



U.S. Commercial Service

Doing Business in Africa Resources

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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 United States, particularly by small- and medium-sized businesses
- ▶▶ To represent U.S. business interests internationally (51% rule)
- ▶▶ To 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 80 countries worldwide...



We can...

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



Products & Services

- Market Research & Intelligence
- Gold Key Service & GKS Plus
- International Partner Search
- Single Company Promotions
- ICP: Due Diligence of Partners
- Trade Counseling & Advocacy
- Catalog Exhibitions



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.
- **Industry Sector Analyses (ISAs)** – In-depth analysis of specific industry sectors and sub-sectors within a given market.
- **International Market Insight (IMIs)** – Brief updates within a foreign country highlighting specific market opportunities, trade events, or changes in market conditions. “Do’s and Don’ts”



Gold Key Service

- ▶▶ Pre-screened 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



International Partner Search

1. You provide your marketing materials and background on your company
 2. Then we use our network of international contacts to interview potential partners and provide you with a list of up to five pre-qualified partners
- ▶▶ Save valuable time and money by working only with pre-qualified international partners that are interested in selling your products and services.
 - ▶▶ Obtain high-quality market information on the marketability and sales potential for your products and services.
 - ▶▶ Get all this information in 30 days.



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.



Featured U.S. Exporters (FUSE)

- A directory of U.S. Products on U.S. Commercial service websites (buyusa.gov)
- You can target specific markets in the local language.
- Listings are offered in over 50 markets
- Link to your website
- <http://www.export.gov/static/FUSE.asp>



Doing Business in Africa Initiative

- Harness federal **trade promotion and financing** capabilities to help U.S. businesses identify and seize upon trade and investment opportunities
- U.S. trade to and from Africa has **tripled** over the past decade and U.S. exports to sub-Saharan Africa now top \$21 billion.
- Energy Trade Mission to West Africa

Sub-Saharan Africa Trade Initiative

- Sub-Saharan Africa's strong economic outlook, growing middle class and surging demand for consumer-oriented foods creates a promising market for U.S. food and agricultural products.
- Over the past decade, U.S. agricultural exports to sub-Saharan Africa increased by more than 200 percent.
- Last year, bilateral agricultural trade between the United States and sub-Saharan Africa totaled more than \$4.75 billion.



Thank you!

Long Island

US Export Assistance Center