

Getting Familiar with Common Federal and State Export Promotion Services (3/23/18)

This document outlines the types of export promotion services that may be available to exporters in your region from federal and state government agencies and programs. The purpose of this document is to help a regional EDO understand the types of export promotion services that may be available in their region, so they can connect regional companies to them.

Most of these services are offered by two sets of organizations: 1) The US Commercial Service, within the US Department of Commerce (below referred to as USCS/USDOC); 2) state trade offices or organizations, which may be housed within the state department of commerce or economic development, or may be a separate non-profit that is substantially funded by the state. Below, these organizations will be referred to as state trade offices/organizations. (Note that some larger states provide funding to regional non-profits that act as their outreach or service delivery arm, sometimes referred to as a Regional Export Network.)

Common Export Promotion Services	What is this Service? What does it Involve?	Federal and State Service Offerings in this Category (there are differences in what is available in each region, particularly from state trade offices)	Sources of Further Information
Trade Missions	<ul style="list-style-type: none"> • Organized delegation of companies traveling to a specific country (or countries) to pursue export opportunities • Services may involve: <ul style="list-style-type: none"> ○ Matchmaking with potential distributor, rep, agent, reseller partners in country ○ Country briefings or market overviews ○ Counseling with Commercial Specialists (US Commercial Service) or consultants in foreign offices established by state trade agencies or organizations ○ Networking opportunities and site visits 	<ul style="list-style-type: none"> • U.S. Commercial Service (USCS) / International Trade Administration offers trade missions • 95% of SIDO members surveyed (state trade offices or organizations) offer trade missionsⁱ • While the agenda is different for each mission, the services provided generally conform to the description in the left column 	<ul style="list-style-type: none"> • Department of Commerce trade missions: https://www.export.gov/Trade-Missions • State trade missions, link to your state's trade office or trade organization: http://www.sidoamerica.org/state-trade-directory

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Tradeshow Support, Delegations	<ul style="list-style-type: none"> • Support to companies (sometimes in a group) traveling to a specific industry tradeshow • Services may involve: <ul style="list-style-type: none"> ○ Matchmaking with potential distributor, rep, agent, reseller partners in country ○ Shared or low-cost booth space ○ Country briefings or market overviews ○ Counseling with Commercial Specialists (US Commercial Service) or consultants in foreign offices established by state trade agencies or organizations ○ Logistical support in preparing for show ○ Grant funding to offset the expenses of participating in the show (also discussed under grants) 	<ul style="list-style-type: none"> • USCS / International Trade Administration offers support at some tradeshows, although the level and type of support differ depending on the specific show. Generally the shows where the greatest level of support is available are those which are “officially supported” US DOC shows that are part of their International Buyer Program (IBP) and Trade Fair Certification (TFC) programs. 90% of SIDO members surveyed offer tradeshow support / delegations • Many state trade offices/organizations organize delegations for some tradeshows, and many provide grant funding (or STEP funds administered by the state) to offset the costs for companies to participate in tradeshows 	<ul style="list-style-type: none"> • Shows that are part of the Department of Commerce programs described at left (IBP and TFC) can be found at export.gov/ibp. For information on the support available at these shows, contact your local US Commercial Service office, the US Commercial Service project officer listed on the website above, or the industry team members that can be found on the industry pages at https://www.export.gov/industries. • Shows supported by state trade offices or organizations can be found on the website of the state trade office or organization. identified by speaking with a trade specialist from that office
Finding & Evaluating Distributor, Rep, Agent Partners; Market Entry Strategy Development	<ul style="list-style-type: none"> • Identifying potential distributor, rep, agent or reseller partners • Conducting background checks or due diligence on these partners • Providing guidance on best way to enter a foreign market (i.e. which channels). 	<ul style="list-style-type: none"> • US Commercial Service offerings: <ul style="list-style-type: none"> ○ Gold Key Service (arrangement of in-person meetings with pre-qualified potential partners) ○ International Partner Search (development of a list of potential partners) ○ International Company Profile (background check and report on a potential partner company) • State offerings will differ by state: 	<ul style="list-style-type: none"> • Information on US Commercial service offerings can be found at https://www.export.gov/Promote-and-Expand • State offerings can be found at the state trade office/organization website. As an example, here is the relevant site for Wisconsin https://wedc.org/programs-and-resources/wedc-global-network/ •

