

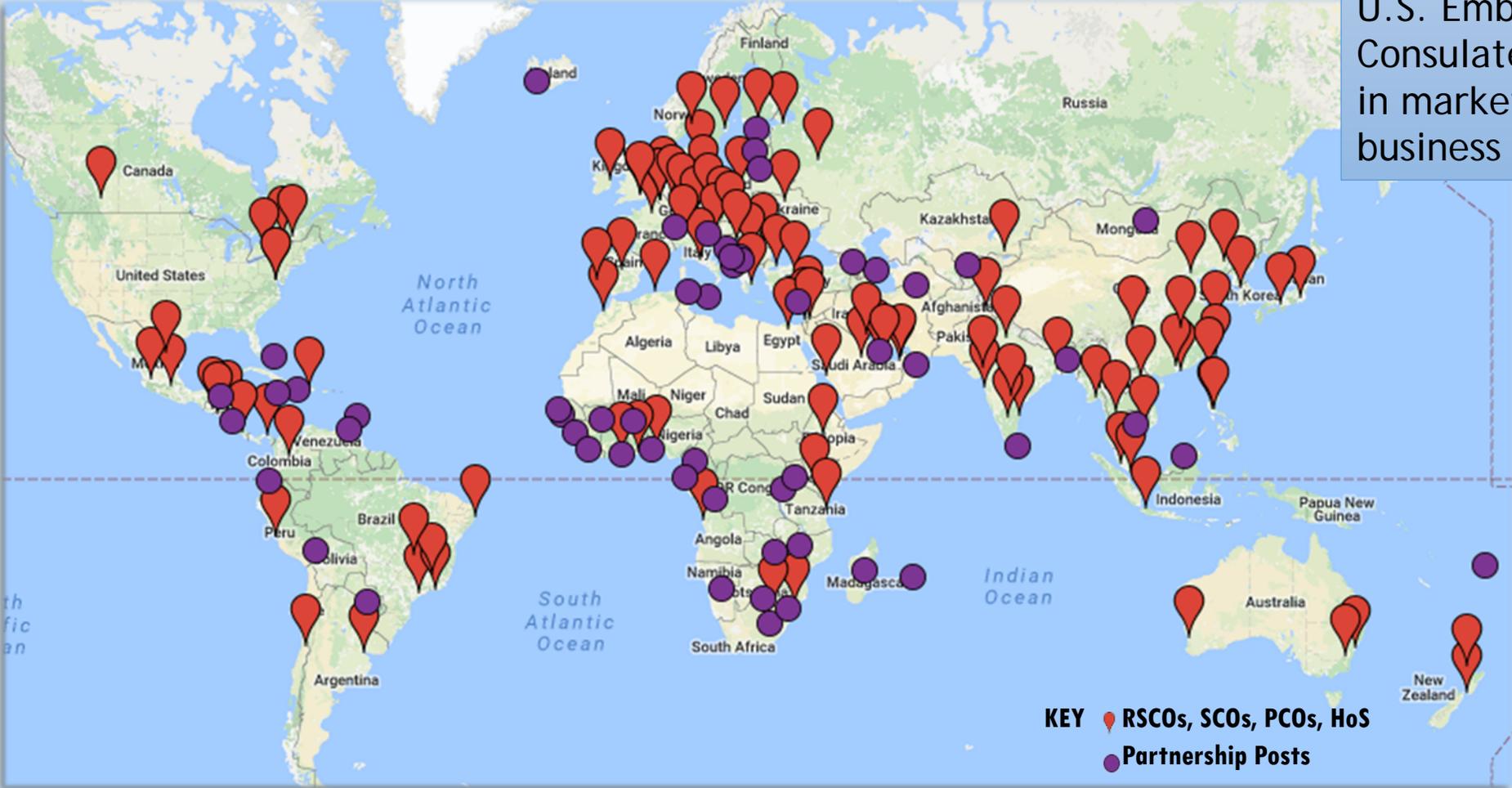
# Leap into Greater Export Success!



The World is Open for Your Business

# U.S. Commercial Service Global Presence

Overseas, we're part of U.S. Embassies and Consulates worldwide; in markets where U.S. business needs us most.



# U.S. Commercial Service Domestic Presence



We have over **100** Export Assistance Offices in the United States.

# U.S. Commercial Service Office Map



Learn the status of our offices world wide on our [interactive map](#).

Map legend:

-  Light green - Open Office (providing virtual services with limited delays)
-  Yellow - Open (providing virtual services with significant delays)
-  Red - Closed
-  Grey - Vacant / Unstaffed
-  White - Other / No data



## 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 80 countries 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 lucrative opportunities and increase your bottom line.

## Our Services



### Export Counseling

- Develop effective market entry and sales strategies.
- Understand export documentation requirements and import regulations of foreign markets.
- Navigate 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

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

# State & Local Partnerships

[Small Business Administration](#)

[MidAtlantic District Export Council](#)

[World Trade Centers](#)

[Food Export USA](#)

[City of Philadelphia](#)

[U.S Export Import Bank](#)

[State of Pennsylvania](#)

[Port Authorities](#)

[Small Business Development Centers](#)

[State of Delaware](#)

[DVIRC](#)

[DEMPEP](#)

## Upcoming Events

Date	Location	Event
June 30th	Virtual	Great British-American Quizzo
July 9th	Virtual	Access a World of Untapped Opportunities - Pursuing Multilateral Development Bank Projects
Sept. 29-Oct 1	Pennsylvania	Shale Insight Conference
Tuesday and Thursday	Virtual	Office Hours - Connecting You to Answers





# We are Here to Help!

## U.S. Commercial Service Philadelphia

1617 JFK Blvd. Suite 1580  
Philadelphia, PA 19103  
(215) 597-6101

### Iris Kapo

Senior International Trade Specialist

[Iris.kapo@trade.gov](mailto:Iris.kapo@trade.gov)

