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

CONNECTING YOU TO GLOBAL MARKETS

INTERNATIONAL TRADE ADMINISTRATION

U.S. Department of Commerce | International Trade Administration

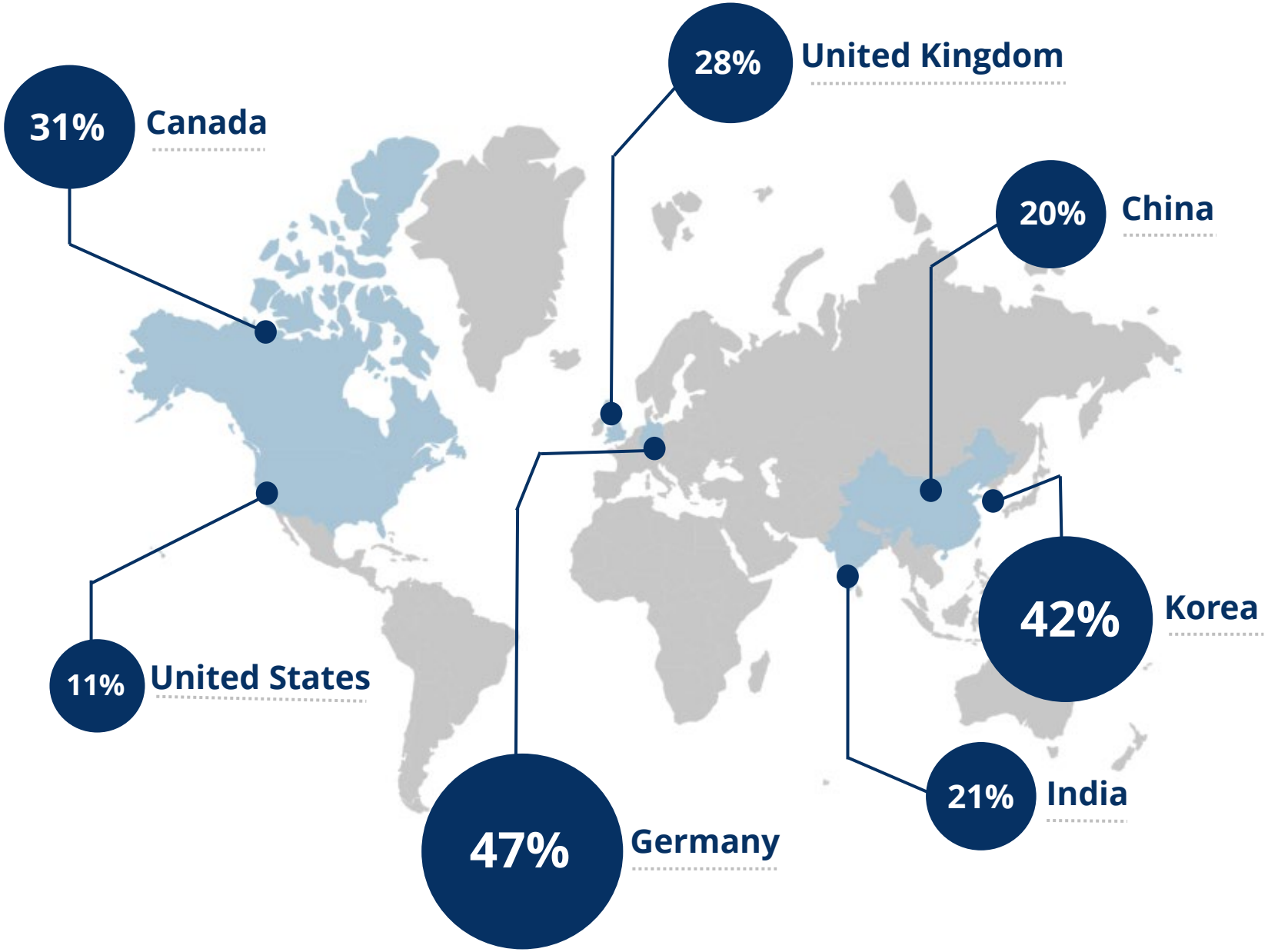
Exports Matter

More than **70%** of the world's purchasing power is **outside** of the United States.
Competitors are **increasing** their global market share while the U.S. is underperforming.