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		<ul style="list-style-type: none"> ○ 83% of SIDO members surveyed offer market entry strategy ○ 63% of SIDO members surveyed offer agent & distributor searches ○ 51% of SIDO members surveyed offer foreign company background checks 	
Inbound Buying Missions / Reverse Trade Missions	<ul style="list-style-type: none"> · Hosting delegations of foreign buyers coming to the US speak with potential suppliers, understand products and technologies available, participate in site visits. 	<ul style="list-style-type: none"> · U.S. Trade and Development Agency Reverse Trade Missions · 63% of SIDO members surveyed offer or host inbound buying missions 	<ul style="list-style-type: none"> · Information about USTDA reverse trade missions https://www.ustda.gov/events ·
Promotional or Marketing Support	<ul style="list-style-type: none"> · Promotional events or activities organized in foreign markets for US exporters 	<ul style="list-style-type: none"> · US Commercial Service offerings: <ul style="list-style-type: none"> ○ Single Company Promotion – organized promotional event for US exporters in foreign markets, such as a technical seminar, press conference, product launch, luncheon, dinner, or reception, with targeted direct mail or e-mail campaigns. ○ Advertise in FUSE, the featured directory of U.S. products on U.S. Commercial Service websites worldwide · States with foreign offices or reps may be able to offer similar promotional support 	<ul style="list-style-type: none"> · https://www.export.gov/Promote-and-Expand · See state trade office / organization website
Market Research	<ul style="list-style-type: none"> · This can range from “off the shelf” reports on specific countries and sectors, to customized market intelligence or feedback from federal and state organizations – particularly from their foreign offices or overseas consultants 	<ul style="list-style-type: none"> · ITA/US Commercial Service foreign offices / posts: <ul style="list-style-type: none"> ○ Initial Market Check - an initial assessment of the market potential of a product or service in a targeted market, based on discussions with up to five industry participants 	<ul style="list-style-type: none"> · For information on the Initial Market Check and Customized Market Research: https://www.export.gov/Plan-and-Assess · For Country Commercial Guides, Top Markets reports and Industry go to https://www.export.gov/Market-Intelligence

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		<ul style="list-style-type: none"> ○ Customized Market Research - more in-depth work to answer questions about an overseas market, including market trends and size, distribution and promotion practices, market entry requirements, regulations, product standards and registration, key competitors and potential agents, distributors, or strategic partners ○ US Commercial Service Country Commercial Guides, ○ ITA Top Markets Reports ○ www.export.gov industry pages · DOC / MBDA Business Centers offer market research and identification · 76% of SIDO members surveyed offer market research 	<ul style="list-style-type: none"> · You can identify MNDA export centers at https://www.mbda.gov/businesscenters#3/43.44/-111.94 · If your state trade office/organization has overseas offices or foreign representatives, they may be able to offer market research support for companies in your region. Contact your state trade office/organization or check its website.
Client Export Counseling, Referrals to Other Organizations	<ul style="list-style-type: none"> · Guidance on pursuing export growth, assistance in navigating the export sales process, and referrals to other organizations and resources 	<ul style="list-style-type: none"> · USCS / U.S. Export Assistance Center Trade Specialists and Foreign Post Commercial Specialists · SBDCS / SBDC International Trade Centers · District Export Council Mentoring Programs · 90% of SIDO members surveyed offer export counseling · DOC / MBDA Business Centers offer consulting and referrals 	<ul style="list-style-type: none"> · Locate the nearest US Export Assistance Center or overseas post in US embassies and consulates at: https://www.export.gov/locations · Find SBDCs at https://americassbdc.org/home/find-your-sbdc/ · Find your local District Export Council at http://www.districtexportcouncil.org/local-dec-locator/ · Check your state trade office/organization website for the names of trade specialists that can provide counseling

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			<ul style="list-style-type: none"> You can identify MNDA export centers at https://www.mnda.gov/businesscenters#3/43.44/-111.94
Training, Education and Events	<ul style="list-style-type: none"> Training, education, workshops, or awareness events 	<ul style="list-style-type: none"> US Commercial Service offers or partners on a wide range of programs and events (e.g., Basics of Exporting, Discover Global Markets, Export University, ExportTech, World Trade Week events) SBDCs / SBDC International Trade Centers 88% of SIDO members surveyed offer training and education 73% of SIDO members surveyed offer export readiness training 	<ul style="list-style-type: none"> Contact you local US Export Assistance Center https://www.export.gov/locations Find and contact your local SBDC at https://americassbdc.org/home/find-your-sbdc/ Find your state trade office or organization at http://www.sidoamerica.org/state-trade-directory
Planning and Strategy, Structured Export Acceleration Programs	<ul style="list-style-type: none"> This category includes more intensive programs that: <ul style="list-style-type: none"> assist exporters to develop export strategies and plans, or accelerate export growth through a structured combination of support services (such as planning, coaching/counseling, education and connection or referral to organizations with trade expertise) 	<ul style="list-style-type: none"> ExportTech – MEP National Network and USCS (in collaboration with numerous state trade organizations and other partners) GlobalTarget Program – Cleveland State University, USCS, Ohio SBDCs, and SBA Florida SBDC Export Marketing Plan Service Selected state programs, e.g., Virginia’s VALET program 	<ul style="list-style-type: none"> www.exportech.org http://www.csuohio.edu/business/global/globaltarget-program http://floridasbdc.org/services/international-trade/ http://exportvirginia.org/services/programs-grants/

ⁱ This data point and all references to SIDO state members are from the 2017 SIDO Survey Results.