

# CHAPTER 4

## TRADE CONTACT AND MARKET RESEARCH PROGRAMS

### CUSTOMIZED PROGRAMS



#### International Partner Search, CS, ITA, U.S. Department of Commerce

The International Partner Search (IPS), a service of the U.S. Commercial Service, helps U.S. companies find qualified international buyers, partners, or agents without traveling overseas. CS trade specialists will deliver detailed company information on up to five pre-screened international companies that have expressed an interest in the U.S. firm's products and services. Fees depend on the scope of work.

**Contact:** For more information on IPS, contact the CS trade specialist at your local U.S. Export Assistance Center. For the address and phone number of the USEAC nearest you, see Appendix A.

#### Gold Key Service, CS, ITA, U.S. Department of Commerce

The Gold Key Service, a program of the U.S. Commercial Service, helps U.S. companies secure one-on-one appointments with prescreened potential agents, distributors, sales representatives, association and government contacts, licensing or joint venture partners, and other strategic business partners in their targeted export markets. Fees depend on the scope of work.

**Contact:** For more information on the Gold Key Service, contact the CS trade specialist at your local U.S. Export Assistance Center. For the address and phone number of the USEAC nearest you, see Appendix A.

#### Platinum Key Service, CS, ITA, U.S. Department of Commerce

Through the Platinum Key Service, a program of the U.S. Commercial Service, U.S. businesses can attain comprehensive, customized support on a range of issues on which they need longer-term, sustained assistance. The service is solution oriented and tailored to the client's needs through a mutually agreed upon scope of work. Assistance may include, but is not limited to, identifying markets, launching products, developing major project opportunities and providing government tender support, helping to reduce market access barriers,

and providing assistance on regulatory or technical standards matters. Ongoing service is available for six months, one year, or a specified time frame based on the mutually agreed upon scope of work.

**Contact:** For more information on the Platinum Key Service, contact the CS trade specialist at your local U.S. Export Assistance Center. For the address and phone number of the USEAC nearest you, see Appendix A.

#### Market Research, CS, ITA, U.S. Department of Commerce

Market Research reports generated by the U.S. Commercial Service cover current conditions in specific country markets and identify upcoming opportunities for generating sales. These reports are produced overseas by in-country experts and are available at no cost to U.S. companies.

**Contact:** For more information on CS Market Research, contact the CS trade specialist at your local U.S. Export Assistance Center. For the address and phone number of the USEAC nearest you, see Appendix A.

#### Customized Market Research, CS, ITA, U.S. Department of Commerce

Customized Market Research (CMR) generated by the U.S. Commercial Service produces individual responses to questions and issues related to a client's specific product or service. The research can address issues such as overall marketability of the product, key competitors, prices of comparable products, customary distribution and promotion practices, trade barriers, and potential business partners. Fees depend on the scope of work.

**Contact:** For more information on CMR, contact the CS trade specialist at your local U.S. Export Assistance Center. For the address and phone number of the USEAC nearest you, see Appendix A.

#### International Company Profile, CS, ITA, U.S. Department of Commerce

The International Company Profile (ICP) program of the U.S. Commercial Service checks the reputation, reliability, and financial status of a prospective trading partner. A U.S. exporter can obtain this information and detailed answers to specific questions about the prospective partner in a confidential report. Fees depend on the scope of work.

**Contact:** For more information on the ICP program, contact the CS trade specialist at your local U.S. Export Assistance Center. For the address and phone number of the USEAC nearest you, see Appendix A.

### **Videoconferencing Programs, CS, ITA, U.S. Department of Commerce**

These cost-effective video services offered by the U.S. Commercial Service help U.S. companies assess overseas markets or overseas business contacts before venturing abroad. Companies can use these programs to interview international contacts, get a briefing from overseas industry specialists on prospects and opportunities, or develop a custom solution to their international business needs.

- **Virtual Trade Mission.** This service provides meetings with prescreened international firms via videoconferencing without the cost of traveling overseas. The Virtual Trade Mission focuses on your specific industry and allows you to meet potential partners and get answers to your market questions in an interactive videoconference.
- **Video Gold Key.** This service helps firms identify and meet with prescreened international firms. It includes three to five scheduled meetings with potential business partners and an industry briefing with seasoned trade professionals. All meetings take place through videoconference. Prices vary according to location.
- **Video Market Briefing.** This service provides time-sensitive market research for specific products and services. Benefits include a market-entry evaluation and written report, followed by a videoconference with an industry professional so a firm can get immediate answers to market questions. Prices vary according to location.

**Contact:** For more information on video programs, contact the CS trade specialist at your local U.S. Export Assistance Center. For the address and phone number of the USEAC nearest you, see Appendix A.

