



U.S. Commercial Service

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The U.S. Commercial Service: The federal government's worldwide network dedicated to promoting your international business.

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How Can the Milwaukee Office Help You?

We provide services that help small and medium-sized companies enter and grow in international markets.

- **Consulting and Advocacy**
- **Market Research**
- **International Partners**
- **Trade Events**

Export Counseling in the Following Areas:

- International Marketing
- Finding Contacts
- Market Research Reports
- Promoting Products in Foreign Markets
- Export Finance Resources
- Incoterms 2000/Getting Paid
- Foreign Investments
- International Shipping
- Export Documentation
- Foreign Standards
- Foreign Tariffs/Taxes
- Foreign Import Requirements
- Trade Agreements
(WTO, NAFTA, etc.)

Important Internet Resources

➤ U.S. Commercial Service Homepage

www.export.gov

Export.gov is the U.S. Commercial Service website. Many valuable resources are located on this website that assist with all aspects of the export process. These resources include:

- Description of the many services that the U.S. Commercial Service provides to help promote U.S. products in international markets of all U.S. Commercial Service programs;
- Market research that is specific to your product/service and the export market. Country Commercial Guides, International Market Insights and Industry Sector Analysis are all research reports that are prepared by our overseas posts. They not only contain general information on the business and economic situations in foreign countries, but product and country specific information as well;
- Domestic and International Trade Events can be accessed according to location and industry sector;
- Exporting resources that include information on export documentation, tariffs and taxes, and regulations that can help facilitate smoother exchange of goods and services abroad; and,
- A listing of all domestic and international Commercial Service offices with staff who are committed to help you realize your export potential.

➤ e-Market Express

www.buyusa.gov/eme

- Get the most up-to-date information on worldwide industry markets. Through e-Market Express, the US Commercial Service provides monthly updates on **market information, trade leads and trade events**. e-Market Express is organized into sectors and sub-sectors, from which you hand-pick the reports you would like to see.
- **The reports are free**, but registration is required.

The e-Market Express is available in the following industries:

- | | |
|---|---|
| • Aerospace & Defense | • Franchising |
| • Agribusiness | • Travel & Tourism |
| • Automotive | • Health Care |
| • Architecture/ Engineering Services
& Building/ Construction Products | • Information & Communication
Technology |
| • Cosmetics & Toiletries | • Safety & Security |
| • Energy | • Textile & Apparel |
| • Environmental | |

Find and Assess Your Markets

➤ **Flexible Market Research (FMR)**

FMR provides U.S. firms with customized, individualized information on overseas markets. The service provides information for specific products or services. FMR answers questions involving the overall marketability of a product or service, market trends and size, customary distribution and promotion practices, market entry requirements, regulations, product standards and registration, key competitors and potential agents, distributors or strategic partners. U.S. companies have the flexibility to design their own set of questions or to choose from a core menu of standardized questions. The price of the service varies according to the country in which the research is conducted and the complexity of the question(s). Ask your trade specialist how to get a cost estimate.

➤ **International Company Profile (ICP)**

ICP is a background report on individual firms containing information about the firm's business activities, standing in the local business community, credit worthiness and overall reliability and suitability as a trade contact for U.S. exporters. These reports are designed to help U.S. firms locate and evaluate potential foreign customers before making a business commitment. The price for the ICP ranges from \$600 to \$900, and typically is delivered in 10-15 business days. A typical report includes:

- Name, address & key contact;
- Type of business;
- Sales territory;
- Products handled;
- Number of employees;
- Year established;
- Business/financial reputation; and,
- Assessment of the firm's suitability as a trade partner.

➤ **QuickTake (QT)**

QT is a quick, concise assessment of a specific product's potential in up to 30 European countries. The following sectors are offered:

- Aerospace and Defense
- Automotive
- Energy
- Environmental Technologies
- Franchise
- Information Technology
- Medical and Pharmaceutical
- Safety and Security.