Opportunity

With only 11% of the United States GDP generated by exports, it's safe to say we have a lot of room for growth.

The U.S. Commercial Service works to fill that space



EXPORTS OF GOODS & SERVICES (% GDP)
WorldBank2021

Our Mission:
Grow U.S. exports to increase U.S. jobs.

How we are different

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.

$161 Billion

Facilitated by $109b export revenue and $52b inward investment. (FY24)

93,000 Clients Assisted

81% small and medium size businesses.
(FY24)

519,000 American Jobs

Supported by U.S. Commercial Service trade and investment efforts. (FY24)

Return on Investment

For every $1 appropriated to the Commercial Service, $460 returns to the U.S. economy.

Results for U.S. Small Businesses

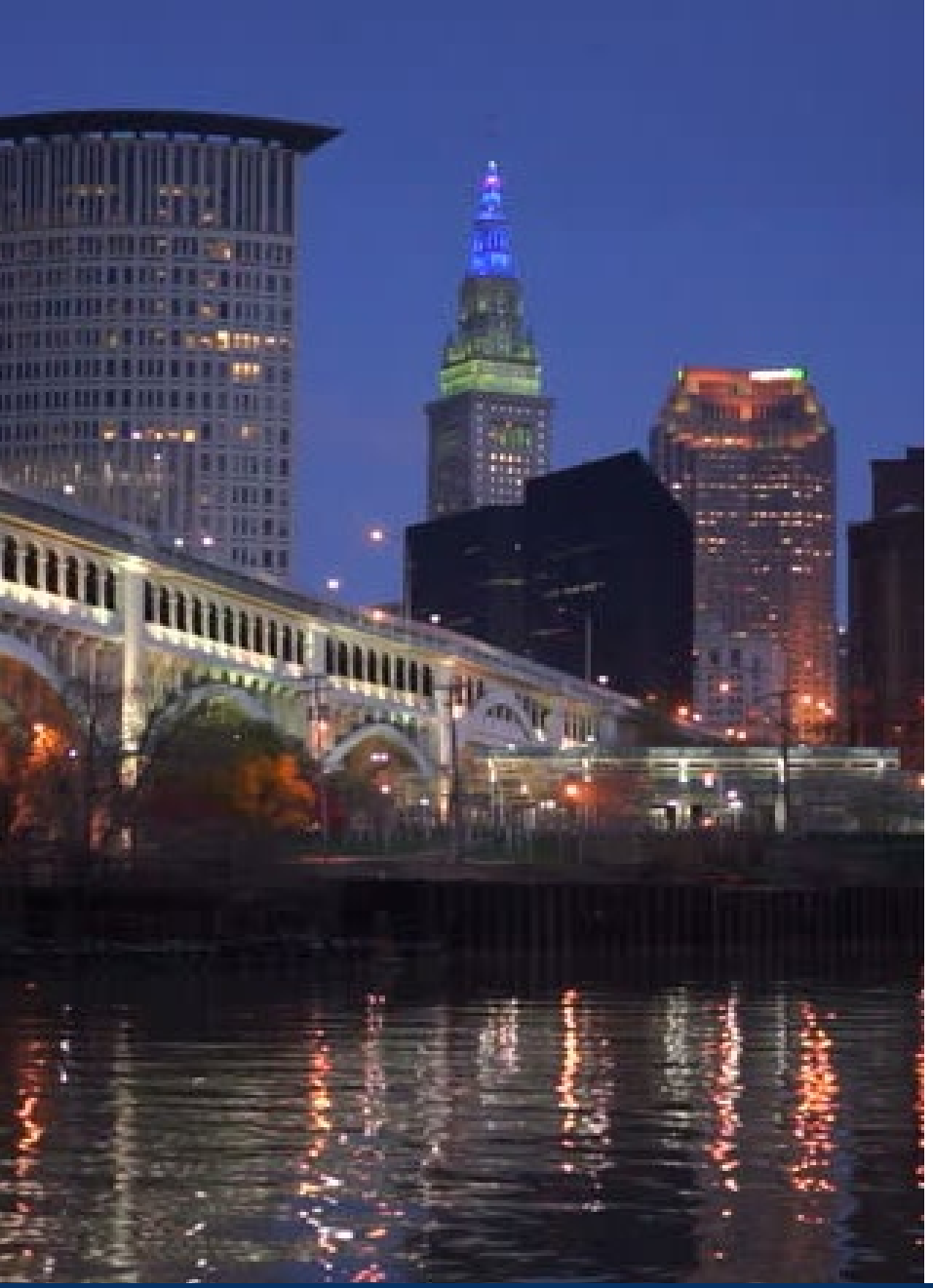
Exporting can be profitable for businesses of all sizes.

