
- Catalog Exhibitions





## Make More Informed International Sales Decisions With Our Market Research

- **Market Research Library** containing more than 100,000 country and industry-specific market reports, web sites, events, and trade directory listings.
- **Country Commercial Guides**, prepared annually by U.S. Embassy staff, contain information on the business and economic situation of foreign countries and the political climate as it affects U.S. business and foreign investments.
- **Customized Market Research** leverages our vast network of industry associations, government agencies, importers, distributors, end-users, and manufacturers to provide you with information that answers your specific international business questions.



# Leverage Our Expert Trade Counseling to Develop the Best International Strategies

Our trade specialists in the United States coordinate directly with our team of experts overseas to provide you with all the information and advice that you need to do business in markets around the world.

## We can help you:

- Determine the best markets for your products and services
- Evaluate international competitors
- Identify and comply with legal and regulatory issues
- Settle disputes
- Understand cultural issues and business protocol





## Ensure Your Are Operating On a Level Playing Field With Our Advocacy Center

The U.S. Commercial Service's Advocacy Center ensures that sales of U.S. products and services have the best possible prospects abroad.

### Assistance may include:

- Visits to key foreign officials by high-ranking U.S. officials
- Direct support from U.S. officials stationed overseas
- Letters to foreign decision-makers
- U.S. export credit agency financing support to qualified U.S. companies

Advocacy Center efforts are coordinated with U.S. officials stationed at our embassies around the world and other U.S. government agencies to provide companies with maximum assistance.



## Meet the Right Partners and Buyers Through Our Gold Key Matching Service

- Pre-screened appointment schedule arranged for you before you travel overseas
- Customized market and industry briefings with our local trade specialists
- Timely and relevant market research
- Post-meeting debriefing with our trade specialists and assistance in developing appropriate follow-up strategies
- Help with travel, accommodations, interpreter service, and clerical support





## Know Whom You're Dealing With – Use Our International Partner Search

Provide your marketing materials and background on your company and we'll leverage our network of international contacts to interview potential candidates and provide you with a list of up to five pre-qualified partners.

- Save valuable time and money by working only with pre-qualified international partners that are interested in selling your products and services.
- Obtain high-quality market information on the marketability and sales potential for your products and services.
- Get all this information in 15 days.





## Advertise in Targeted Markets With Our Commercial News USA

- Monthly trade magazine that lists U.S. products and services
- Distributed free to more than 400,000 buyers from around world
- A proven track record of high-response rates and sales results

**Commercial News**  
The Showcase for American-Made Products and Services  
**USA**

Check out [www.export.gov/cnusa](http://www.export.gov/cnusa) for more information



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