The QT report includes information about current and future product demand, competition, establishing partnerships in foreign markets, and recommendations for modification of your product given local tastes and technical requirements, including regulations, standards, and legislation. The fee for this service is \$800 and the QT report is delivered within 15 business days of receipt of payment.

Find and Meet Potential Partners/Customers

➤ **International Partner Search (IPS)**

IPS is a personalized, overseas search for interested and qualified representatives in specific countries on behalf of a U.S. company. Commercial Specialists abroad conduct the search and prepare a report identifying up to five potential prospects who have personally examined the U.S. firm's literature and have expressed interest in a possible relationship. This service can be of particular benefit to exporters planning to travel abroad in search of new representatives or distributors. The report will be prepared approximately 30 days after receipt of company literature. The IPS charge ranges from \$550-\$1,400 per country or market region. An IPS report contains:

- Names, addresses, e-mail and website addresses of prospective overseas partners;
- Name, title, and contact information of key personnel at each overseas company;
- Prospective partner's opinion on the market for the client's product/service and the projected success of an agreement or relationship;
- The Commercial Service specialist's opinion on the level of interest about the U.S. company and the overall suitability of the identified markets;
- Competition from local firms and/or from a third country; and,
- Basic marketing information, such as the company size and number of years in business.

➤ **Gold Key Service (GKS)**

This program is aimed at facilitating contacts between U.S. exporters and selected host-country firms. Through the GKS program, Commercial Service staff will search for and arrange appointments with potential partners for the U.S. firms. The appointments can be spread over one day or more, for a fee that varies by country. Fees range from \$700-\$2,300 per day. The GKS is flexible and can include other services, such as an escort service, interpreter service as required, and/or discount hotel rates. The Commercial Section can also offer clerical support during the visit. Lead-time varies from 3 to 6 weeks.

➤ **Single Company Promotion**

This service provides exporters a prestigious site, support and official sponsorship in a specific market under the auspices of the American Embassy or Consulate. The Foreign Commercial Service will assist a U.S. company in organizing a product launch, technical seminar, cocktail reception or similar event in the Embassy Auditorium, an exposition hall or the Ambassador's residence. A typical event might include a 3-hour program with an introduction by a U.S. Government official followed by detailed company presentation and question/answer session. Prices range from \$1,000-2,500. Contact the U.S. Commercial Service for further details on this exciting, personalized program and where it is currently available. A 4-8 week lead time is usually required, depending on your company's needs.

➤ **Platinum Key Service (PKS)**

The Platinum Key Service is solution oriented and targeted only for clients who require long term, sustained, customized assistance (typically six months to one year) to achieve complex market development and access goals. The service is either a set fee or individually priced and only a limited number of posts will be offering this service, so please consult with your trade specialist to see if this service fits your company's needs. The exporter and the Commercial Service specialist establish a timeframe for completing this program.

Accessing Global Markets is Easier Than Ever

➤ **The U.S. Commercial Service Streamlines Prices for American Businesses**

Connecting you to business opportunities in markets around the world as fast and efficiently as possible is a priority for the U.S. Commercial Service (CS). This means consistent, simplified pricing and less red tape. To this end, we're pleased to announce our new user price schedule.

Standardized Services	SME Company *	SME New-to-Export Companies using Service for first time	Large Company*
Gold Key Service (Matchmaking)	\$700	\$350	\$2,300
International Company Profile (Due diligence)	\$600	\$350	\$900
International Partner Search (Prequalified business contacts)	\$550	\$350	\$1,400
Featured U.S. Exporter (Overseas web promotion)	\$150	\$75	\$300
Business Service Provider (Web promotion of service providers)	\$300	—	\$600

Customized Services

For customized services in the areas of business counseling and advocacy, market research, trade events, and international partners our prices vary depending on company size and scope of service. Please contact your local trade specialist or commercial officer for details. To find the Commercial Service office nearest you, visit www.export.gov.