### **Commercial News USA, CS, ITA, U.S. Department of Commerce**

*Commercial News USA*, the premier export promotion magazine of the U.S. government, is published bimonthly by the U.S. Commercial Service through its private-sector partner ThinkGlobal International. The magazine of U.S. goods and services is distributed (free of charge) to 80,000 prescreened potential buyers and partners in 145 countries.

**Contact:** For information on advertising in *Commercial News USA*, call 800-USA-TRAD(E), (800-872-8723), or contact ThinkGlobal International at (800) 581-8533. You can visit the magazine's Web site at [www.export.gov/cnusa](http://www.export.gov/cnusa).

## **ELECTRONIC MATCHMAKING AND TRADE CONTACTS PROGRAMS**

### **The Export Yellow Pages®, ITA, U.S. Department of Commerce**

*The Export Yellow Pages* is used by foreign buyers as a reference tool to find U.S. goods and services. This service enables U.S. firms to present their products to a worldwide audience at no cost. U.S. firms can register their business profiles for free at [www.myexports.com](http://www.myexports.com). Export intermediaries such as freight forwarders, sales agents, and other service

firms that facilitate export business can also register their business profiles free at [www.myexports.com](http://www.myexports.com) in the U.S. Trade Assistance Directory, which is available online and as a supplement within the printed version of *The Export Yellow Pages*.

This program is a public-private partnership between the U.S. Department of Commerce's Manufacturing and Services Unit and Global Publishers LLC of Milwaukee, Wisconsin.

**Contact:** To register your business profile, visit [www.myexports.com](http://www.myexports.com) or call (877) 390-2629. To receive a free copy of *The Export Yellow Pages*® and information on other export programs, contact your local USEAC. For the USEAC closest to you, see Appendix A.

### **Trade Leads, CS, ITA, U.S. Department of Commerce**

Trade Leads, a service of the U.S. Commercial Service, provides U.S. companies with current sales leads from international firms and foreign governments seeking to buy or represent U.S. products and services.

**Contact:** Trade Leads is accessible at [www.export.gov](http://www.export.gov).

### **Global Trade & Technology Network**

The Global Trade & Technology Network (GTN) was established in 1994 as a U.S. Agency for International Development trade facilitation program. The focus of the GTN is to facilitate trade between U.S. and foreign companies and to develop international markets that bolster steady economic growth both in the United States and abroad. The current Web-based trade platform was launched in 2002 with funds provided by USAID and has since facilitated more than \$345 million in potential transactions, generated over 4,000 trade and investment leads, and produced more than 350,000 buyer-seller matches for the 13,000 companies registered on the GTN database. GTN is no longer funded by USAID and is presently managed by International Business Linkages LLC. Through joint ventures, direct sales or purchases, agent-distributorships, and licensing, registered companies are able to establish international trade links and recognize the true benefits of e-commerce. These benefits are available to firms in all industry sectors in the United States and abroad.

**Contact:** Registration in the GTN program is free of charge, and full details may be obtained on the GTN Web site at [www.usgtn.net](http://www.usgtn.net) or at the following contact phone numbers: (814) 456-1005 or (908) 668-1865.

### **Environmental Technology Network for Asia and the Americas, U.S. Agency for International Development (USAID)**

The Environmental Technology Network for Asia and the Americas (ETNA) is a U.S. government-sponsored program that collects environmental trade leads from the Asia-Pacific region and disseminates them to U.S. environmental technology and services firms. Established in 1993, ETNA is an initiative of the United States-Asia Environmental Partnership



(US-AEP) and the GTN. US-AEP has placed environmental technology representatives in six Asian countries to identify trade opportunities for U.S. companies and coordinate meetings between potential Asian and U.S. business partners. These environmental trade specialists meet regularly with decision-makers in industry and government in order to prepare trade leads that identify Asian buyers, environmental concerns, and proposed technology solutions. These leads are forwarded to ETNA, where they are matched against a database of more than 5,000 registered U.S. companies and then e-mailed to those companies that provide the requested product or service.

**Contact:** For more information about ETNA, call (202) 835-0333, fax (202) 835-0446, e-mail [etna@usaep.org](mailto:etna@usaep.org), or visit [www.usgtn.net](http://www.usgtn.net).



### Trade Mission OnLine, Small Business Administration

Trade Mission OnLine is a searchable database of U.S. small businesses that wish to export their products for use by foreign firms and U.S. businesses seeking U.S. partners or suppliers for trade-related activity. The database is designed to facilitate international small business sales, franchising, joint ventures, and licensing. The Trade Mission OnLine program is also used by SBA to recruit and provide time-sensitive trade promotion information to registered companies.

