



# The World is Open for Your **Green** Business.

Let the U.S. Commercial Service  
connect you to a world of opportunity.



## *Who We Are*

# The Department of Commerce, International Trade Administration

**Our Mission:** To create prosperity by strengthening the competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements.

The International Trade Administration (ITA) is comprised of four units that work together to accomplish its mission:

- Trade Promotion and U.S. and Foreign Commercial Service
- Market Access and Compliance
- Manufacturing and Services
- Import Administration

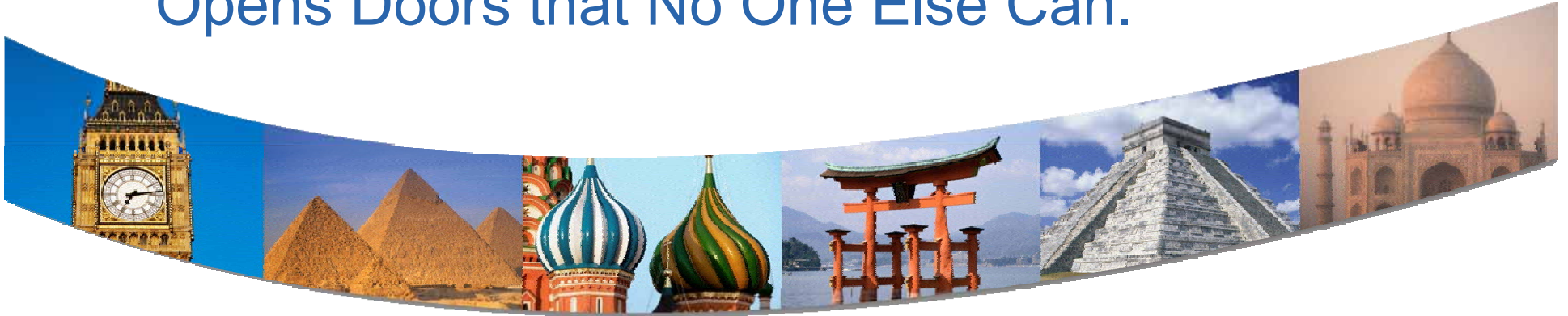
## Who We Are



# The U.S. and Foreign Commercial Service

- Foreign Commercial Service Offices in 77 countries, covering 96% of U.S. export markets.
- 109 “Export Assistance Centers” throughout the United States helping U.S. firms, especially small and medium-sized companies, find and take advantage of global markets.
- Provides a full range of trade promotion and market access expertise, including: counseling, market research, advocacy, and matchmaking.
- The Advocacy Center, which vets U.S. companies bidding on major projects overseas and coordinates interagency support.

# 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.
- As a U.S. Government agency, we have relationships with foreign government and business leaders in every key global market.
- Our trade professionals provide expertise across most major industry sectors.
- Every year, we help thousands of U.S. companies export goods and services worth billions of dollars.

# We Work with You to Connect Your Company with the Right Opportunities Abroad.

Our experienced trade professionals help you enter international markets in the most efficient, targeted way. We assess your export potential, understand your needs, and provide the right mix of U.S. Commercial Service capabilities to achieve your exporting goals.

## U.S. Commercial Service Business Approach



# Our Proven Expertise Makes Doing Business Internationally Easier.

Whether you are **looking** to make your first export sale or expand to additional international markets, we have the expertise you need to tap into lucrative opportunities and increase your bottom line.

- **Trade Counseling.** Get the information and advice you need to succeed
- **Market Intelligence.** Target the best trade opportunities.
- **Business Matchmaking.** Connect with the right partners and prospects.
- **Commercial Diplomacy.** Ensure your products and services have the best possible prospects for success in international markets.

# Proven Expertise: Trade Counseling

Get the information and advice you need to succeed.

- Planning and Strategy.
  - Create a comprehensive international business plan for entry or expansion into targeted markets. . [Energy Specialists](#)
- Legal and Regulatory Issues.
  - Determine export licensing needs for shipping products.
  - Understand and comply with global product standards, certification requirements, electricity regulations, and packaging laws.
  - Avoid intellectual property issues and legal disputes.



# Proven Expertise: Trade Counseling

Get the information and advice you need to succeed.

- Documentation and Product Requirements.
  - Learn about export documents, including Electronic Export Information filing, invoices, packing lists, and certificates of origin.
  - Verify tariff rates and import fees; determine your product's Schedule B and HS numbers.
  - Emerging Green Building Standards
- Trade Problems.
  - Get assistance with customs-related issues.
  - Obtain support if your company's exports or foreign bids are adversely affected by a trade barrier.
  - Limit the risk of non-payment and receive assistance if problems arise.