Other Online Resources

➤ **Featured U.S. Exporters (FUSE)**

www.buyusa.gov/home/fuse.html

A directory of U.S. products featured on U.S. Commercial Services websites around the world. It gives your company an opportunity to target over 50 specific markets in the local language of business!

➤ **Protecting Intellectual Property Rights**

www.stopfakes.gov

Provides an overview on Intellectual Property Rights, including various IP resources: news updates, IP programs, publications, and toolkits. The IP Toolkits describe important country-specific copyright, patent, and trademark information, such as the registration process and legislation.

Promoting Your Products & Services Abroad

➤ Commercial News USA (CNUSA)

Our export marketing magazine advertises your product or service worldwide. CNUSA will publish a description and photograph of your product or service, in addition to your company's contact information. CNUSA reaches 140,000 print readers in 150 countries and two million international bulletin board users. Inquiries go directly to the advertiser, allowing for prompt follow-up and sales. Special address codes included in your listing help you track results from your CNUSA promotion. Please view www.cnewsusa.com , which has the industry publication schedule, rate, and subscription information. Advertising rates start at \$1375.

➤ International Buyer Program (IBP)

The U.S. Commercial Service selects over 20 leading domestic trade shows to promote worldwide each year. Commercial specialists at U.S. Embassies and Consulates abroad promote each show by recruiting qualified buyers and prospective representatives/ distributors to travel to the U.S. to attend the show. This helps U.S. companies achieve exposure to international buyers and potential representatives without having to travel to other countries. Exhibitors at an IBP show benefit from worldwide promotion of products and services through the Export Interest Directory. They receive export counseling and services to help meet prospective international distributors, representatives and buyers. Exhibitors also have access to current international trade leads, use of business meeting facilities and interpreter services.

➤ Catalog Shows

These exhibitions are held worldwide and feature displays of companies' product catalogs or sales brochures at trade shows and other events held at American Embassies and Consulates. Catalog shows present an excellent and inexpensive opportunity for U.S. companies to test product interest in other markets, develop sales leads and locate potential agents or distributors.

➤ Trade Shows

Trade shows are industry specific (vertical) and are scheduled worldwide. Solo Exhibits are initiated and staged by the U.S. Commercial Service and feature only U.S. exhibitors and their products. Certified Trade Shows feature a U.S. section or pavilion to display U.S. products. Cost of participation in a trade show varies, but they can be one of the most cost-effective ways of developing an export market.

➤ Trade Missions

Matchmakers are industry specific trade delegations that travel to two or more export markets. They are often planned in conjunction with a recognized international trade fair. Commercial Specialists at U.S. Embassies match U.S. companies with potential agents, distributors, joint venture or licensee partners depending on the market penetration strategy of the company. Delegation participants are responsible for their own expenses (i.e., airfare, hotel, and meals) and contributions to defray general expenses.

Trade Centers

➤ **Trade Information Center 1-800-USA-TRADE (872-8723)**

<http://www.tradeinfo.doc.gov>

- First stop for companies seeking assistance on:
- Referrals and information on all U.S. Government Export Assistance Programs;
- General export counseling Sources of international market research and trade leads;
- Source of Duty Rates on product shipped to other countries.

➤ **Trade Compliance Centers**

<http://www.mac.doc.gov/tcc>

- Monitors, investigates, and evaluates compliance with U.S. trade agreements; and
- Website provides database of trade agreements.

