

CHAPTER 5

MAKING CONTACTS THROUGH TRADE PROMOTION EVENTS

DOMESTIC TRADE PROMOTION EVENTS

U.S. Export Pavilion

The U.S. Export Pavilion is a multi-U.S. government agency trade show exhibit that promotes the benefit of exporting and of using U.S. government export assistance. Participating agencies include the Foreign Trade Division of the U.S. Census Bureau, the U.S. Department of Commerce's Commercial Service, the Export-Import Bank, and the Small Business Administration. In addition to these U.S. government agencies, the National Customs Brokers and Forwarders Association of America also participates by helping companies find a customs broker or freight forwarder in their area. Together, these participants focus on export education and on helping U.S. companies to

- Research export markets
- Find international buyers
- Comply with export regulations
- Finance international buyers
- Ship products overseas

Contact: For information on the U.S. Export Pavilion, contact the Marketing and Communications Office of the U.S. Commercial Service at (202) 482-0581.

Regional Promotions, CS, ITA, U.S. Department of Commerce

A number of Web sites provide regional information:

- **Asia Now.** Asia Now's Web site brings together the resources of U.S. Commercial Service offices in 14 Asia-Pacific markets and of U.S. Export Assistance Centers throughout the United States. The Web site provides companies with a single point of access to regional trade events, extensive services, and research covering Asian markets. The home page is www.buyusa.gov/asianow/.
- **Access Eastern Mediterranean.** The Access Eastern Mediterranean Web site provides U.S. companies with maximum exposure in the region's markets and with its 180 million consumers. The unified promotion events target each of five broadly defined "best prospect" industries in Egypt, Israel, Jordan, Morocco, Lebanon, Turkey, and West Bank and the Gaza Strip. The home page is www.buyusa.gov/easternmed/.

- **The Americas.** The Americas Web site brings together the resources of U.S. Commercial Service offices in 21 markets throughout the region, providing companies with a single point of access to regional trade events, extensive services, and research covering markets throughout the region. The Americas Web site also provides information on the existing and proposed free trade agreements throughout the region, market research, best prospects in the region, trade event lists, industry-specific information, business service providers, useful links, and key contacts. The home page is www.buyusa.gov/americas/.
- **Showcase Europe.** The Showcase Europe Web site provides a framework for coordination and cooperation among the U.S. Department of Commerce's CS offices throughout Europe. Organized around eight key sectors (aerospace, automotive, energy and power generation, environmental technologies, information and communication technologies, medical and pharmaceutical, safety and security, and travel and tourism), Showcase Europe provides market briefing and counseling at major trade shows through a team of market and industry specialists from the U.S. Commercial Service. Technical assistance focuses on identifying specific high-potential export markets for U.S. participants. There is no fee for U.S. trade event participants. The home page is www.buyusa.gov/europe/.

Contact: For more information on regional promotions, contact your local U.S. Export Assistance Center. For the address and phone number of the USEAC nearest you, see Appendix A.

International Buyer Program, CS, ITA, U.S. Department of Commerce

The International Buyer Program (IBP) of the U.S. Commercial Service brings thousands of qualified international buyers and prospective distributors and trade partners to the United States each year to meet with U.S. companies at 28 major trade-only exhibitions. Without having to leave the country, U.S. exhibitors obtain worldwide promotion of their products and services and networking and matchmaking programs by country and industry experts.

Contact: For more information about the IBP, call Jim Boney, Global Trade Programs, at (202) 482-0146; fax (202) 482-0872; or e-mail jim.boney@mail.doc.gov. The home page is www.export.gov.

FOREIGN TRADE PROMOTION EVENTS

Overseas Trade Fair Certification, CS, ITA, U.S. Department of Commerce

Each year the U.S. Commercial Service certifies a limited number of private trade show organizers to recruit and manage U.S. pavilions at approximately 90 overseas trade shows worldwide. These private-public cooperative arrangements allow the organizers and the CS to combine and focus their support resources and expertise on selected events. Certification ensures that U.S. exhibiting firms are well briefed on the market, that the



show and show organizer provide an excellent export marketing venue for the U.S. exhibitors, that the show and U.S. pavilion meet high standards, that there is a well located and high-visibility U.S. pavilion at the show, that exhibitors have complete CS support from U.S. embassies, and that firms that are new to exporting or to the market are exposed to appropriate buyers.

Contact: For information on the trade fair certification program, call 800-USA-TRAD(E) (800-872-8723), or visit www.export.gov.

Trade Fairs and Exhibitions, CS, ITA, U.S. Department of Commerce

In addition to certified shows, foreign and U.S. organizers produce many other good industry fairs of interest to U.S. exporters. The CS staff at U.S. embassies can identify these shows, arrange for participation, assist U.S. firms with market information, recommend pre- and post-event logistical and transportation support, and help exhibitors and visitors locate agents, distributors, and other potential buyers. Participation fees depend on the country and the show.

Contact: For information on trade show activities and a listing of all types of trade events, call the CS at 800-USA-TRAD(E) (800-872-8723), or view the trade events calendar on-line at www.export.gov/tradeevents.html.

Trade Missions, ITA, U.S. Department of Commerce

Trade missions are an essential element of a broad-based public program designed to increase job opportunities for all Americans. The U.S. Department of Commerce offers several types of trade missions:

- **Commercial missions.** These missions seek to produce near-term export sales of U.S. goods and services from participating firms that travel as a group to one or more foreign markets. Appointments are made with officials and prospective business partners and customers. Commercial missions are organized for individual sectors or multiple industries and may include a range of companies. Some missions are planned specifically for small and medium-sized firms or minority- and women-owned businesses.
- **Market access missions.** These missions seek to create commercial opportunities through the removal of trade barriers and opening of markets for U.S. businesses that have been closed out of such opportunities.
- **Policy missions.** These missions seek to advance U.S. bilateral or multilateral objectives across a range of issues, with the objective of enhancing overall bilateral or multilateral economic and political relations. This category includes missions designed to promote political stability in a foreign country or region by fostering U.S. investment and trade.
- **Combined missions.** These missions embody aspects of two or more of the above types.

- **Certified trade missions.** These missions are organized by state and private-sector trade promotion groups and supported by the U.S. Department of Commerce. States, industry associations, and other groups should apply directly to a Department of Commerce overseas post to have their mission certified.

Contact: To find information on all missions, visit the trade events calendar at www.export.gov/tradeevents.html.

Product Literature Centers, Sample Displays, and International Catalog Exhibition Program, CS, ITA, U.S. Department of Commerce

The Product Literature Centers and Sample Displays, which are part of the U.S. Commercial Service, are industry-focused exhibits at trade shows where knowledgeable Department of Commerce industry or trade specialists or U.S. embassy officials display U.S. company literature and samples to hundreds of interested business prospects. Sales leads are sent directly to participating companies. At International Catalog Exhibitions, state development agencies collaborate with the CS to showcase product literature from companies in their state and send trade leads to the participating U.S. firms.

Contact: For more information on Product Literature Centers, Sample Displays, and International Catalog Exhibitions, contact the CS at 800-USA-TRAD(E) (800-872-8723), or visit www.export.gov/tradeevents.html.