$2.2 Million

Average annual revenue increase reported by CS clients (7%).

Companies that export, grow faster.

And are less likely to go out of business.



State Impact

Investing in exports means more jobs in Ohio.

210,000 Jobs
Supported by exports from Ohio companies in 2022.

16,081 Companies
In Ohio sell to customer's all over the world.

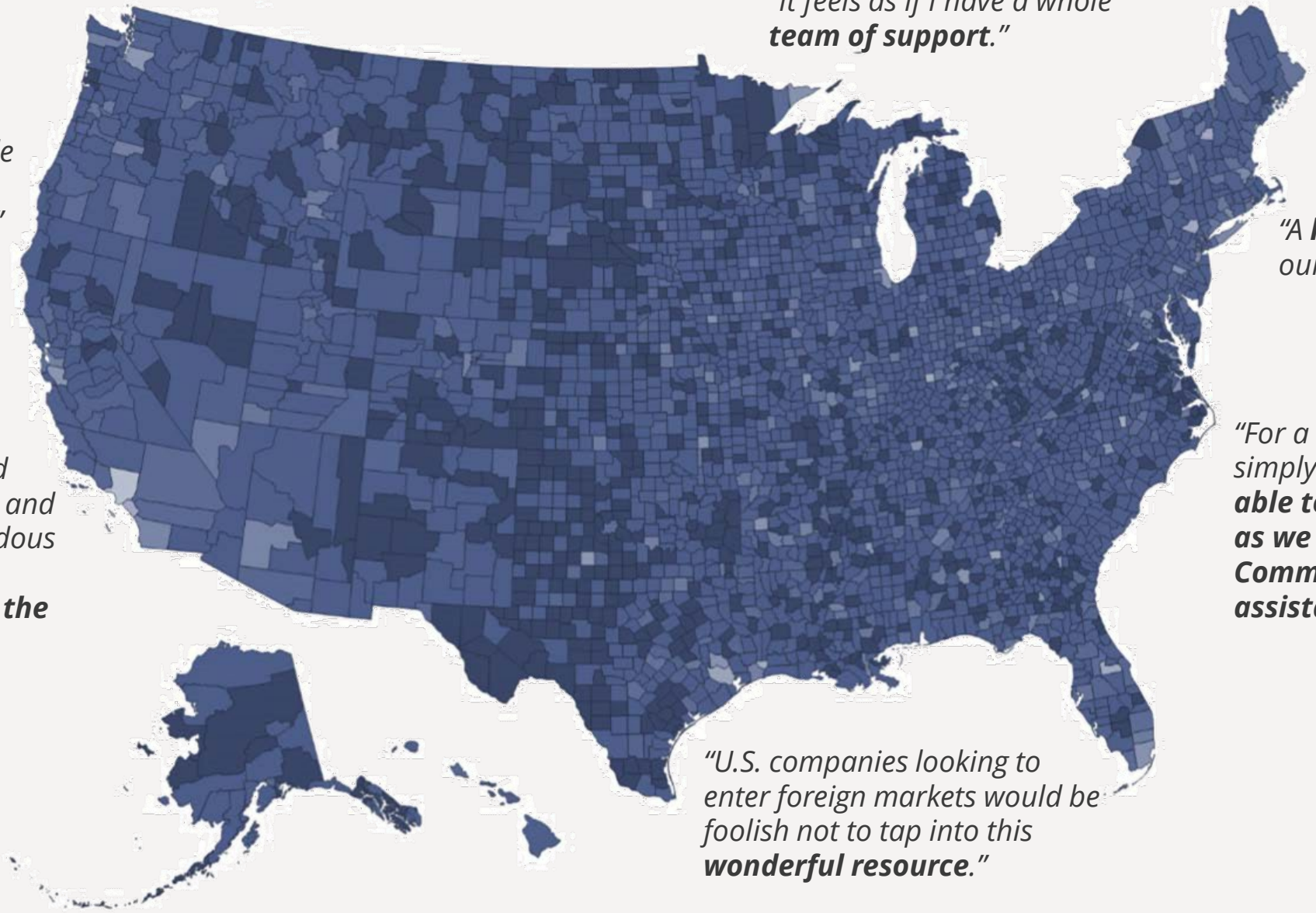
88 Percent
Of Ohio's exporters are small or medium sized companies.

