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The World is Open for Your Business: How to Find International Buyers

Monica Toporkiewicz,
Senior International Trade Specialist,
U.S. Department of Commerce,
U.S. Commercial Service - Chicago

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The World is Open for Your Business



How to Find International Buyers

Wegginar - October 2, 2019

OUR MISSION

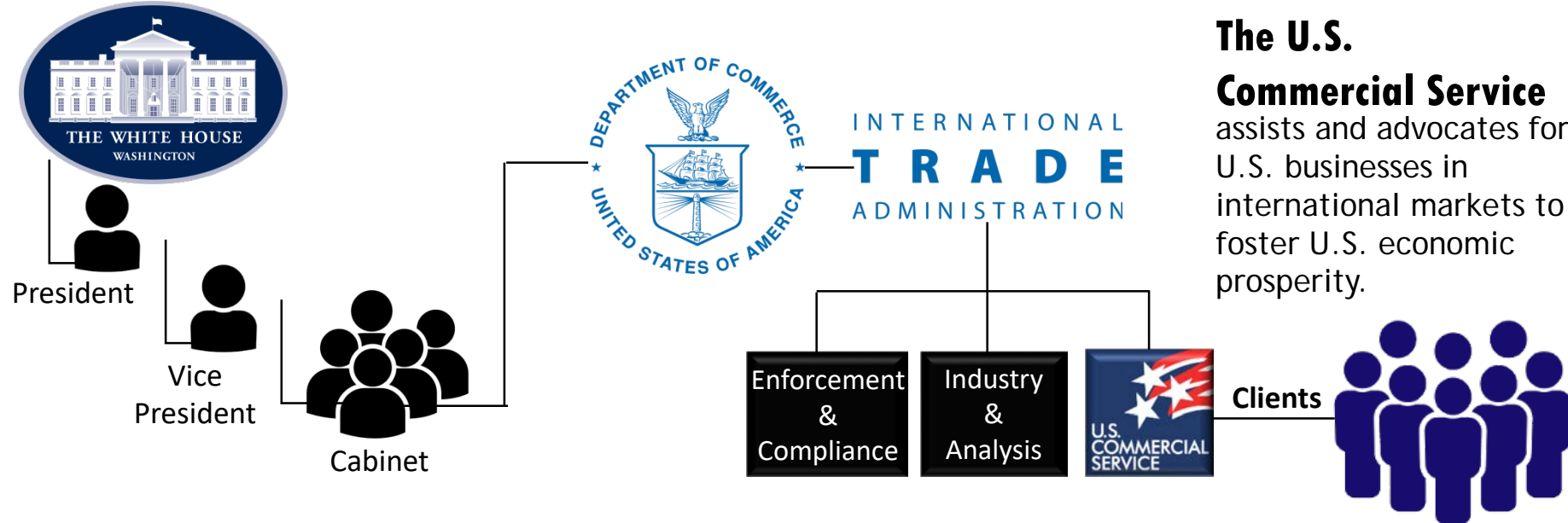
 GROW U.S.
EXPORTS
TO
INCREASE
U.S. JOBS



We deliver customized solutions to ensure that U.S. businesses compete and win in the global marketplace.

