



America's Export Experts

U.S. Department of Commerce | International Trade Administration | **U.S. Commercial Service**

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U.S. Commercial Service in New Mexico

trade.gov

Our Mission

COMPANIES THAT EXPORT GROW FASTER.

LESS LIKELY TO GO OUT OF BUSINESS.

Source: U.S. Department of Commerce's International Trade Administration

Where Will Your Next Customer Come From? Go where the Customers Are

More than **70%** of the world's purchasing power is **outside** of the U.S.

Grow U.S. exports to **increase** U.S. jobs.

Our Global Network of Trade Professionals Opens Doors that No One Else Can



The U.S. Commercial Service provides U.S. companies unparalleled access to business opportunities around the world.

- **150 offices located worldwide located in U.S. Embassies/Consulates in 70+ countries**
- **Over 100 locations in United States**

As a U.S. Government agency, we have relationships with foreign government and business leaders in every key global market.

- **Trade professionals provide expertise across most major industry sectors**

Each year, we help U.S. companies export goods and services worth billions of dollars



**U.S.
COMMERCIAL
SERVICE**

*United States of America
Department of Commerce*

Let our global network work for you.

Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

Our unmatched global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

Our Services



EXPORT COUNSELING

- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about U.S. government export controls, compliance and trade financing options.



MARKET INTELLIGENCE

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



BUSINESS MATCHMAKING

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



COMMERCIAL DIPLOMACY

- Address trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.



Export Counseling

INTERNATIONAL BUSINESS DEVELOPMENT

The U.S. Commercial Service provides you with reliable information and personalized counseling at every step of your export journey- from strategy and planning, financing and logistics, market entry and expansion, to advocacy, and even eCommerce counseling. Our trade experts are here to address your concerns and guide you to success in the global marketplace.

ECOMMERCE INNOVATION LAB

The eCommerce Innovation Lab helps U.S. business by identifying export opportunities across the ecommerce sales channels, through concentration on client digital strategy development, use of Website Globalization Review gap analysis tools, and the online eCommerce Export Resource Center business library to help companies adapt and grow in the digital economy.





Market Intelligence

COUNTRY COMMERCIAL GUIDES

Prepared by trade and industry experts, Country Commercial Guides provide information on market conditions, opportunities, regulations and business customs for over 125 countries. Country Commercial Guides detail important factors to help you decide if a market is right for your product or service.

INITIAL MARKET CHECK

The Initial Market Check is an initial assessment of the market potential of your product or service in the targeted market. The service gauges the potential of a specific product or service in a market by gathering feedback from up to five industry participants and provides recommendations on whether to pursue the target market.

CUSTOMIZED MARKET RESEARCH

Customized Market Research answers questions about an overseas market including; market trends & size, customary distribution and promotion practices, market entry requirements, product standards and registration, regulations, key competitors and potential agents, distributors, and strategic Partners.

INTERNATIONAL COMPANY PROFILE

The International Company Profile provides U.S. companies and economic development organizations with a comprehensive background report and full analysis on a specific foreign company. Reports provide general business information, background and product information, key officials, references contacted by ITA, financial data/credit worthiness, reputation, results of site visits and interviews with principals; information sources consulted in preparing the report; and analysis of information.



Business Matchmaking

SINGLE COMPANY PROMOTION

Provides U.S. companies with promotional services to help increase the awareness of their product or service in a specific market. The promotional event may consist of a technical seminar, press conference, luncheon, dinner, or reception with targeted direct mail or email campaigns.

INTERNATIONAL PARTNER SEARCH

Provides U.S. firms with a list of up to five prospective agents, distributors and partners that have expressed an interest in your product or service. Virtual introduction via teleconference to the identified contacts also available.

FEATURED U.S. EXPORTER LISTING

A listing in the directory of an overseas U.S. Commercial Service's website gives U.S. exporters targeted exposure to more effectively help them find foreign business partners in specific local markets. It allows local importers to find U.S. exporters interested in exporting to a specific local foreign market.

BUSINESS SERVICE PROVIDER LISTING

An online program to help U.S. exporters identify a professional export service provider to support them in the assessment, financing, or completion of an export transaction.



GOLD KEY SERVICE

Provides U.S. firms traveling to a foreign market with up to five pre-screened appointments to establish relationships with potential overseas agents, distributors, sales representatives, business partners and other local, in-country entities.

Commercial Service Presented Events

DISCOVER GLOBAL MARKETS

Organized by the U.S. Commercial Service, these annual business development forums focus on an industry and/or world region. The conferences feature one-on-one meetings with U.S. Commercial Service diplomats visiting from abroad; panel discussions on the latest industry trends; export education; and extensive networking with U.S. trade officials and leading private sector experts.

TRADE WINDS

Organized by the U.S. Commercial Service, Trade Winds missions include a business development forum in its host city, consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Diplomats representing commercial markets throughout the region. Participating companies can customize a business matchmaking schedule with multiple stops, based on input from our in-country Commercial Specialists, and grow their international sales through meetings with pre-screened potential buyers, agents, distributors and joint-venture partners during the mission.



Trade Events

CERTIFIED TRADE MISSIONS

Organized with select trade organizations, missions are customized to meet the needs of groups of U.S. companies participating. Missions may include activities such as market briefings, Gold Key Service, receptions, site visits, and technical seminars.

TRADE SHOW REPRESENTATION

The Trade Show Representation Service provides U.S. companies and economic development organizations with the ability to increase their marketing exposure at an overseas trade show when they are unable to attend in-person. Multiple clients' products and services may be showcased by the Commercial Service at the event.

INTERNATIONAL BUYER PROGRAM

At major domestic industry trade shows, the U.S. Commercial Service provides services including on-site introductions to foreign buyers; networking; export counseling; market analysis; and business matchmaking.

INTERNATIONAL TRADE FAIRS

Certified trade fairs feature a U.S. Pavilion and represent a U.S. Department of Commerce endorsement that the fair offers a high-quality, multifaceted opportunity for American companies to successfully market their product/services overseas. Participating companies receive U.S. Commercial Service assistance with access to prospective foreign buyers, agents, and industry representatives. Other services include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.



Commercial Diplomacy

ADVOCACY CENTER

The Advocacy Center coordinates U.S. Government Advocacy efforts for U.S. exporters competing on foreign projects or procurement opportunities that involve foreign government decision-makers, including foreign government-owned corporations. U.S. Government Advocacy assistance helps level the playing field on behalf of U.S. exporters and workers competing for international contracts against foreign firms and to promote the growth of exports of U.S. goods and services around the world.

REPORT A TRADE BARRIER

File a complaint with the International Trade Administration's Trade Agreements Negotiations and Compliance Office. This office works with U.S. businesses to help ensure that foreign governments adhere to and do not impose trade barriers inconsistent with their trade agreement obligations.

TRADE DISPUTE RESOLUTION

We can provide information to help you resolve common trade disputes like customs issues. In some instances, we may be able to make inquiries directly with the foreign government.



Export Solutions

Export Solutions provides practical advice and business tools to help U.S. companies expand in global markets.



Learn How to
Export



Research Foreign
Markets



Network and
Learn at Events



Find Buyers and
Partners



Explore
eCommerce
Resources



Obtain Financing



Negotiate an
Export Sale



Navigate Shipping
and Logistics



Comply with U.S.
and Foreign
Regulations



Perform Due
Diligence



Protect
Intellectual
Property



Resolve Export
Problems



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