



INTERNATIONAL
TRADE
ADMINISTRATION

“ Helping You Do Business”

*Doing Business with the USA Conference
Bishkek and Osh, Kyrgyz Republic*

March 2009

Prepared by Stuart Schaag

International Trade Administration

U.S. Department of Commerce

U.S.-Kyrgyz Republic Trade Framework

- WTO Members
- U.S.-Central Asia Trade and Investment Framework Agreement
- U.S.-Kyrgyz Republic Comprehensive Policy Dialogue
- U.S.-Kyrgyz Republic Bilateral Trade Agreement
- U.S.-Kyrgyz Republic Bilateral Investment Treaty
- Generalized System of Preferences

Opportunities to Do Business with the USA

- Represent a U.S. Investor
- Joint Venture with U.S. Company
- Import U.S. Goods/Be a Local or Regional Distributor
- Export to the U.S.

Basics for Doing Business with USA

- Have a business plan
- Do research and choose partners carefully (due diligence)
- Manage your expectations and understand your limitations
- Be diligent about details and take nothing for granted
- Be transparent in business dealings
- Use reliable professional assistance (legal, banking, accounting, taxes, opening the office, personnel, security)

Basics, Continued

- Have a market entry plan
- Research shipping, customs and other transportation costs
- Get a professional translator/interpreter – translate all your promotional materials in to English
- Know your market
- Know the competition

Preparing a Business Plan

- Find a “niche” - need that is not being met or that you can meet with for less cost and/or better quality/efficiency
- What are your firm’s strengths?
- What do you have to offer?
- What are realistic first year goals?
- What are the potential obstacles? How can they be met?

Be prepared to share this information with a potential partner!

How to Find a U.S. Firm to Represent/Partner

- Internet – you can start by trying search engines
- Attend Trade Fairs and Conferences – be sure to do your research first. Visit the web site and prepare a list of firms you want to visit.
- Trade Associations
- Business Directories
 - Thomas Register – www.thomasnet.com - ThomasNet, is a comprehensive resource for finding information on suppliers of industrial products and services in North America.
 - Kompass – www.kompass-usa.com - Kompass is a business to business import and export directory that enables you to gather information about other companies and promote your company in the global marketplace

How the U.S. Government Can Help You Import from the United States



The Commercial Service is the U.S. Government's primary **export** promotion agency. They can help U.S. companies to send U.S. products to the Kyrgyz Republic.

Commercial Service in Central Asia

Kazakhstan

Almaty:

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www.buyusa.gov/kazakhstan/en/

The Commercial Service on the Web

- www.buyusa.gov/kazakhstan/ru/
(Russian language)
- www.export.gov/eac/index.asp
- www.buyusa.gov/ifp/

Exporting to the U.S.

- Utilize GSP (will be covered later)
- Research Your Market –know the Harmonized Tariff Schedule (HTS) code number for your product
- Find a Distributor
- Know Your Partner
- Understand Standards

Market Research: Analyzing America

- US International Trade Commission:
dataweb.usitc.gov/scripts/user_set.asp
- <http://www.census.gov/>
- <http://www.nationmaster.com/>
- http://fita.org/trade_info.html
- Industry Associations
- Numerous U.S. based market research firms

How To Find a U.S. Distributor for Your Product

- Keep it simple
- National vs. Regional and Local Markets
- Locating a Distributor in the U.S.
 - Internet
 - Trade shows
 - Trade Association Directories

Due Diligence and Dispute Resolution

- Dunn and Bradstreet -www.dnb.com/us/
- Better Business Bureau -www.bbb.org/
- American Arbitration Association -
www.adr.org/

Standards - Mandatory & Voluntary

Mandatory

- U.S. Department of Commerce's National Institute of Standards and Technology (NIST) - http://standards.gov/standards_gov/index.cfm

Voluntary

- American National Standards Institute (ANSI) - <http://www.ansi.org/> and your industry association
- <http://www.nssn.org/> - search engine for standards powered by ANSI
- Standards Engineering Society - www.ses-standards.org/

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