

Chapter 4

Trade Contact and Market Research Programs

CUSTOMIZED PROGRAMS



International Partner Search (IPS)/ITA/U.S. Department of Commerce

The International Partner Search program provides a custom search that helps identify potential agents, distributors, licensees, and strategic partners. Fees depend on the scope of work.

Contact: For more information on IPS, contact your local U.S. Department of Commerce Export Assistance Center (USEAC). For the address and phone number of the USEAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723), or visit www.export.gov/commercialservice.

Gold Key Service/ITA/U.S. Department of Commerce

The Gold Key Service provides firms planning to visit a country with assistance in developing a sound market strategy, orientation briefings, introductions to pre-screened potential partners, interpreters for meetings, and effective follow-up planning. Fees depend on the scope of work.

Contact: For more information on the Gold Key Service, contact your local U.S. Department of Commerce Export Assistance Center (USEAC). For the address and phone number of the USEAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723), or visit www.export.gov/commercialservice.

Platinum Key Service ITA/U.S. Department of Commerce

The Platinum Key Service offers long-term, custom-made assistance to U.S. companies seeking to enter a market, bid on a contract, identify the best distribution channels, lower a trade barrier, or resolve complex export issues. Fees depend on the scope of work.

Contact: For more information on the Platinum Key Service, contact your local U.S. Department of Commerce Export Assistance Center (USEAC). For the address and phone number of the USEAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723), or visit www.export.gov/commercialservice.

Flexible Market Research (FMR)/ITA/U.S. Department of Commerce

The Flexible Market Research program produces custom responses to questions and issues related to a client's specific product or service. The research can address issues such as overall marketability of the product, key competitors, prices of comparable products, customary distribution and promotion practices, trade barriers, potential business partners, and more. Fees depend on the scope of work.

Contact: For more information on FMR, contact your local U.S. Department of Commerce Export Assistance Center (USEAC). For the address and phone number of the USEAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723), or visit www.export.gov/commercialservice.

International Company Profile (ICP)/ITA/U.S. Department of Commerce

The International Company Profile program checks the reputation, reliability, and financial status of a prospective trading partner. A U.S. exporter can obtain this information, and detailed answers to specific questions about the prospective partner, in a confidential report. Fees depend on the scope of work.

Contact: For more information on the ICP service, contact your local U.S. Department of Commerce Export Assistance Center (USEAC). For the address and phone number of the USEAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723), or visit www.export.gov/commercialservice.

Videoconferencing Programs/ITA/U.S. Department of Commerce

These cost-effective video services help U.S. companies assess overseas markets or overseas business contacts before venturing abroad. Companies can use these programs to interview international contacts, get a briefing from overseas industry specialists on prospects and opportunities, or develop a custom solution to their international business needs.

- ◆ **Virtual Trade Mission** provides meetings with pre-screened international firms via videoconferencing without the cost of traveling overseas. Virtual Trade Mission focuses on your specific industry and allows you to meet potential partners and get answers to your market questions in an interactive videoconference.
- ◆ **Video Gold Key** helps firms identify and meet with pre-screened international firms. This service includes three to five scheduled meetings with potential business partners and an industry briefing with seasoned trade professionals. All meetings take place via videoconference. Prices vary according to location.
- ◆ **Video Market Briefing** provides time-sensitive market research for specific products and services. Benefits include a market entry evaluation and written report, followed by a videoconference with an industry professional so a firm can get immediate answers to market questions. Prices vary according to location.

Contact: For more information on video programs, contact your local U.S. Department of Commerce Export Assistance Center (USEAC). For the address and phone number of the USEAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723), or visit www.export.gov/commercialservice.

Commercial News USA/ITA/U.S. Department of Commerce

Commercial News USA, a catalog containing advertisements of U.S. products, is published monthly by the Commercial Service through its private sector partner, ABP International, to promote U.S. products and services to more than 400,000 potential buyers and partners in 145 countries.

Contact: For information on advertising in *Commercial News USA*, call 1-800-USA-TRAD(E) (1-800-872-8723), or call ABP International at (212) 490-3999; fax (212) 822-2028; home page: www.cnewsusa.com.

ELECTRONIC MATCHMAKING AND TRADE CONTACT PROGRAMS

BuyUSA.com/ITA/U.S. Department of Commerce

BuyUSA.com is a one-stop e-marketplace for small and medium-sized U.S. enterprises to identify potential international partners and connect with them on-line. Companies subscribing to BuyUSA.com receive worldwide exposure 24 hours a day, seven days a week, 365 days per year. BuyUSA.com is the only Web site of its kind to combine an on-line interface with a worldwide network of international trade specialists.

Contact: For more information on BuyUSA.com, visit www.buyusa.com, or call (866) 855-8666.

