



U.S. Commercial Service

International Software Marketing:
from Strategy to Sale with the
US Export Assistance Center of Silicon Valley

IMUG

Cupertino, CA * August 21, 2008



U.S. Commercial Service

The U.S. Commercial Service is part of the U.S. Department of Commerce, an agency of the United States government.

Our mission:

- To promote the export of goods & services from the U.S., particularly by small- and medium-sized businesses
- To represent U.S. business interests internationally
- To help U.S. businesses find qualified international partners



Our Network & What We Can Do For You

Trade specialists in over 108 U.S. cities and 150 posts in 80 countries worldwide...



We can...

- Locate international buyers, distributors & agents
- Provide expert help at every stage of the export process
- Help enter new markets faster and more profitably



Products & Services

- Trade Counseling & Market Research
- Gold Key Service / International Partner Search
- International Company Profile
- Business Facilitation Service
- Advocacy

Trade Counseling



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

- General, industry & country-specific export counseling
- Customized market analysis
- Monthly newsletter for the ICT industry
- International market research & trade leads
- Import tariffs/taxes & customs procedures
- NEW!** • Quick Take: European-wide counseling service

Market Research



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

The U.S. Commercial Service Market Research Library contains more than 100,000 country and industry specific FREE market reports, web sites, events, and trade directory listings.

<http://export.gov/mrktresearch>

Gold Key Service



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

One-on-one appointments with pre-screened potential partners

- Customized market and industry briefings and research
- Appointments with customers, prospective trade partners and government/industry associations
- Guidance on appropriate follow-up strategies
- Travel assistance, interpreter services, and logistical support

International Partner Search



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

The IPS service provides information on pre-screened potential partners:

- Complete contact information on key officers
- Intelligence on target company's size, sales, years in business and number of employees
- Statement from each potential partner on the marketability of your product or service



Business Facilitation Services

Customized service to support export-related objectives

- Interpretation / translation services
- Pick-up and delivery of bid documents / courier services
- Targeted invitations to the local business community
- Assistance with product seminars
- Use of U.S. Commercial service facilities and space, including videoconferencing
- **Single company promotions**

Trade Events



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

- Overseas support at trade shows: USA pavilions & Showtime programs
- U.S.-based opportunities to meet with buyer delegations
- Trade Missions

http://export.gov/eac/trade_events.asp

International Company Profile



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

Customized background checks on potential foreign business partners. The ICP report includes quantitative and qualitative info on the target company's:

- Competitors
- Credit rating
- Profit and loss numbers
- Key officers
- Commercial Service opinion on the viability of the firm

Advocacy Center



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

The Advocacy Center ensures that sales of U.S. products and services have the best possible prospects abroad.

Assistance may include:

- Visits to key foreign officials by high-ranking U.S. officials
- Direct support from U.S. officials stationed overseas
- Letters to foreign decision-makers
- U.S. export credit agency financing support



New User Fee Schedule

Standardized Services	SME Company*	SME New-to-Export Companies using Service for first time	Large Company*
Gold Key Service	\$700	\$350	\$2,300
International Company Profile	\$600	\$350	\$900
International Partner Search	\$550	\$350	\$1,400
Featured U.S. Exporter	\$150	\$75	\$300
Business Service Provider	\$300	—	\$600

Other Initiatives



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

- The Business Information Centers (BIC) - helps U.S. exporters evaluate export readiness, pursue trade opportunities and achieve international business objectives.

China - www.export.gov/china

Middle East - www.export.gov/middleeast

- www.StopFakes.gov – Protecting Your Intellectual Property at Home and Abroad 1-866-999-HALT

Other Initiatives



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

- Mandatory Automated Export System (AES) Filing for all Shipments Requiring Shipper's Export Declaration (SED) information

<http://www.aesdirect.gov/>

- FREE ABA IPR Consultations - free, one-hour consultation regarding the protection of its intellectual property rights (IPR) in Brazil, Russia, India, China, Egypt, or Thailand.

<http://www.abanet.org/intlaw/intlproj/iprprogram.html>



What Our Clients Say

"We find the U.S. Commercial Service to be one of the top government services we utilize...their staff is always very helpful. They have worked with us so that we could quickly set up office to support exported product and have always assisted us in understanding the culture of the different business environments in which we operated. The staff of the Service is very knowledgeable. They understand the business issues we face, they have relationships with other agencies, both U.S. and in-country that assist us and our staff to operate in a profitable manner. The U.S. Commercial Service is an excellent example of how the government can use tax dollars effectively."

- Lighthouse Worldwide Solutions, Milpitas, CA



How To Contact Us

US Department of Commerce
55 South Market Street Suite 1040
San Jose, Ca., 95113
Tel: 408-535-2757
Fax: 408-535-2758

Mari.Felton@mail.doc.gov
www.buyusa.gov/siliconvalley