$56.6 Billion
Goods exports from Ohio in 2024.

In the words of our clients across the country:

*"It feels as if I have a whole **team of support**."*

*"I had no idea that such **superior service** was available to me from a government agency."*



*"A **hidden gem** within our government."*

*"For a small company, we simply **would not have been able to accomplish as much as we did without U.S. Commercial Service assistance**."*

*"The service provided was invaluable to us and represents a tremendous **advantage for our competitiveness in the global economy**."*

*"U.S. companies looking to enter foreign markets would be foolish not to tap into this **wonderful resource**."*

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 75 countries around the world 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/Advocacy
- Address trade obstacles to successfully enter international markets.
- The Advocacy Center can facilitate coordinated U.S. government engagement with foreign governments to protect U.S. business interests.

Our Global Presence

The U.S. Commercial Service, creates jobs in the United States and strengthens U.S. economic and national security by promoting U.S. exports, and ensuring market access and a level playing field in international trade for U.S. companies.

Strategically located in **106 U.S. and 127 foreign locations** in 80 countries, our global network of trade and investment professionals are well-positioned to help U.S. companies succeed internationally and ensure that U.S. businesses and commercial interests have a robust advocate and first line of defense against unfair foreign trade practices and market access barriers.

U.S. Commercial Service Offices Worldwide

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.

Featured U.S. Exporter Listing

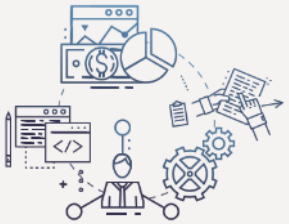
A listing in the directory of an overseas U.S. Commercial Service's website gives U.S. exporters targeted exposure to more effectively help them find foreign business partners in specific local markets. It allows local importers to find U.S. exporters interested in exporting to a specific local foreign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

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.