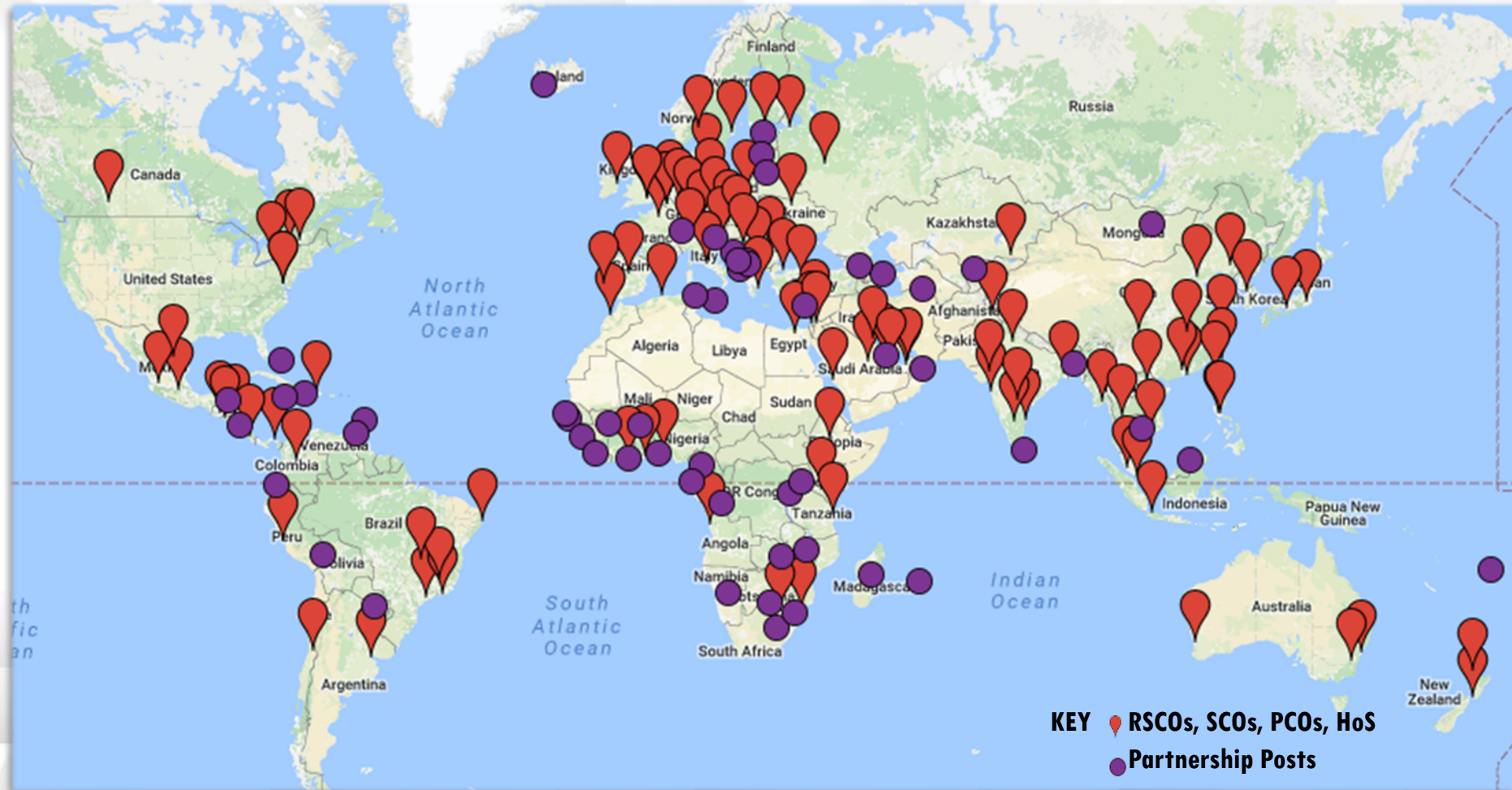
WHERE WE FIT IN THE FEDERAL MAZE

Role of the U.S. Commercial Service



U.S. COMMERCIAL SERVICE GLOBAL PRESENCE

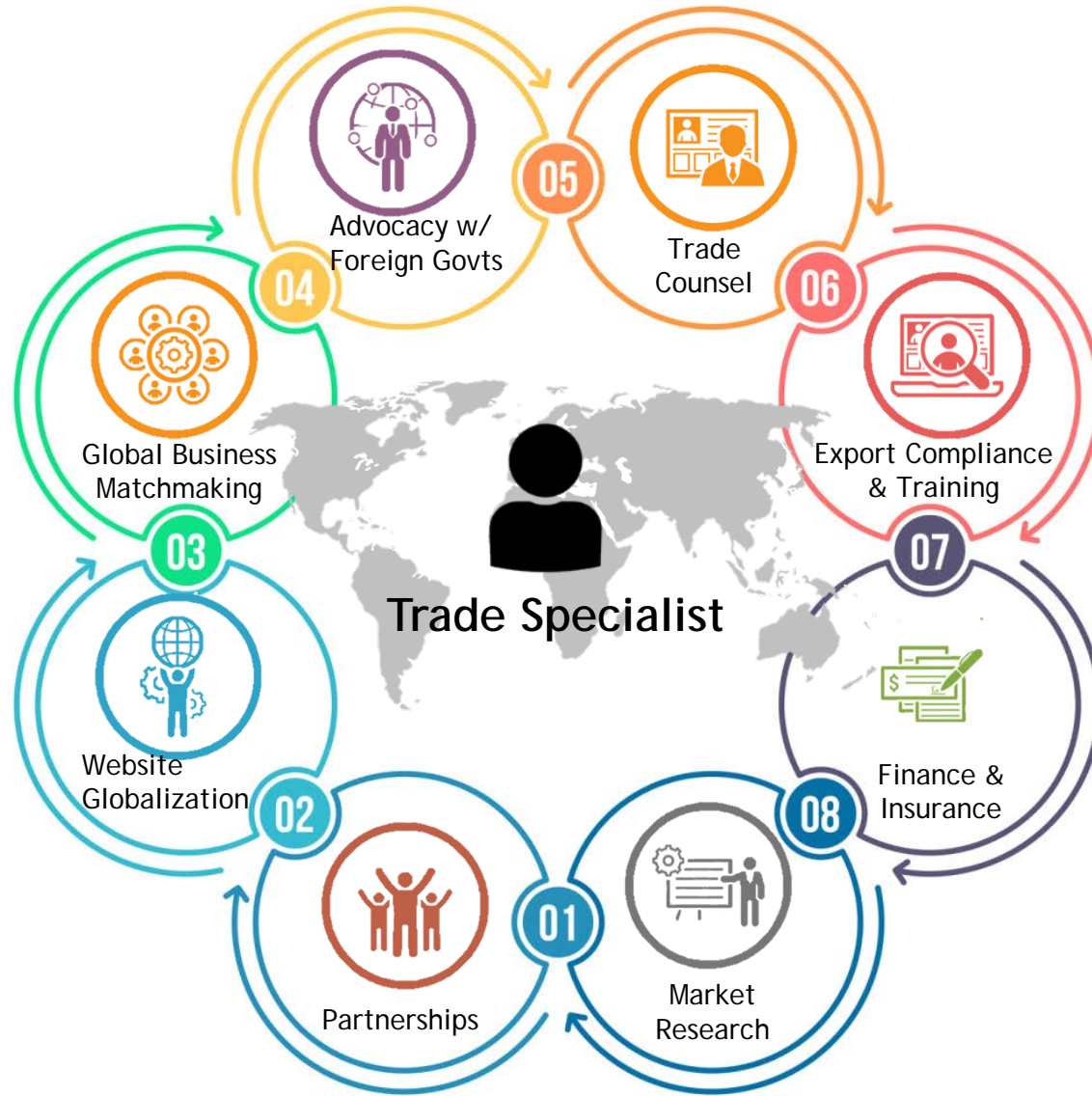
Part of U.S. Embassies & Consulates



U.S. COMMERCIAL SERVICE DOMESTIC PRESENCE

100+ U.S. Export Assistance Offices





YOUR local trade specialist can counsel & connect you to global resources.

MARKET RESEARCH

Our team of experts provide basic market research on behalf of the company, including:

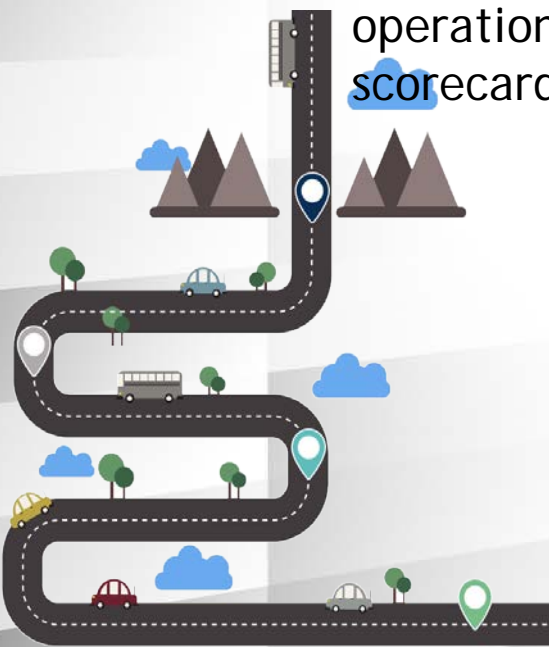


TECHNICAL ASSISTANCE

- How can I protect my intellectual property abroad?
- Does my product qualify for preferential tariff treatment under a Free Trade Agreement?
- Can you help me find an in-country attorney to review my contract?
- How can I be sure Brazil will accept the testing that has been done on my product?
- I want to open a sales office in Vietnam, what's required?
- Can I export to Cuba, Syria, Sudan, Somalia, etc.?
- My buyer never paid me. Help!

