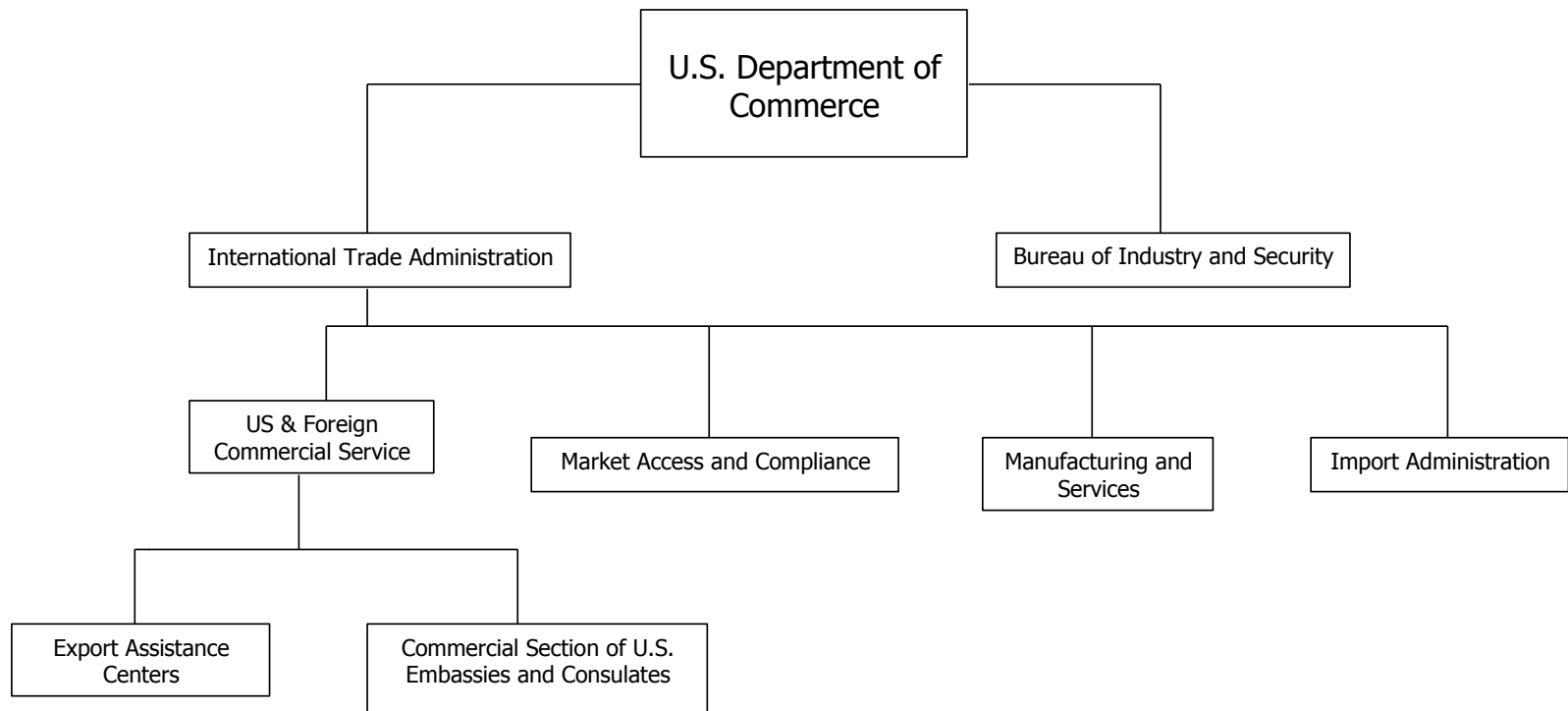


U.S. Department of Commerce Export Assistance Services

Syracuse University College of Law
Webcast
June 19, 2013



Organization Chart for USDOC



Mission: Commercial Service

- *"The Commercial Service shall place primary emphasis on the promotion of exports of goods and services from the United States, particularly by small businesses and medium-sized businesses, and on the protection of United States business interests abroad."*

Can I export my product?

- Standards
 - CE Marking (Conformite Europeenne)
 - CCC Marking (China Compulsory Certification)
 - WEEE/RoHS (Waste Electrical and Electronic Equipment/Restriction of Hazardous Substances)
- Modifications
- Export Compliance – Export Administration Regulations

To where should we export?

Perform market research to determine where to concentrate efforts

- Export Statistics
- Country Commercial Guides
- General Market Research
- Flexible Market Research



Helping U.S. Companies Export

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Market Research

Plan your market entry the right way – use market research to learn your product's potential, find the best prospects for success, and the market's business practices before you first export.

