



## TALKING POINTS:

# U.S. Commercial Service and the American Trading Centers (ATC) Initiative

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For public dissemination.

- 1. The U.S. Commercial Service is now able to offer U.S. companies greater access to the China marketplace through our American Trading Centers (ATC) Initiative.**
  - *What is it?* The ATC initiative expands the U.S. Commercial Service presence in China, providing U.S. companies access to the rapidly growing markets of Dalian, Chongqing, Hangzhou, Harbin, Kunming, Nanjing/Jiangsu Province, Ningbo, Qingdao, Shenzhen, Tianjin, Wuhan, Xiamen, Xi'an/Shaanxi Province and Zhuhai in addition to the current business hubs of Beijing, Shanghai, Shenyang, Chengdu, Guangzhou and Hong Kong.
  - *How did it come about?* The U.S. Commercial Service partnered with the China Council for the Promotion of International Trade (CCPIT) in order to foster new relationships between U.S. and Chinese small and medium-size companies in these 14 key Chinese business centers, generating new opportunities for U.S. SMEs in the China market.
- 2. The value for U.S. companies is “feet on the street”.** The ATC Initiative leverages CCPIT professionals who are on the ground in these cities, enabling the Commercial Service to provide companies with more reliable information about prospective business partners, collect more accurate market research, and arrange trade events in these second-tier cities. U.S. companies will get:
  - Targeted market research and trade lead information;
  - High-quality business matchmaking services;
  - Trade exhibitions and trade missions; and
  - More actionable market opportunity information to facilitate sales.
- 3. Free resources to help you look before you leap.** The U.S. Commercial Service offers a variety of free tools and information available at [www.export.gov/china](http://www.export.gov/china) that you can use to determine if you're ready for China and these 14 potential new markets. For example:
  - A self-assessment tool called “Are You China Ready?”
  - City profiles
  - Industry sector profiles
  - Detailed market research to determine the suitability of your products and services
- 4. The same high-quality service you've come to count on from the U.S. Commercial Service.** The services offered through the ATC network do not differ from the trade promotion support offered by the Commercial Service worldwide. As with all services provided by the Commercial Service, we offer a 100 percent unconditional money-back guarantee if the client is not fully satisfied.
- 5. Learn more about how you can leverage the U.S. Commercial Service's ATC Initiative.** Visit [www.export.gov/china](http://www.export.gov/china) today.