# Proven Expertise: Market Intelligence

**Target the best trade opportunities.**

- **Country Commercial Guides.**
  - Leverage reports, prepared annually by U.S. Embassy staff, containing information on the business and economic situation of foreign countries and the political climate as it affects U.S. business and investments.
  
- **Customized Market Research.**
  - Get specific answers to your specific international business questions.



# Proven Expertise: Market Intelligence

**Target the best trade opportunities.**

- **Background Reports.**

- Learn about potential partners from our trade professionals working in your target markets.
- Get detailed credit reports covering sales, profit figures, potential, liabilities, and other financial information. [Company Profile](#)

- **Trade Data and Analysis.**

- Obtain the latest annual and quarterly trade data by country, state, commodity, and year.
- Find industry-specific trade data and analysis. [China Greentech Report: http://www.china-greentech.com/report](#)
- Get country-specific tariff and trade agreement information.



# Proven Expertise: Business Matchmaking

Connect with the right partners and prospects.

- **Partner Search.**
  - Find pre-screened potential partners and get detailed company reports; determine the marketability of your product or service. **Gold Key**
- **Personalized Business Matchmaking.**
  - Meet with potential buyers, sales representatives, and business partners.
  - Leverage customized market briefings.
- **Trade Missions.**
  - Participate in business development missions led by senior U.S. government officials.
  - Meet with distributors, government and industry officials, prospective customers, and U.S. Embassy officials.



# Proven Expertise: Business Matchmaking

**Connect with the right partners and prospects.**

- **Trade Shows.**

- Use our International Buyer Program to meet with pre-screened buyers at major U.S. trade shows.
- Exhibit in the U.S. Pavilion at our Certified Trade Fairs.
- Let us distribute your marketing literature at global trade shows.



- **In-Country Promotions.**

- Leverage customized venues to reach potential partners and buyers.
- Advertise in our official catalog of U.S. suppliers sent to nearly 400,000 international companies.
- Feature your company on our local-language Web sites.



## Real Results: Old Mother Hubbard

Massachusetts-based pet food manufacturer Old Mother Hubbard secured a distributor in Singapore and projects \$300,000 in first-year sales.

*“The U.S. Commercial Service business matching services were invaluable in helping our company accelerate plans for exporting to Singapore. I met with many potential distributors and was provided with relevant market intelligence that helped us quickly determine who would be best to partner with in Singapore.”*

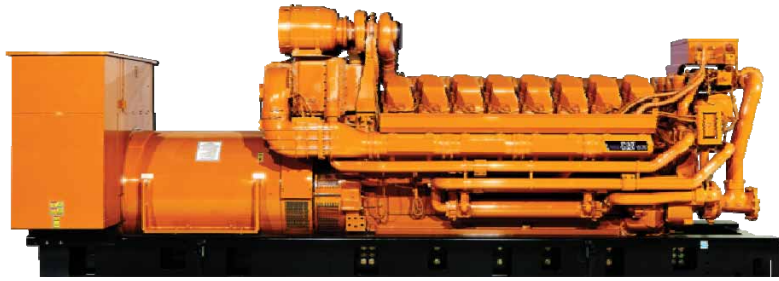
— Michael Cole  
International Distribution Manager  
Old Mother Hubbard

# Proven Expertise: Commercial Diplomacy

**Level the international playing field for your company.**

- Overcome trade obstacles to successfully enter international markets.
- Access U.S. government trade advocacy for your foreign government procurement bids.
  - Visits to key foreign officials by high-ranking U.S. officials
  - Direct support from U.S. officials stationed overseas
  - Letters to foreign decision-makers





## Real Results: Caterpillar, Inc.

Illinois-based Caterpillar, Inc. leveraged U.S. Commercial Service advocacy to ensure that it would be competing on an equal footing with their international competitors when bidding on \$58 million project in China.