MyExports™/ITA/U.S. Department of Commerce

This service enables U.S. firms to present their products to a worldwide audience at no cost. U.S. firms register their business profiles free at www.myexports.com®. Foreign buyers use MyExports™ as a reference tool to source U.S. goods and services. MyExports™ also helps U.S. producers find export partners and locate export companies, freight forwarders, and other service firms that can facilitate export business. Firms that register with MyExports™ receive a free on-line listing and a free listing in the annual *U.S. Department of Commerce-U.S. Exporters' Yellow Pages™* print buyers' guide. The guide is distributed nationwide through the Commerce Department's Export Assistance Centers (USEACs) and through U.S. embassies and consulates. Hyperlink, display advertising, and other export facilitation services are available from MyExports™ for a small fee. MyExports™ is coordinated by the ITA Office of Export Trading Company Affairs and produced by its private sector partner, Global Publishers LLC.

Contact: For more information on MyExports™, visit www.myexports.com, or call (877) 390-2629. To receive a free copy of the print buyers' guide and information on other export programs, contact your local USEAC. For the USEAC closest to you, call 1-800-USA-TRADE, or visit www.export.gov/commercialservice.



Global Trade and Technology Network (GTN)/U.S. Agency for International Development (USAID)

GTN assists U.S. firms in identifying trade and technology transfer opportunities by engaging small and medium-sized enterprises in developing countries in global, regional, and local trade and by helping them obtain technology. GTN is located in about 40 developing countries worldwide, works with over 35 state trade offices in the United States and with industry associations, and works closely with many U.S. government organizations, including the U.S. Department of Commerce's Commercial Service, Ex-Im Bank, and the Overseas Private Investment Corporation. The GTN network is accessible at no cost to firms.

Contact: GTN, (202) 628-9750; fax (202) 628-9740; home page: www.usgtn.net.



Environmental Technology Network for Asia and the Americas (ETNA)/U.S. Agency for International Development (USAID)

ETNA is a U.S. government-sponsored program that collects environmental trade leads from the Asia-Pacific region and disseminates them to U.S. environmental technology and services firms. Established in 1993, ETNA is an initiative of the **United States-Asia Environmental Partnership (US-AEP)** and the **Global Trade and Technology Network (GTN)**. US-AEP has placed environmental technology representatives in six Asian countries to identify trade opportunities for U.S. companies and coordinate meetings between potential Asian and U.S. business partners. These environmental trade specialists meet regularly with decision makers in industry and government in order to prepare trade leads that identify Asian buyers, environmental concerns, and proposed technology solutions. These leads are forwarded to ETNA, where they are matched against a database of over 5,000 registered U.S. companies, and then e-mailed to those companies that provide the requested product or service.

Contact: ETNA, (202) 835-0333; fax (202) 835-0446; e-mail: etna@usaep.org; home page: www.usgtn.net.



Trade Mission OnLine/Small Business Administration (SBA)

Trade Mission OnLine is a searchable database of U.S. small businesses that wish to export their products for use by foreign firms and U.S. businesses seeking U.S. partners or suppliers for trade-related activity. The database is designed to facilitate international small business sales, franchising, joint ventures, and licensing. The Trade Mission OnLine program is also used by the SBA to recruit for foreign trade missions and to provide time-sensitive trade leads to registered companies.

Contact: Find out more about or register with Trade Mission OnLine at www.sba.gov/tmonline, or contact the U.S. Small Business Administration, Office of International Trade, (202) 205-6720; fax (202) 205-7272; Web site: www.sba.gov/oit.



ELECTRONIC AND PUBLISHED MARKET INFORMATION



Export.gov ★

Export.gov

This interagency trade portal brings together U.S. government export-related information under one easy-to-use Web site, organized according to the needs of the exporter. Whether a company is exploring the possibility of doing international business, searching for trade partners, seeking information on markets, or dealing with trade problems, this Web site can help. Additionally, the site has links to information from many U.S. government offices on advocacy, trade events, trade statistics, tariffs and taxes, market research, NAFTA Rules of Origin, export documentation, financing export transactions, and much more.

Contact: www.export.gov.

Trade and Economic Analysis/ITA/U.S. Department of Commerce

Comprehensive U.S. foreign trade and related international economic data, useful in market research and evaluating trends in U.S. exports and imports by major product categories and foreign markets, are provided by the Office of Trade and Economic Analysis (OTEA). OTEA serves as a coordinating unit for advocating U.S. industry positions related to U.S. trade negotiation initiatives. The OTEA Web site includes national trade and industry statistics, state and local trade data, and links to key foreign country data sources.

Contact: Jeffrey Lins, (202) 482-5145; fax (202) 482-4614; e-mail: jeffrey_lins@ita.doc.gov; home page: www.trade.gov/tradestats.

