



# Selling To Europe Just Got Easier and Faster

ASSESS YOUR COMPANY'S EUROPEAN MARKET POTENTIAL WITH THE U.S. COMMERCIAL SERVICE'S QUICKTAKE

Europe is an ideal market for many U.S. firms. Business practices, laws, and consumer preferences of many European nations are very similar to ours, making business in Europe relatively easy.

No two European countries are exactly the same. Which country holds the most promise for your product or service? The U.S. Commercial Service's QuickTake can save you time and money by assessing your company's potential in specific European markets.

## Know If Your Product or Service Will Sell In Europe.

QuickTake is a comprehensive assessment of your company's potential for making sales in specific European markets based on current and future demand; competition; and relevant European Union regulations, standards, and legislation. Within 15 business days, you'll have the expert opinion of up to 28 of our in-country European Market Specialists on the potential of your product or service in their respective countries.

**Target Your European Sales Strategy with QuickTake**

Get a fast, comprehensive assessment of your company's potential for making sales in specific European markets based on:

- Current demand
- Future demand
- Competition
- Nature of partnership
- Cultural modifications
- Next steps

Visit [www.buyusa.gov/quicktake/register.html](http://www.buyusa.gov/quicktake/register.html) to register.

## Is QuickTake Right For Your Company?

QuickTake is designed for highly motivated U.S. firms that have not previously sold to Europe. It can be used for a variety of industry sectors including Information Communication and Technology; Environmental; Medical and Pharmaceutical; Automotive; Safety and Security; Aerospace and Defense; Franchising; and Energy.

QuickTake applicants must be U.S. firms and have at least 51% U.S. content. Your company should be export-ready, determined to sell to Europe, and prepared to follow up on leads QuickTake generates.

*Measure and reach your company's market potential in Europe.*

*For more information go to: [www.buyUSA.gov/quicktake](http://www.buyUSA.gov/quicktake)*

*or email [QuickTake@mail.doc.gov](mailto:QuickTake@mail.doc.gov)*



# Reach New Customers Worldwide with the U.S. Commercial Service



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. Our global network of trade specialists will help you target the best markets with our world-class market research, promote your products and services to qualified buyers, meet the best distributors and agents for your products and services, and overcome potential challenges or trade barriers.

## 4 Ways We Can Help Maximize Your Worldwide Sales

Our global network of trade specialists will help you target the best markets with our world-class market research, promote your products and services to qualified buyers, meet the best distributors and agents, and overcome potential trade barriers.

**1. Business Counseling & Advocacy.** Get personalized, expert advice on conducting business worldwide:

- Develop the right sales strategies
- Overcome barriers to entry
- Ensure that your products and services have the best possible prospects in markets around the world

**2. Market Research.** Target the best trade opportunities with our world-class research:

- Analyze market potential and size, foreign competitors, and market strategies for your product or service in target markets
- Find comprehensive information on best prospects, financing, distributors, laws, and cultural issues
- Screen international buyers and distributors using our qualified, low-cost background information

**3. Trade Events.** Promote your product or service to targeted, pre-screened buyers worldwide:

- Showcase your firm at trade show venues across all major industries
- Leverage our meeting space and pre-screened invitations to successfully present product or service seminars

**4. International Partners.** Meet the best buyers, distributors, and agents for your products and services:

- Feature your firm on Featured U.S. Exporters, prime real-estate on our foreign-language Web sites
- Advertise in Commercial News USA, our catalog of U.S. suppliers, which is distributed to more than 400,000 potential agents, distributors, and buyers around the world
- Receive trade leads on the latest international business opportunities for your company
- Leverage one-on-one appointments with pre-screened international business contacts

### LET US HELP YOU EXPORT.

For more information, or to speak with a U.S. Commercial Service trade specialist, visit [export.gov](http://export.gov) or call **800-USA-TRADE**.

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