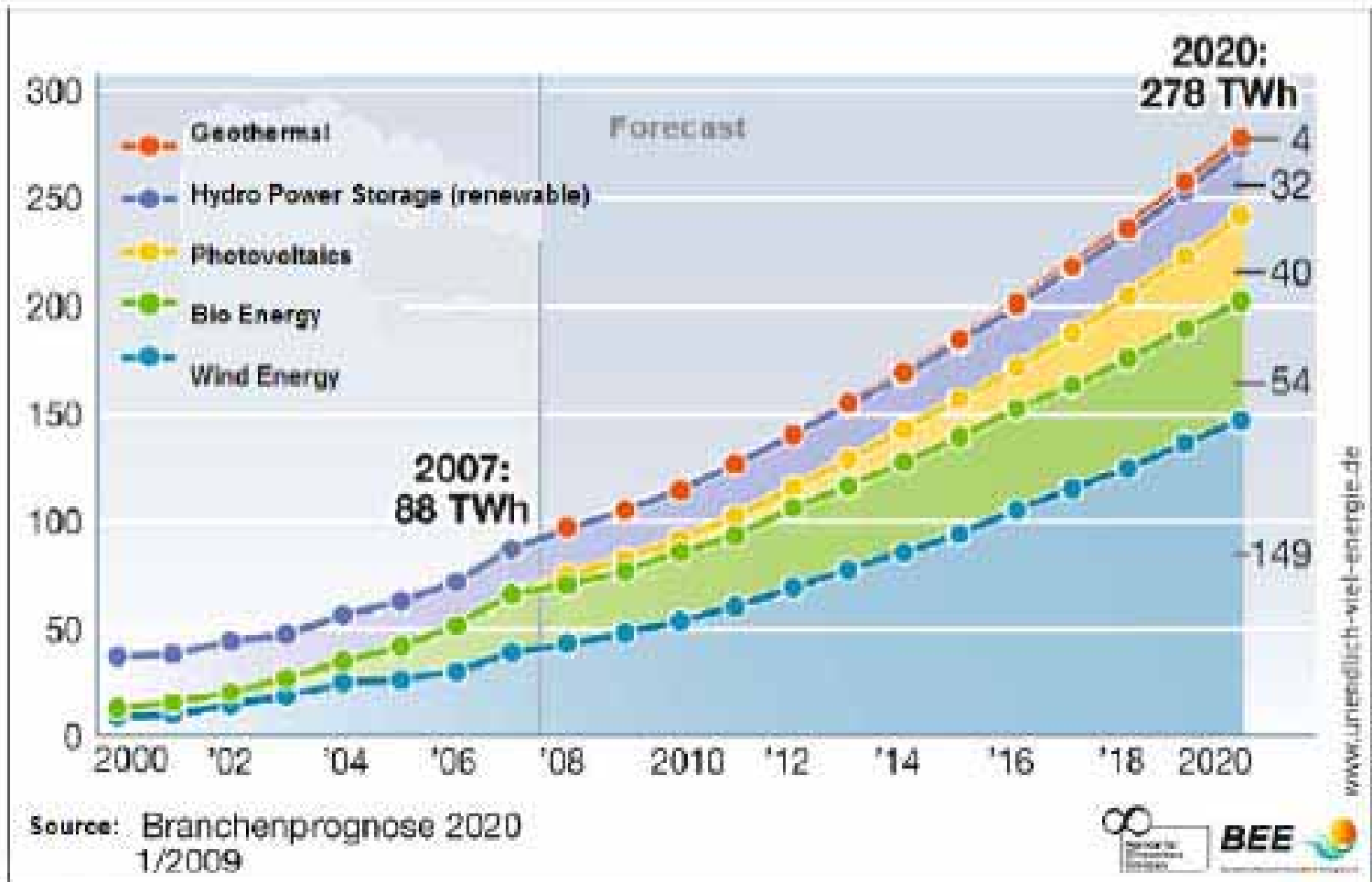
*“Without the resources of the U.S. government, the likelihood of success would have been greatly diminished. This is a great example of how having U.S. government backing for a project can bring additional credibility to the process when convincing potential buyers such as the Chinese to award a bid.”*

— Jack Gehring  
Director of International Service Division  
Caterpillar, Inc.

# Green means \$\$\$

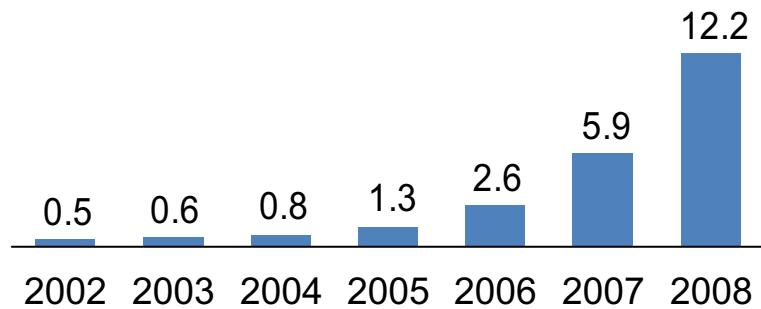
- \$17 Trillion world market by 2020; most of the world's energy, transportation and building infrastructure.
- Europe 20% Renewable Energy by 2020 (upto 35%); \$975 billion Greenbuild market
- Germany; 2009-10 investment activities: EUR 160 billion in New Green Buildings; EUR 19 billion in renovation EUR 60 billion in Hybrid Vehicles; EUR 2.5 billion in electric vehicles EUR 1.5 billion in biofuels
- China will be \$1 trillion + market by 2013 10% annual growth has created 3<sup>rd</sup> largest economy and 2<sup>nd</sup> largest consumer of energy
- \$40 Billion increased exports by 2020; .75 million jobs