**Contact:** Find out more about or register with Trade Mission OnLine at [www.sba.gov/tmonline](http://www.sba.gov/tmonline). You can also contact the U.S. Small Business Administration, Office of International Trade, (202) 205-6720, fax (202) 205-7272, or home page [www.sba.gov/oit](http://www.sba.gov/oit).

## ELECTRONIC AND PUBLISHED MARKET INFORMATION



### Export.gov

Export.gov is the U.S. government's one-stop portal for current and potential U.S. exporters. Export.gov consolidates export program and foreign market intelligence across 19 federal agencies and presents it under one, easy-to-use Web site. Companies new to exporting can be guided step-by-step through the export process, and U.S. companies already exporting can view other guides, reference foreign tariff and tax information, search foreign and domestic trade events, subscribe to receive trade leads and industry-specific market intelligence, and gain access to federal export assistance and financing programs. Whether a company is exploring the possibility of entering foreign markets, searching for trade partners, seeking information on markets, or dealing with trade problems, Export.gov is the place to start. Additionally, the site links to federal sources of trade statistics, export documentation, financing, export licensing information, and much more.

**Contact:** Access the Web site at [www.export.gov](http://www.export.gov).

### Trade and Industry Information, MAS, ITA, U.S. Department of Commerce

Comprehensive U.S. foreign trade and related international economic data useful in market research and evaluating trends in U.S. exports and imports by major product categories and foreign markets are provided by the Office of Trade and Industry Information (OTII). OTII supports the data needs of U.S. trade negotiators as well as U.S. companies and organizations involved in exporting. The OTII Web site includes national trade and industry statistics, state and local trade data, and links to key foreign country data sources.

**Contact:** For more information contact William Kolarik at (202) 482-4691, fax (202) 482-4614, or e-mail [William\\_Kolarik@ita.doc.gov](mailto:William_Kolarik@ita.doc.gov). The Web site address is [www.trade.gov/tradestats](http://www.trade.gov/tradestats).

### Video Market Reports & Tutorial, CS, ITA, U.S. Department of Commerce

Video Market Reports & Tutorial consists of interactive international business Web casts, market briefs, and presentations in which in-country experts from the U.S. Commercial Service share their unique perspectives and identify new export opportunities for markets around the world.

**Contact:** Find the service at [www.export.gov](http://www.export.gov).

### STAT-USA Electronic Information Products, U.S. Department of Commerce

STAT-USA is the federal government's premier program for the publication of market information, trade leads, and other trade-related data, including the following electronic products:

- **STAT-USA/Internet.** Trade, economic, and business information is available on the Internet at [www.stat-usa.gov](http://www.stat-usa.gov). Thousands of international market reports and U.S. economic indicators from more than 40 different federal agencies are at your fingertips in an easy-to-navigate, on-line database. STAT-USA/Internet provides current business trade and procurement leads, timely economic statistics, and valuable international resources and contacts all in one convenient location. Information that would take hours to compile individually is now available in minutes. Subscriptions to STAT-USA/Internet are \$75 for three months or \$175 for a year of unlimited access. STAT-USA/Internet may also be accessed at no charge at more than 1,100 federal depository libraries nationwide.
- **USA Trade Online.** How many parachutes does the United States export to France? How many circuit boards does the United States import, and what percentage comes from Asia? USA Trade *Online* can tell you. This service provides U.S. import and export statistics for more than 18,000 commodities traded worldwide and the most current merchandise trade statistics available in a dynamic spreadsheet format. Using the statistics generated by the Foreign Trade Division of the U.S. Census Bureau and available through STAT-USA, USA Trade *Online* offers immediate delivery of the current and historical numbers 24 hours a day and the ability to manipulate data, store queries, and make charts. USA Trade *Online* is available on the Internet at \$75 per month or \$300 for an annual subscription. Call 800-STAT-USA



(800-782-8872) or (202) 482-1986, fax (202) 482-2164, or subscribe on-line at [www.usatradeonline.gov](http://www.usatradeonline.gov). To find a federal depository library near you, view [www.gpoaccess.gov/libraries.html](http://www.gpoaccess.gov/libraries.html).

- **EuroTrade Online.** Looking for import and export statistics to help you analyze the European market? Check out EuroTrade *Online*, the official European foreign trade statistics from Europe's authoritative statistical agency, EuroStat, in a dynamic new format previously unavailable to the American business community. EuroTrade *Online* allows you to access the European Union's ComExt (Commerce Extérieur) data series. You will find import and export data for 25 major European countries and more than 12,000 commodities up to the eight-digit European Harmonized System classification level. EuroTrade *Online* is available on the internet through STAT-USA at \$1,015 per month or \$2,900 for an annual subscription. Call 800-STAT-USA (800-782-8872) or (202) 482-1986, fax (202) 482-2164, or subscribe on-line at [www.eurotradeonline.gov](http://www.eurotradeonline.gov).

