



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

U.S. Commercial Service

APBO 2013

Making the US Commercial Service

Work For You

In Asia/Pacific

April 8 & 9, 2013



U.S. Commercial Service

- **Ron Duecker, President, JWC Environmental**
- **Jim Mayfield, Commercial Officer, U.S. Commercial Service/U.S. Department of Commerce (Vietnam & Hong Kong & China in U.S. Embassies and Consulates and Irvine, CA)**
- **Maryavis Bokal, International Trade Specialist, U.S. Commercial Service, U.S. Department of Commerce (Irvine, CA)**



U.S. Commercial Service

The U.S. Commercial Service - the federal government's lead export promotion agency - part of **U.S. Department of Commerce** - International Trade Administration

Our focus/mission:

- Promote the export of goods & services from the United States, particularly by small and medium-sized businesses
- Represent U.S. business interests internationally
- Help U.S. businesses find qualified international partners

Our Network & What It Can Do for You

- Trade specialists in over 100 U.S. Cities and 110 offices in 85 countries worldwide...

We can...

- Locate international buyers, distributors & agents
- Provide help at every stage of the export process
- Help U.S firms enter new markets



US Based Local Trade Specialists– Your “GPS” :

- **US Commercial Service Offices/US Export Assistance Centers** – USEAC Director - Jim Mayfield - environmental products and services, Education
- **Terri Batch – (West LA)** - industry responsibility – building products, audio/video/film equipment , consumer goods, port equipment, transportation, etc.
- **Maryavis Bokal (Newport Beach)** – cosmetics, medical equipment, biotech & clinical diagnostics /lab equipment , healthcare services, safety and security, architecture, design & engineering services
- **Tony Michalski (Ontario, CA)** – travel & tourism, nutritional supplements, cosmetics , processed foods,,hospitality, leisure, etc.

Capabilities - Products & Services

- Market research
- Trade counseling & advocacy
- Contacts/Matchmaking
- Events/Promotions





US Commercial Service Capabilities To Use:

- **Market Research** – Country & Industry Specific
- **Contacts/Matchmaking** - Vetting services to find overseas distributors, agents, or potential buyers
- **Background checks**- on potential overseas buyers
- **Advocacy** - Official U.S. government support – bids/major projects
- **Referrals** - related U.S. gov't agencies, other expertise – trade events/associations/partners



Our US & Overseas Offices Work Together To Provide :

- Reliable trade leads
- Professional one-on-one consultation- from “both sides of the ocean”
- Specialized training on variety of international business topics
- Hundreds of overseas market development opportunities to support the promotion of U.S. products & services

Market Research

- **Country Commercial Guides (CCGs)** – prepared annually by US embassy staff, CCGs contain information on the business and economic situation of foreign countries and the political climate as it affects U.S. Business and foreign investments.
- **Market Research** – industry sector and /or country specific information
- **Customize Market Research** – customized analysis, qualified contact lists, dependent upon scope of work (SOW)



Trade Counseling & Advocacy

Our trade specialists in the U.S. work directly with our team of in-country industry colleagues in getting you the information/advice that you need.

We can help you:

- **Determine the best markets for your products & services**
- **Evaluate international competitors**
- **Identify and comply with legal and regulatory issues**
- **Settle disputes**
- **Learn about cultural issues and business protocol**

Matchmaking

Partner Search or Gold Key Service



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- Pre-screened contacts sent and/or appointment schedule arranged for you before you travel overseas
- Customized market and industry briefings with our local trade specialists
- Timely and relevant market research
- Post-meeting debriefing with our trade specialists and assistance in developing appropriate follow-up strategies
- Help with travel, accommodations, interpreter service, and clerical support



Single Company Promotions

The Single Company Promotion service offers support and event facilities which will allow you to engage your target audience through:

- Product launches
- Sales seminars
- Staff training
- Networking receptions

Facilities available include exhibition halls, auditoriums, meeting rooms, hotels and even the residences of some US Ambassadors.





Our Contact Information

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U.S. Department of Commerce
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THANK YOU!

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