STAT-USA Electronic Information Products/U.S. Department of Commerce

STAT-USA is the federal government's premier program for the publication of market information, trade leads, and other trade-related data, including the following electronic products:

National Trade Data Bank (NTDB)

The NTDB is a one-stop source for export promotion and international trade data collected by more than 40 U.S. government agencies. The NTDB enables the user to view more than 200,000 trade-related documents. The NTDB contains: (1) the complete set of *Country Commercial Guides*; (2) current market research reports compiled by the Commercial Service; (3) State Department country reports on



economic policies and trade practices; (4) trade publications; and (5) the export promotion calendar. The NTDB is available as part of STAT-USA/Internet. Subscriptions to STAT-USA/Internet are \$75 for three months or \$175 for a year of unlimited access. STAT-USA/Internet can be accessed at no charge at over 1,100 federal depository libraries nationwide.

Contact: For ordering and specific information, call (202) 482-1986 or 1-800-STAT-USA (1-800-782-8872); fax (202) 482-2164. To find a federal depository library near you, view www.access.gpo.gov/su_docs/locators/findlibs/index.html or call 1-800-USA-TRAD(E) (1-800-872-8723).

STAT-USA/Internet

Trade, economic, and business information is available on the Internet at www.stat-usa.gov. The National Trade Data Bank (NTDB) and the former Economic Bulletin Board are on-line, easy to navigate, and accessible 24 hours a day, seven days a week. The NTDB has market research reports, agricultural and business trade leads, and U.S. government procurement opportunities. Subscriptions to STAT-USA/Internet are \$75 for three months or \$175 for a year of unlimited access. STAT-USA/Internet can be accessed at no charge at over 1,100 federal depository libraries nationwide.

Contact: Call 1-800-STAT-USA (1-800-782-8872) or (202) 482-1986; fax (202) 482-2164; or subscribe on-line at www.stat-usa.gov. To find a federal depository library near you, view www.access.gpo.gov/su_docs/locators/findlibs/index.html or call 1-800-USA-TRAD(E) (1-800-872-8723).

USA Trade Online

How many parachutes does the United States export to France? How many circuit boards does the United States import and what percentage comes from Asia? USA Trade Online can tell you. This service provides U.S. import and export statistics for over 18,000 commodities traded worldwide and the most current merchandise trade statistics available in a dynamic spreadsheet format. Using the statistics generated by the Foreign Trade Division of the U.S. Census Bureau and available through STAT-USA, USA Trade Online offers immediate delivery of the current numbers 24 hours a day and the ability to store queries. USA Trade Online is available via the Internet at \$75 per month or \$300 for an annual subscription.

Contact: Call 1-800-STAT-USA (1-800-782-8872) or (202) 482-1986; fax (202) 482-2164; or subscribe on-line at www.usatradeonline.gov.

EuroTrade Online

Looking for import and export statistics to help you analyze the European market? Check out EuroTrade Online, the official European foreign trade statistics from Europe's authoritative statistical agency, EuroStat, in a dynamic new format previously unavailable to the American business community. EuroTrade Online allows you to access the European Union's ComExt (Commerce Extérieur) data series. You will find import and export data for each of the 15 major European countries and over 12,000 commodities up to the eight-digit European Harmonized System classification level. EuroTrade Online is available via the Internet through STAT-USA at \$350 per month or \$1,000 for an annual subscription.

Contact: Call 1-800-STAT-USA (1-800-782-8872) or (202) 482-1986; fax (202) 482-2164; or subscribe on-line at www.eurotradeonline.gov.

Trade Opportunity Program (TOP)/ITA/U.S. Department of Commerce

The Trade Opportunity program provides companies with current sales leads from international firms seeking to buy or represent their products and services. TOP leads are accessible through STAT-USA as a component of the subscription service or free of charge at a federal depository library near you. TOP leads are also printed weekly in leading commercial newspapers.

Contact: For more information on TOP, visit the U.S. Department of Commerce's Commercial Service home page at www.export.gov/commercialservice, or for STAT-USA/Internet subscription information, call 1-800-STAT-USA (1-800-782-8872) or (202) 482-1986; fax (202) 482-2164; home page: www.stat-usa.gov.

International Market Insights (IMIs)/ITA/U.S. Department of Commerce

International Market Insights report on current conditions in specific country markets and identify upcoming opportunities for generating sales.

Contact: Valerie Evans, (202) 482-1192; fax (202) 482-0950; home page: www.export.gov and select "Market Research."

Country Commercial Guides (CCGs)/ITA/U.S. Department of Commerce

Country Commercial Guides provide overviews for doing business in more than 120 countries, including market conditions, best export prospects, export financing, finding distributors, and legal and cultural issues.

