

# Chapter 5

## Making Contacts through Trade Promotion Events

### DOMESTIC TRADE PROMOTION EVENTS

#### **International Buyer Program (IBP)/ITA/U.S. Department of Commerce**

The International Buyer Program 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/matchmaking programs by country and industry experts.

**Contact:** Jim Boney, Export Promotion Services, (202) 482-0146; fax (202) 482-0872; e-mail: [jim.boney@mail.doc.gov](mailto:jim.boney@mail.doc.gov); home page: [www.export.gov](http://www.export.gov).

#### **Trade Show Outreach Program/ITA/U.S. Department of Commerce**

The Office of Export Assistance and Business Outreach (OEABO) provides free, on-the-spot export counseling services to attendees and exhibitors at 10 to 20 domestic industry exhibitions and conferences per year through OEABO's traveling Trade Information Center exhibit. The mix of industry exhibitions covered varies from year to year.

**Contact:** Trade Information Center, 1-800-USA-TRAD(E) (1-800-872-8723); fax (202) 482-4473; e-mail: [tic@ita.doc.gov](mailto:tic@ita.doc.gov); home page: [www.export.gov/tic](http://www.export.gov/tic).

#### **ShowTime Program/ITA/U.S. Department of Commerce**

ShowTime 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.

**Contact:** For more information on ShowTime, contact your local U.S. 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](http://www.export.gov/commercialservice).





### ***Orientation Visits (Reverse Trade Missions)/U.S. Trade and Development Agency (TDA)***

The TDA funds visits to the United States by high-level foreign government officials to meet with U.S. industry and government representatives. These foreign officials represent procurement authorities interested in purchasing U.S. products and services for specific projects. U.S. industry will sometimes share in the cost of these missions.

**Contact:** TDA Information Resource Center, (703) 875-4357; fax (703) 875-4009; e-mail: [info@tda.gov](mailto:info@tda.gov); home page: [www.tda.gov](http://www.tda.gov).

## ***FOREIGN TRADE PROMOTION EVENTS***

### ***Trade Fairs and Exhibitions/ITA/U.S. Department of Commerce***

The Commerce Department sponsors U.S. pavilions in as many as 100 carefully selected worldwide trade fairs annually. Fees depend upon the country. Exhibitors receive pre- and post-event logistical and transportation support, as well as extensive market promotional campaigns to attract appropriate business audiences. In addition, U.S. embassies make every effort to assure that U.S. firms' individual goals are met.

**Contact:** For information on trade shows selected by the Commerce Department and a listing of trade events, call the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723), or view the trade events calendar on-line: [www.export.gov/tradeevents.html](http://www.export.gov/tradeevents.html).

### ***Overseas Trade Fair Certification/ITA/U.S. Department of Commerce***

Each year the Commerce Department certifies a variety of private trade show organizers to recruit and manage U.S. pavilions at approximately 100 trade fairs worldwide. These private-public cooperative arrangements allow the organizers and the Commerce Department to combine and focus their resources and expertise on each event. Certification ensures participation standards, provides a high visibility U.S. pavilion at each exhibit, assures U.S. firms that each event is a carefully developed opportunity to promote their export sales, provides exhibitors with complete Commercial Service support from U.S. embassies, and encourages new-to-export and new-to-market participation.

**Contact:** Don Huber, Export Promotion Services, (202) 482-2525; fax (202) 482-0115; home page: [www.usatrade.gov/tfc](http://www.usatrade.gov/tfc).

### ***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. Commerce Department trade missions have mission statements, goals, criteria for participation, and contact people. Trade missions may be undertaken for different purposes:



◆ **Commercial 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** 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** 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** embody aspects of two or more of the above types.

◆ **Certified Trade Missions** are organized by state and private-sector trade promotion groups and supported by the Commerce Department. 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](http://www.export.gov/tradeevents.html).

### ***Product Literature and Sample Displays and International Catalog Exhibition Program/ITA/U.S. Department of Commerce***

These are low-cost, efficient ways for small and medium-sized firms to get exposure and worldwide sales leads without leaving the country. The **Product Literature and Sample Displays** are industry-focused exhibits at trade shows where Commerce Department 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 Commerce Department 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 and Sample Displays, contact the Trade Information Center (TIC) at 1-800-USA-TRAD(E) (1-800-872-8723). For more information on the International Catalog Exhibition program, contact Nancy Hesser, Export Promotion Services, (202) 482-4663; fax (202) 482-2718; home page: [www.export.gov/tradeevents.html](http://www.export.gov/tradeevents.html).