



Tapping the Resources of the U.S. Government: Promoting and Marketing Your Products and Services Abroad



Carey Hester
Montana U.S. Export Assistance Center
U.S. Commercial Service

www.export.gov

www.buyusa.gov



U.S. Commercial Service



Network

150 offices in 80 countries
~1,200 trade professionals
100 offices in 49 States
~300 trade professionals
Policy Analysts in DC HQ



Mission

Promote exports of U.S. goods and services
Protect United States business interests abroad

Primary Clients

U.S. small & medium size companies

U.S. Commercial Service

Services for U.S. SMEs

Free

- ✓ Publicly available

Fee Based

- ✓ Individualized & private
- ✓ Cost-based charges
- ✓ Congress mandated cost recovery

U.S. Commercial Service

Free Services for U.S. SMEs

Market Research

- ✓ Archived on WWW.EXPORT.GOV

Market Consultations

- ✓ Showtime

Trade Leads

- ✓ Inquiries from Foreign Service offices
- ✓ Inquiries through USCS Teams

U.S. Commercial Service

Free Services for U.S. SMEs

Certified Trade Shows

- ✓ International Buyer Program

Familiarization (FAM) Tours

Technical Support

- ✓ How to ... & What is ... questions.

U.S. Commercial Service

Fee-based Services for U.S. SMEs

Foreign Distributors, Agents & End-consumers

- ✓ International Partner Search
- ✓ Gold Key Service
- ✓ Trade Missions
- ✓ Web-based promotions
 - ✓ Virtual Agent Fairs Virtual Wine Tastings
- ✓ Catalog Shows / FUSE & CNUSA
- ✓ Executive Showcases
- ✓ International Company Profile

U.S. Commercial Service

Fee-based Services for U.S. SMEs

Trade Promotion Events

- ✓ Market/Industry briefings
- ✓ Webinars & seminars

Customized Services

- ✓ Customized Market Research
- ✓ Platinum Key Service
- ✓ Single Company Promotion



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