If you're just beginning to sell internationally, narrow your focus by concentrating on no more than a few prospect markets. Use our [Step-by-Step](#) research guidelines to get started.

Market Research

Access the U.S. Commercial Service [Market Research Library](#) containing more than 100,000 individual specific market reports, authored by our specialists working in overseas posts.

The Library Includes:

- Country Commercial Guides (read latest "Doing Business In" guides)
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- Market Updates*
- Multilateral Development Bank Reports*
- Best Markets*
- Industry/Regional Reports*

* These market research reports are available only to U.S. companies and students/researchers registered with Export.gov. Register above to get access.

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Country Commercial Guide

Brazil Country Commercial Guide 2011

This document contains a collection of published reports designed to help US companies understand the opportunities and challenges of doing business in Brazil. Country Commercial Guides (CCGs) are published annually by the US Commercial Service, a division of the International Trade Administration...
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Market Research

Brazilian Airport Privatization – First Concessions Announced

Among a number of infrastructure upgrades Brazil is investing in for the World Cup in 2014, the renovation of the country's busiest airports is on the top of the list. The Brazilian federal government, which owns and operates Brazil's major airports, announced on February 6, 2012, the first round of...

Brazilian Government – Brazilian Airport Privatization

The Brazilian federal government, which owns and operates Brazil's major airports will privatize the country's five largest airports, starting with airports in Sao Paulo and Brasilia, to be followed by airports in Rio de Janeiro and Belo Horizonte. The operations and expansion of Brazilian airports ...

BRAZIL: Brazilian Navy wants to build patrol ships

The Brazilian Navy wants to build new patrol ships by 2016 to increase its control of the strategic pre-salt offshore oil reserves. The R\$2.97 billion, (US\$1.48 billion) project would focus on construction by national private shipbuilders and depends on congressional budget approval. The project for...

Brazilian Navy implements Ocean Surveillance Projects

The Brazilian Navy Command is studying the creation of the Blue Amazon Management System - "Sistema de Gerenciamento da Amazônia Azul". The total cost of this project, depending on the technical specifications and the implementation program should be around US\$ 2 billion....



Brazilian Airport Privatization Concessions Announced

Summary

Among a number of infrastructure upgrades Brazil is investing in for the World Cup in 2014, the renovation of the country's busiest airports is on the top of the list. As a result, U.S. firms' products and services such as airport management services, passenger terminal equipment, baggage handling equipment, maintenance equipment, X-ray equipment, air traffic control radar systems and passenger bridges have strong potential to succeed in the market.

Market Opportunity

On February 6, 2012, the Brazilian federal government, which currently owns and operates the country's airports, announced the first round of concessions of the country's three largest airports: Guarulhos, Brasilia and Campinas-Viracopos, awarding contracts to three private-sector consortiums in an auction that rose over US\$ 14 billion.

Finding the Right Partners

- Why is it important?
 - Best way to fully develop your product's potential in the market.
 - Know the industry, culture, language, business environment of the country
 - Can provide after-sales support & service

Finding the Right Partners

- International Partner Search
- Gold Key Service
- International Company Profile

International Partner Search

- You provide:
 - information on your company
 - goals for the market
 - specs of your ideal partner
- We:
 - contact and interview potential partners
 - provide you with a list of pre-qualified contacts

Gold Key Service

- You provide:
 - information on your company
 - goals for the market
 - specs of your ideal partner
 - dates of travel
- We:
 - contact and interview potential partners
 - arrange meetings with pre-screened contacts
 - also provide logistical support for your travel

International Company Profile

- Background Report on foreign firm that includes:
 - Bank references
 - Size and structure
 - Financial data
 - Market outlook
 - Trade references
 - Site visit

Trade Event Support

- Certified Trade Shows
 - Catalog Exhibitions (Product Literature Centers)
- International Buyer Program
- Showtime Meetings

Single Company Promotion

- We will assist a U.S. company or its local representative in organizing a promotional event or strategic activity related to market entry and promotion of products and services.
- Venue options usually include hotel convention space or US Embassy or Consulate property.
- The service is tailored to the specific needs of the U.S. Company.

Diplomatic Advocacy

- For Foreign Government-Funded projects
- Free, but must apply and be approved

www.export.gov

- U.S. Government export portal
 - Links to all trade promotion agencies
 - Trade statistics
 - Export Regulations
 - Advocacy Services

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The TCC is your one-stop shop for getting U.S. government assistance in resolving the [trade barriers](#) or [unfair situations](#) you encounter in foreign markets.

For more information about the Trade Compliance Center, see our list of [Frequently Asked Questions \(FAQs\)](#) or [Contact the TCC](#).

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