# German Renewable Energy Projections

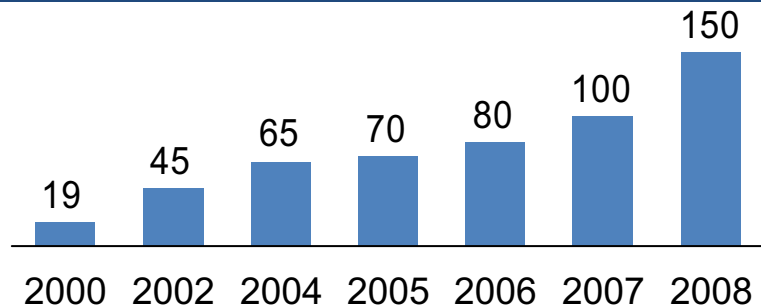


## China is rapidly updating capacity

**China Wind Capacity<sup>1</sup>, Gigawatts**



**China Solar Photovoltaic Capacity<sup>2,3</sup>, Megawatts**



Source <sup>4</sup>	2005 Actual	2010 Target	2020 Target
<b>Energy from renewable sources</b>	7%	10%	20%
<b>Hydro power</b>	117 GW	190 GW	300 GW
<b>Wind power</b>	1.3 GW	10 GW	100 GW
<b>Solar PV</b>	0.07 GW	0.3 GW	20 GW
<b>Solar water heating capacity</b>	80 million m <sup>2</sup>	150 million m <sup>2</sup>	300 million m <sup>2</sup>
<b>Biomass power (agriculture/forestry)</b>	2 GW	5.5 GW	30 GW
<b>Bioethanol</b>	1 million tons	3 million tons	10 million tons
<b>Biodiesel</b>	0.05 million tons	0.2 million tons	2 million tons

# Commercial Service Green Programs

- **[Green Building Road Show](#)<sup>5</sup>, Pittsburgh, Denver, San Francisco, San Jose, and Phoenix **November 2-13, 2009****
- **[Energy Efficiency Trade Mission to India](#)<sup>7</sup> **November 16-20 2009****
- **[Bright Green](#)<sup>3</sup> *Copenhagen Denmark* **December 12-13, 2009****
- **Secretarial Greentech China Mission, March 2010**
- **Greentech Mission to Europe with Hannover Fairs, April 2010**

<http://www.buyusa.gov/green/>

# Calendar of Events 2010

- [3rd World Future Energy Summit](#)<sup>26</sup>, Abu Dhabi, UAE, January
- [Retech 2010](#)<sup>27</sup>, Washington DC, USA February 3-5
- [MADE Expo US](#)<sup>28</sup> Milan, Italy February 2-3,
- [Expo Solar](#)<sup>29</sup>, Seoul, Korea February 3-5,
- [E World of Energy and Water](#),<sup>30</sup> Essen Germany February 9-11,
- [Renewable Energy World, Austin](#)<sup>31</sup>, Texas, USA February 23-25,
- [CEP Clean Energy and Passive House](#)<sup>32</sup>, Stuttgart, Germany February
- [EcoBuild](#)<sup>33</sup>, London, UK March 2-4,
- [Fuel Cell Expo](#)<sup>34</sup> Tokyo, Japan March 3-5,
- [Solar Wind and Earth Energy Trade Fair](#),<sup>35</sup> Gwangju, Korea, March 17-19
- [ENEREXPO Vietnam 2010](#)<sup>36</sup>, Hanoi, Vietnam March 17-19,
- [International Green Energy Expo Korea](#)<sup>37</sup>, Seoul, Korea April 7-9,
- [Sustainability Live](#)<sup>38</sup>, Birmingham, UK April 20-22,
- [Hannover Fair](#)<sup>39</sup>, Hannover, Germany April 19-23, 2010
- [Entech-Pollutec Asia](#)<sup>40</sup>, Bangkok Thailand, June 2-5,
- [Intersolar](#)<sup>41</sup>, Munich, Germany June 9-11,
- [PV Japan](#)<sup>42</sup>, Yokohama, Japan June 30-July 2,
- [Husum Wind](#),<sup>43</sup> Husum, Germany 21-25 September,
- [Solarpeq](#),<sup>44</sup> Dusseldorf, Germany September 28-October 1
- [Energia 10](#)<sup>45</sup> Tampere, Finland October 26-28

Contact us today  
to connect with a world of opportunity.

**export.gov | 800.USA.TRADE**

**U.S. Commercial Service—  
Connecting you to global markets.**