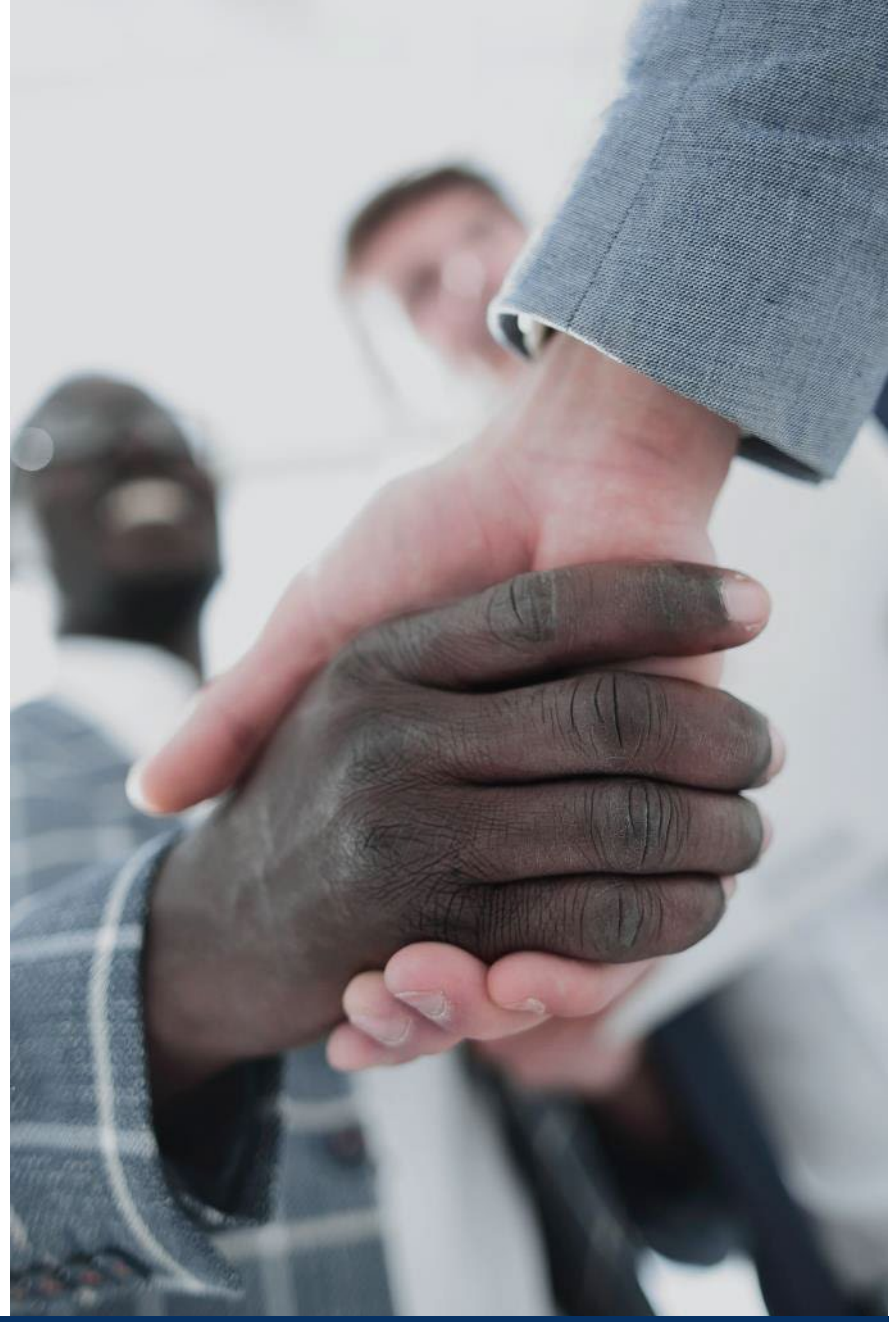
Business Service Provider Listing

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.

TRADEWINDS

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.

Your Local Office

Companies can find assistance locally in more than 100 Commercial Service offices nationwide.

U.S. Commercial Service, Northern Ohio
201 Superior Ave E
Cleveland, OH 44114
www.trade.gov/ohio-cleveland

State & Local Partnerships

Ohio DOD EAN
Export assistance
https://development.ohio.gov/business/export-assistance

EXIM Bank
Finance and credit insurance
www.exim.gov

US Small Bus Admin
Export finance programs
www.sba.gov/oit

Star USA
Documentation and training
www.starusa.org

Your Export Team

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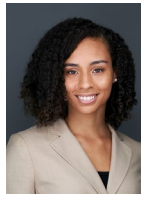
Northeast Ohio and Akron/Canton areas



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