

Road to South Korea: Exploring Trade Opportunities

Thursday, March 31, 2011
Oakland, California

The World is Open for Your Business.

Let the U.S. Commercial Service
connect you to a world of opportunity.





INTERNATIONAL
TRADE
ADMINISTRATION

National Export Initiative

President Barack Obama announced the National Export Initiative in his January 2010 State of the Union Address.

“So tonight, we set a new goal: We will double our exports over the next five years, an increase that will support two million jobs in America.”

President Obama
State of the Union
January 27, 2010





National Export Initiative Five Components

Improve trade advocacy and trade promotion efforts on behalf of U.S exporters.

Increase access to export financing to ensure good opportunities do not fall through the cracks.

Reduce trade barriers in order to open as many new markets as possible.

Robustly enforce trade rules to ensure our trading partners live up to their obligations.

Promote policies that lead to strong, sustainable and balanced economic growth.

September 2010 the President received the Export Promotion Cabinet's plan to double exports over the next five years.

Let Us Help You Export.

With offices throughout the United States and in U.S. Embassies and consulates in nearly 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce's International Trade Administration utilizes its global network of trade professionals to connect U.S. companies with international buyers worldwide.



Our Global Network of Trade Professionals Opens Doors that No One Else Can.



- The U.S. Commercial Service provides U.S. companies unparalleled access to business opportunities around the world.
- As a U.S. Government agency, we have relationships with foreign government and business leaders in every key global market.
- Our trade professionals provide expertise across most major industry sectors.
- Every year, we help thousands of U.S. companies export goods and services worth billions of dollars.

We Work with You to Connect Your Company with the Right Opportunities Abroad.

Our experienced trade professionals help you enter international markets in the most efficient, targeted way. We assess your export potential, understand your needs, and provide the right mix of U.S. Commercial Service capabilities to achieve your exporting goals.

U.S. Commercial Service Business Approach



Helping to Make Doing Business Internationally Easier.

Whether you are looking to make your first export sale or expand to additional international markets, we have the expertise you need to tap into lucrative opportunities and increase your bottom line.

- **Trade Counseling.** Get the information and advice you need to succeed.
- **Market Intelligence.** Target the best trade opportunities.
- **Business Matchmaking.** Connect with the right partners and prospects.
- **Commercial Diplomacy.** Ensure your products and services have the best possible prospects for success in international markets.

Trade Counseling

Get the information and advice you need to succeed.

- **Planning and Strategy.**
 - Create a comprehensive international business plan for entry or expansion into targeted markets.

- **Legal and Regulatory Issues.**
 - Determine export licensing needs for shipping products.
 - Understand and comply with global product standards, certification requirements, electricity regulations, and packaging laws.
 - Avoid intellectual property issues and legal disputes.



Trade Counseling

Get the information and advice you need to succeed.

- **Documentation and Product Requirements.**
 - Learn about export documents, including Electronic Export Information filing, invoices, packing lists, and certificates of origin.
 - Verify tariff rates and import fees; determine your product's Schedule B and HS numbers.
- **Trade Problems.**
 - Get assistance with customs-related issues.
 - Obtain support if your company's exports or foreign bids are adversely affected by a trade barrier.
 - Limit the risk of non-payment and receive assistance if problems arise.



Market Intelligence

Target the best trade opportunities.

- **Country Commercial Guides.**
 - Leverage reports, prepared annually by U.S. Embassy staff, containing information on the business and economic situation of foreign countries and the political climate as it affects U.S. business and investments.
- **Customized Market Research.**
 - Get specific answers to your specific international business questions.



Market Intelligence

Target the best trade opportunities.

- **Background Reports.**

- Learn about potential partners from our trade professionals working in your target markets.
- Get detailed credit reports covering sales, profit figures, potential, liabilities, and other financial information.

- **Trade Data and Analysis.**

- Obtain the latest annual and quarterly trade data by country, state, commodity, and year.
- Find industry-specific trade data and analysis.
- Get country-specific tariff and trade agreement information.



Business Matchmaking

Connect with the right partners and prospects.

- **Partner Search.**
 - Find pre-screened potential partners and get detailed company reports; determine the marketability of your product or service.
- **Personalized Business Matchmaking.**
 - Meet with potential buyers, sales representatives, and business partners.
 - Leverage customized market briefings.
- **Trade Missions.**
 - Participate in business development missions led by senior U.S. government officials.
 - Meet with distributors, government and industry officials, prospective customers, and U.S. Embassy officials.



Business Matchmaking

Connect with the right partners and prospects.

- **Trade Shows.**
 - Use our International Buyer Program to meet with pre-screened buyers at major U.S. trade shows.
 - Exhibit in the U.S. Pavilion at our Certified Trade Fairs.
 - Let us distribute your marketing literature at global trade shows.
- **In-Country Promotions.**
 - Leverage customized venues to reach potential partners and buyers.
 - Advertise in our official catalog of U.S. suppliers sent to nearly 400,000 international companies.
 - Feature your company on our local-language Web sites.



Commercial Diplomacy

Level the international playing field for your company.

- Overcome trade obstacles to successfully enter international markets.
- Access U.S. government trade advocacy for your foreign government procurement bids.
 - Visits to key foreign officials by high-ranking U.S. officials
 - Direct support from U.S. officials stationed overseas
 - Letters to foreign decision-makers



Contact us today to
connect with a world of opportunity.

Rod Hirsch, Director

Oakland Export Assistance Center

U.S. Commercial Service

U.S. Department of Commerce

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