EXPORT OPERATIONS SCORECARD

The Trade Specialist evaluates the company's operations, produces a scorecard, and drafts an action plan to improve essential export operations.



ACTION PLAN

INTERNATIONAL EXPANSION BLUEPRINT SCORECARD

Export Operations Review

ACME

	DATE	Related Issue and/or Risk
Marketing & Sales		
Marketing Materials	3	
Website Globalization	1	3
Identifying Markets	2	1,11
Free Trade Agreements (FTA)	2	14
Finding Partners	1	1,4
Government Programs (Gold Key etc.)	1	1,2
F.U.S.E Listing(s)	1	1
Joint Venture/Licensing	3	
Responding to International Inquiries	3	
Trade Shows	2	5,15
ATA Carnet	1	5
U.S. Export Controls		
AES	1	6
BIS	1	6
ITAR	1	7
Compliance Management Program	1	8
FTA Compliance	1	14
Financial Considerations		
SBA/EXIM Programs	2	17
Receivables Insurance	1	17
Landed Cost/Export Pricing	1	9
Terms of Sale	1	TBD
IC-DISC	1	10
Foreign Currency Management	1	TBD
Free Trade Zones (FTZ)	1	TBD
VAT Recovery	1	TBD
Legal Considerations		
IP Protection	2	19
Engaged Professionals (law firm)	2	19
Country Specific Legal Requirements	1	19
Agent/Distributor Agreements, Licensing etc.	1	TBD
Shipping & Logistics		
Documentation Requirements	3	
Packaging, Labeling requirements	3	
Freight Forwarders/Carriers	3	
Duty Drawback	1	18

RAISING THE BAR

CS SIGNATURE MATCHING SERVICE

Our dedicated team of trade experts located in 80 countries around the globe can arrange meetings for you with potential agents, distributors or other partners in a specific market through our exclusive Gold Key Matching Service. Features include:



Customized market & industry briefings

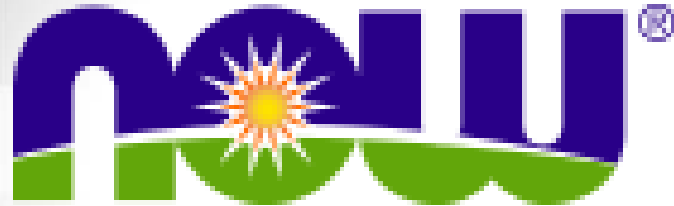
Appointments with prospective partners

Post-meeting debriefing and follow-up strategies

Help with travel & interpreter service



REAL WORLD RESULTS



NOW Food's Action Plan

With the help and guidance of the U.S. Commercial Service, NOW Foods executed a Gold Key Matchmaking Service to identify quality potential distributors with experience & expertise.

NOW Food's Objectives

Identify distributors/buyers for their supplements products in the Czech Rep.



NOW Foods' Success

- 70+ countries
- 50th Anniversary, est.1968
- Presidential "E" Award for Excellence in Exporting

PARTNERSHIPS

LOCAL

- Women Entrepreneurs Grow Global
- Illinois Department of Commerce
- Chicago Regional Growth Corporation
- Illinois Small Business Development Centers



FEDERAL

- Small Business Administration
- Export-Import Bank
- U.S. Trade & Development Agency
- Minority Business Dev't Agency



Events

Date	Location	Name of Event
September	Chicago, IL	India Market One-on-One Export Counseling
September	Houston, TX	DGM Conference: Powering & Building the Middle East & Africa
September	Chicago, IL	International Buyer Program at WEFTEC trade show
Sept.- December	On-line	Exporting Mechanics Webinar Series
October	Chicago, IL	ExporTech Cohort Program
April	Hong Kong	Trade Winds Mission & Business Forum



A link to upcoming events on the Illinois USEAC calendar for 2019:
https://2016.export.gov/illinois/tradeevents/localevents/eg_us_il_039643.asp

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Shining a Light for Those In Need

Andrea Sreshta,
co-founder, LuminAID!

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