#### Country Commercial Guides, CS, ITA, U.S. Department of Commerce

Country Commercial Guides (CCGs), produced by the U.S. Commercial Service, provide overviews for doing business in more than 120 countries, including information about market conditions, best export prospects, export financing, distributors, and legal and cultural issues.

**Contact:** Find the CCGs at [www.export.gov](http://www.export.gov), or call a CS trade specialist at 800-USA-TRAD(E) (800-872-8723).

#### National Technical Information Service, U.S. Department of Commerce

The National Technical Information Service (NTIS) is a source for government-sponsored U.S. and global scientific, technical, engineering, and business information. NTIS offers a wide variety of export and international trade resources, including the official *Export Administration Regulations Manual* in paper copy, on CD, and at [www.ntis.gov/products/types/databases/export-regulations.asp](http://www.ntis.gov/products/types/databases/export-regulations.asp); the U.S. Trade Regulations at [www.ntis.gov/products/trade-regulations.asp](http://www.ntis.gov/products/trade-regulations.asp); and the Country Commercial Guides.

**Contact:** Call the NTIS Sales Desk at 800-553-NTIS (800-553-6847) or (703) 605-6000. The NTIS home page is [www.ntis.gov](http://www.ntis.gov).

#### International Data Base, U.S. Census Bureau, U.S. Department of Commerce

The International Programs Center compiles and maintains up-to-date global demographic and social information for all countries in its International Data Base (IDB), which is available to U.S. companies seeking to identify potential markets overseas.

**Contact:** To learn more about the IDB, contact Peter Johnson or Pat Dickerson, Information Resources Branch, at (301) 763-1351; fax (301) 457-1539; or e-mail [idb@census.gov](mailto:idb@census.gov). Information about the IDB, including on-line access and free downloading, is available on the Internet at [www.census.gov/ipc/www/idbnew.html](http://www.census.gov/ipc/www/idbnew.html).

#### Export and Import Trade Statistics, U.S. Census Bureau, U.S. Department of Commerce

U.S. export and import statistics by commodity, country, customs district, and method of transportation provide value and quantity on monthly, year-to-date, and annual history basis. Various levels of commodity classification, including the Harmonized System of Commodity Classification, Standard International Trade Classification, North American Industry Classification System, and end-use classification are available. U.S. state export data and port statistics for imports and exports are available. Tabulations, reports, and data files can be prepared to user specifications. Prices vary depending on user requirements and job size. Export and import statistics can be purchased on DVD for \$1,200 a year, \$500 a quarter, or \$150 a month. U.S. merchandise trade data is available on-line at [www.usatradeonline.gov](http://www.usatradeonline.gov).

**Contact:** For more information, call Vanessa Ware, Data Dissemination Branch, at (301) 457-2311; fax (301) 457-4615; or e-mail [ftd.data.dissemination@census.gov](mailto:ftd.data.dissemination@census.gov). Contact Census Customer Service at (301) 763-4636 for DVDs, or visit the Foreign Trade Division's home page at [www.census.gov/foreign-trade/www](http://www.census.gov/foreign-trade/www).

#### SBA Internet, Small Business Administration

The SBA home page provides SBA services, downloadable files, services from agency resource partners, links to other federal and state governments, and direct connections to additional outside resources. Special areas of interest focus on assisting U.S. small companies that are establishing new operations, seeking financing, looking to expand, and beginning to engage in exporting. The SBA home page also contains information on SBA programs that assist minority- and women-owned businesses. In addition, large libraries of business-focused shareware, downloadable SBA loan forms, and agency publications are available. A wide variety of services listed by state is provided, including local training courses sponsored by SBA. On-line workshops are offered for individuals to work through self-paced activities that help them start and expand their businesses. In addition, the home page links directly to the White House home page and the U.S. Business Advisor, which contain a large volume of regulatory information for small businesses. The SBA site provides full-text search capabilities as well as an area for user comments and suggestions.

**Contact:** Call the SBA Help Desk at (202) 205-6400. The SBA home page is at [www.sba.gov](http://www.sba.gov).

#### Foreign Labor Trends, U.S. Department of Labor

Foreign Labor Trends (FLT) is a series of annual reports that describes and analyzes labor trends in selected countries. The reports are a comprehensive summary of host countries' labor institutions, practices, and key recent developments. The 2005 FLT report contains information assessing progress made by countries in complying with internationally recognized worker rights required for bilateral or regional free trade agreements.

**Contact:** For more information, call Sudha K. Haley, Office of Foreign Relations, at (202) 693-4801; fax (202) 693-4784; or e-mail [haley-sudha@dol.gov](mailto:haley-sudha@dol.gov).