Contact: Valerie Evans, product manager, (202) 482-1192; home page: www.export.gov and select "Market Research."

Export America/ITA/U.S. Department of Commerce

The official magazine of the International Trade Administration (ITA) in the U.S. Department of Commerce, *Export America*, is an especially valuable resource for small and medium-sized companies interested in exporting. Each month, *Export America* draws on the resources of the ITA and other government agencies to feature regional developments, country- and industry-specific opportunities, trade events, technical advice, on-line marketing tips, and export statistics. Many articles focus on the needs of small and new-to-export firms, and include information on technical topics, such as export documentation and market research. With its combination of feature stories and hands-on guidance, *Export America* is an essential publication for any firm looking to enter or expand in the global marketplace.

Contact: For subscription information, contact the Government Printing Office at (866) 512-1800 (in the District of Columbia, (202) 512-1800), or visit the *Export America* home page at <http://exportamerica.doc.gov>. For all other comments or questions about the magazine, contact the editorial office of *Export America* at (202) 482-3809; fax (202) 482-5819; or e-mail: export_america@ita.doc.gov.

Webcast Library/ITA/U.S. Department of Commerce

This series of on-line video seminars and briefings covers current international business topics, from tips on exporting health care products to Argentina to selling globally via the Internet.

Contact: Go to the Webcast Library from the "Market Research" link on the Commercial Service Web site: www.export.gov/commercialservice.

National Technical Information Service (NTIS)/U.S. Department of Commerce

NTIS is the official source for government-sponsored U.S. and global scientific, technical, engineering, and business information. NTIS offers a wide variety of export and international trade resources, including the official *Export Administration Regulations Manual* and *Country Commercial Guides*.

Contact: NTIS Sales Desk, 1-800-553-NTIS (1-800-553-6847) or (703) 605-6000; home page: www.ntis.gov.

International Data Base/U.S. Census Bureau/U.S. Department of Commerce

The International Programs Center compiles and maintains up-to-date global demographic and social information for all countries in its International Data Base (IDB), which is available to U.S. companies seeking to identify potential markets overseas.

Contact: Peter Johnson or Pat Dickerson, Information Resources Branch, (301) 763-1351; fax (301) 457-1539; e-mail: idb@census.gov. Information about the IDB, including on-line access and free downloading, is available on the Internet at: www.census.gov/ipc/www/idbnew.html.

Export and Import Trade Database/U.S. Census Bureau/U.S. Department of Commerce

This database contains U.S. export and import statistics and tracks statistics by mode of transportation and district of entry or exit. Various levels of commodity classification, including the Harmonized System of Commodity Classification, Standard International Trade Classification, North American Industry Classification System, and end-use classification are available. Tabulations, reports, and data files can be prepared to user specifications. Prices vary depending upon user requirements and job size. Export and import databases can also be purchased on CD-ROM at a price of \$1,200 a year, \$500 a quarter, or \$150 a month. An extract of the export and import databases is also available on-line at www.usatradeonline.gov.

Contact: Nick Orsini, Data Dissemination Branch, (301) 763-2311; fax (301) 457-4615; e-mail: nick.orsini@census.gov. Contact Census Customer Service at (301) 763-4636 for CD-ROMs, or visit the Foreign Trade Division's home page: www.census.gov/foreign-trade/www.

SBA Internet/Small Business Administration (SBA)

The SBA home page provides SBA services, downloadable files, plus services from agency resource partners, links to other federal and state governments, and direct connections to additional outside resources. Special areas of interest focus on assisting U.S. companies that are setting up an operation, seeking financing, looking to expand, and beginning to engage in exporting. The SBA home page also contains information on SBA programs that assist minority- and women-owned businesses. In addition, large libraries of business-focused shareware, downloadable SBA loan forms, and agency publications are available. A wide variety of services listed by state is provided, including local training courses sponsored by the SBA. On-line workshops are offered for individuals to work through self-paced activities that help them start and expand their businesses. In addition, the home page links directly to the White House home page and the U.S. Business Advisor, which houses a large volume of regulatory information for small businesses. The SBA site provides full-text search capabilities as well as an area for user comments and suggestions.

Contact: SBA Help Desk, (202) 205-6400; home page: www.sba.gov.

Foreign Labor Trends/U.S. Department of Labor

Foreign Labor Trends is a series of annual reports that describe and analyze labor trends in several countries. The reports cover key labor indicators, including a description of the labor scene, the economy and labor, investment, labor law and systems, labor standards and worker rights, the social safety net, and a directory of labor organizations.

Contact: Sudha Haley, Office of Foreign Relations, (202) 693-4801; fax (202) 693-4784.

