



**EXPORT PROMOTION SERVICES OF THE
U.S. DEPARTMENT OF COMMERCE
"Your Global Business Partner"
U.S. COMMERCIAL SERVICE - CHICAGO**



Assisting U.S. firms in realizing their export potential, Commercial Service Illinois is committed to providing export counseling and advice, information on markets abroad, international partner contacts and advocacy services.

MARKET RESEARCH

Country Commercial Guides

- ❖ Provides comprehensive information including market conditions best export prospects; financing; finding distributors; and legal and cultural issues.

Industry Sector Analyses

- ❖ Offer details on an industry to help determine market potential and size, and foreign competitors for your product or service.

Customized Market Research

- ❖ Provides customized information on foreign markets.
- ❖ Choose from standard core question(s) or create own.
- ❖ Price: varies depending on research requested.
- ❖ Timeframe: approximately 30 working days.

INTERNATIONAL PARTNERS

Gold Key

- ❖ 4-6 appointments per day with prescreened contacts.
- ❖ Logistics are arranged and escort provided.
- ❖ Most effective for serious traders.
- ❖ Price: \$350 (SME new-to-export companies using Service for the first time); \$700 (500 employees or fewer); \$2,300 (500 or more).
- ❖ Lead-time: 6 weeks

International Company Profile

- ❖ Detailed report on overseas companies that includes personal visit by CS or local staff whenever feasible.
- ❖ Limited to developing countries where private sector services may not be available.
- ❖ Price: \$350 (SME new-to-export companies using Service for the first time); \$600 (500 employees or fewer); \$900 (500 or more).
- ❖ Timeframe: 15 business days

International Partner Search

- ❖ Locate agents, representatives, licensees, joint venture partners, franchisees or affiliates
- ❖ Identifies up to 6 qualified and interested contacts
- ❖ Targeted for small, infrequent exporters
- ❖ Price: \$350 (SME new-to-export companies using Service for the first time); \$550 (500 employees or fewer); \$1,400 (500 or more).
- ❖ Timeframe: 30 working days

Featured U.S. Exporters (or FUSE)

- ❖ <http://www.buyusa.gov/home/fuse.html> is a directory of U.S. products featured on the websites of U.S. Commercial Services offices around the world. It gives your company an opportunity to target specific country markets in the local language of business. Listings are offered to qualified U.S. exporters in over 30 markets around the world.
- ❖ Price: \$75 (SME new-to-export companies using Service for the first time); \$150 (500 employees or fewer); \$300 (500 or more).

BUSINESS SERVICE PROVIDER DIRECTORY

BSP Directory Listing <http://www.buyusa.gov/midwest/bsp.html>

- ❖ The Business Service Provider (BSP) program offers both U.S. and non-U.S. professional service providers the opportunity to promote their services to U.S. exporters via the web. BSP is designed to help U.S. exporters identify professional export service providers in their local communities, or in another state or region, to assist them in the assessment, completion, or financing of an export transaction. Export service providers gain visibility for their products and services within the exporting community by participating in the BSP.
- ❖ Price: \$300 (500 employees or fewer); \$600 (500 or more).
- ❖ Timeframe: 5 business days

CONSULTING & ADVOCACY

The Platinum Key Service

- ❖ Comprehensive, customized support for more sustained overseas assistance (6 or 12 months, negotiable).
- ❖ Price: varies based on scope of work.

Advocacy

- ❖ Assist U.S. companies--small, medium and large enterprises--in various industry sectors win government contracts across the globe.
- ❖ Assistance on a case-by-case basis in response to requests made by firms pursuing foreign government procurements and/or projects.
- ❖ Will conduct due diligence on the requesting company, bid/project and the competition.

TRADE EVENTS

Trade Show/Missions

http://export.gov/trade_events/index.asp

- ❖ Certified Trade Fairs/Exhibits – US pavilion at selected domestic and international trade shows
- ❖ Certified Trade Missions – Business delegations to world markets with USDOC or the private sector
- ❖ Catalog Shows – Low-cost displays of company literature in fast-growing regional markets

Show Time

- ❖ Showtime is a service designed to help U.S. companies identify additional potential markets for their products while attending **major trade shows** (e.g. Graphics of the Americas, NAM, Waste Expo, PowerGEN, and CES).
- ❖ Showtime allows our clients to leverage their participation at a show by meeting with Commercial Service Specialists from various countries to receive one-on-one counseling.

Commercial News USA <http://www.buyusa.gov/midwest/cnusa.html>

- ❖ A monthly printed catalog advertising US products & services for export.
- ❖ Distributed through US consulates and embassies to representatives in 145 countries – circulation 400,000 Price: \$695 for a basic 2"x3" black & white ad. Larger black & white and color ads available at additional cost
Special Featured Article: National Products Expo.

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WEBSITE REFERENCE

<http://www.export.gov> – U.S. Government Export portal (market research library)
<http://www.ita.doc.gov/td/tic/> - DOC Trade Information Center
<http://www.bis.doc.gov> – Export licensing & controls
<http://www.census.gov/foreign-trade/www/index.html> - Export statistics, Schedule B #'s
<http://www.usatradeonline.gov/> – Trade data (fee based)

<http://www.illinois.gov> – State of Illinois trade information
<http://www.exim.gov/index.cfm> – Trade finance/political risk insurance
<http://www.sba.gov/> – SBA trade finance
<http://opic.gov/> – Political risk insurance
<http://www.uscib.org/index.asp?documentID=718> – ATA carnet