➤ **Manufacturing and Services**

www.trade.gov/mas/

This department within the International Trade Administration works at the policy level on behalf of U.S. industries in order to ensure that they are competitive globally. Their aim is to increase market access of U.S. businesses and expand their exports. The MAS does this by:

- Monitoring and evaluating domestic trade policy, legislation, trade negotiations and trade expansion efforts;
- Conducting research that shapes trade policy, encourages innovation and lowers the cost of exporting;
- Analyzing trade data and economic policies in order to support bilateral and multilateral trade discussions and negotiations; and
- Working to promote decreased costs associated with trade regulation and policies

➤ **Advocacy Center**

www.ita.doc.gov/advocacy

The Advocacy center coordinates the resources of 19 U.S. government agencies that attempt to level the field for US Exporters. They help companies resolve problems such as:

- Contracts pursued by foreign firms who receive assistance from their own governments to pressure a customer into buying their product or service;
- Unfair treatment by government decision makers, preventing a U.S. company from competing for a project; and
- Tenders tied up with bureaucratic red tape, resulting in lost opportunities and unfair advantage to other competitors.

➤ **China Business Information Center**

<http://export.gov/china/>

A comprehensive guide on exporting to China, essential advice on the country, and in-depth exporting information. Also includes publications and resources on: market research, Intellectual Property, trade regulations, trade events, and overseas contacts.

➤ **Middle East and North Africa Business Information Center**

<http://export.gov/middleeast/>

An extensive guide on exporting to Middle Eastern countries. Country-specific links detail the exporting process through commercial guides and other resources. Includes upcoming trade events, country contacts, and links to detailed industry information.



U.S. COMMERCIAL SERVICE

INTERNATIONAL OFFICE LOCATIONS

Afghanistan Kabul	Denmark Copenhagen	Iraq Baghdad	Nigeria Lagos	Sweden Stockholm
Algeria Algiers	Dominican Republic Santo Domingo	Ireland Dublin	Norway Oslo	Switzerland Bern
Argentina Buenos Aires	Ecuador Quito	Israel Jerusalem Tel Aviv	Pakistan Islamabad Karachi Lahore	Taiwan Kaohsiung Taipei
Australia Melbourne Sydney	Egypt Alexandria Cairo	Italy Florence Milan Rome	Panama Panama City	Thailand Bangkok
Austria Vienna	El Salvador San Salvador	Japan Nagoya Osaka Kobe Sapporo Tokyo	Peru Lima	Turkey Ankara Istanbul Izmir
Belgium Brussels	European Union Brussels	Kazakhstan Almaty	Philippines Manila	Ukraine Kiev
Brazil Belo Horizonte Brasilia Recife Rio de Janeiro Sao Paulo	Finland Helsinki	Jordan Amman	Poland Warsaw	United Arab Emirates Abu Dhabi Dubai
Bulgaria Sofia	France Paris	Kenya Nairobi	Portugal Lisbon	United Kingdom London
Canada Calgary Montreal Ottawa Toronto Vancouver	Germany Berlin Dusseldorf Frankfurt Munich	Korea (South) Seoul	Qatar Doha	Uruguay Montevideo
Chile Santiago	Ghana Accra	Kuwait Kuwait City	Romania Bucharest	Uruguay Montevideo
China Beijing Chengdu Guangzhou Shanghai Shenyang Wuhan	Greece Athens	Lebanon Beirut	Russia Moscow St. Petersburg Vladivostok	Venezuela Caracas
Colombia Bogota	Guatemala Guatemala City	Libya Tripoli	Saudi Arabia Dhahran Jeddah Riyadh	Vietnam Hanoi Ho Chi Minh City
Costa Rica San Jose	Honduras Tegucigalpa	Malaysia Kuala Lumpur	Senegal Dakar	
Croatia Zagreb	Hong Kong	Mexico Guadalajara Mexico City Monterrey Tijuana	Serbia Belgrade	
Czech Republic Prague	Hungary Budapest	Morocco Casablanca	Singapore	
	India Ahmedabad Bangalore Chennai Hyderabad Kolkata Mumbai New Delhi	Netherlands The Hague	Slovak Republic Bratislava	
	Indonesia Jakarta	New Zealand Wellington	South Africa Cape Town Johannesburg	
			Spain Madrid	