215.597.6127

Healthcare, Education, Machinery, Entertainment

### Ali Natale

International Trade Specialist

[Alexandra.Natale@trade.gov](mailto:Alexandra.Natale@trade.gov)

215.597.0014

Agribusiness, Textiles, Chemicals, Automotive,  
Consumer Goods

### Tony Pu

Senior International Trade Specialist

[Tony.Pu@trade.gov](mailto:Tony.Pu@trade.gov)

215.597.6120

Information & Communication Tech, Financial Services,  
Safety & Security, Energy, Environmental Technology

### Nasim Sadr-Fala

International Trade Specialist

[Nasim.Sadr-Fala@trade.gov](mailto:Nasim.Sadr-Fala@trade.gov)

215.597.6128

Aerospace & Defense, Design & Construction,  
Office & General services, Packaging Industries

### Antonio Ceballos

Director

[Antonio.Ceballos@trade.gov](mailto:Antonio.Ceballos@trade.gov)

215.597.7141



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

# Increasing Jobs at Home by Growing Exports

# U.S. Commercial Service Overview



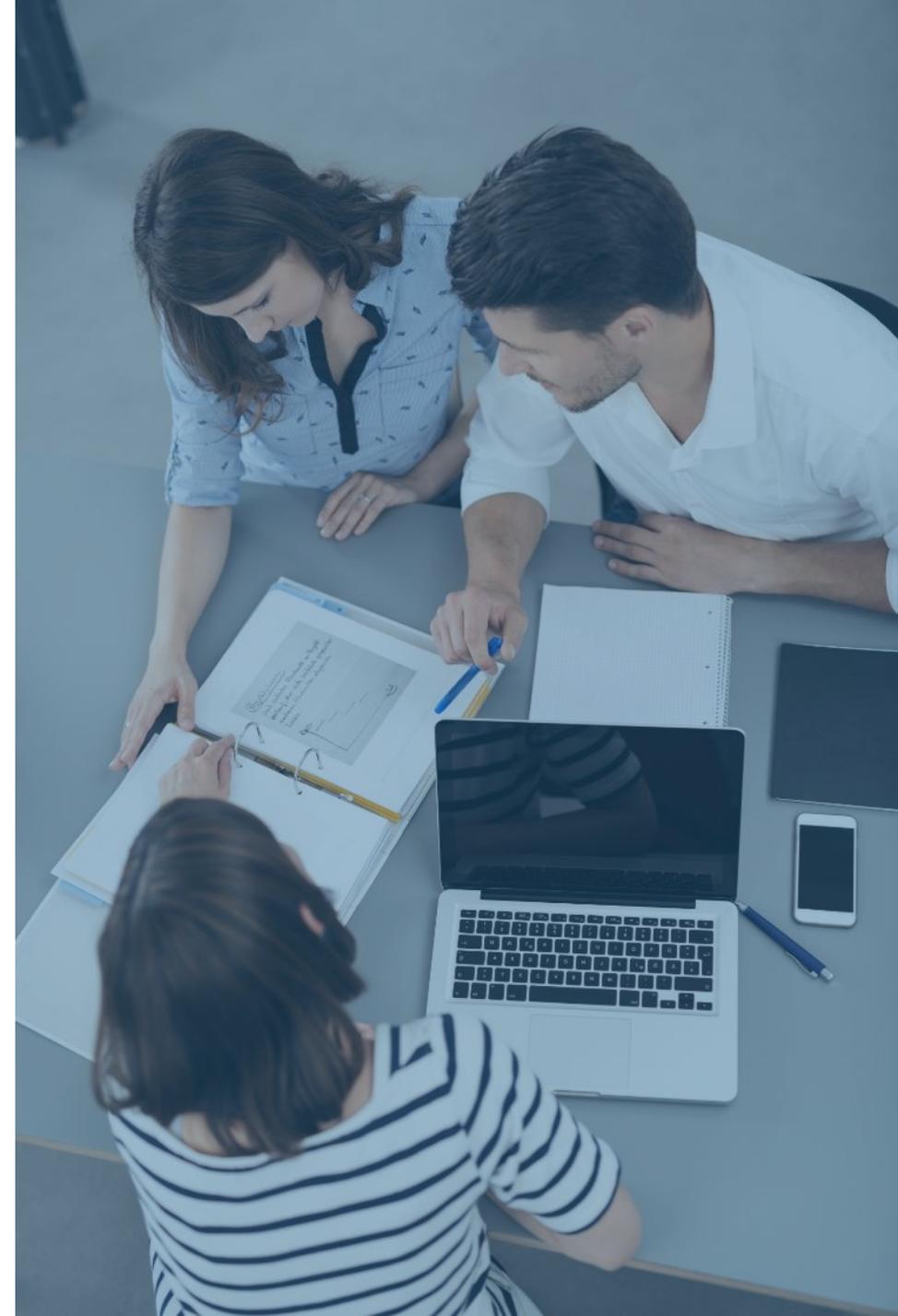
# Export Counseling

## **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 dispute resolutions, 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.





# 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 (+ Virtual Introductions)

Provides U.S. firms with a list of up to five 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.





# 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.

## 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.

## 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.

## 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 collected.

# Germany

## Germany Commercial Guide

Doing Business in ▾

Political & Economic Environment ▾

Selling US Products & Services ▾

Leading Sectors for US Exports & Investments ▲

Healthcare

Education and Training

Advanced Manufacturing

Aerospace/Defense/Security

Smart Cities

Agricultural Sectors

Information and Communications

Technology

Travel and Tourism

Customs, Regulations & Standards ▾

Investment Climate Statement ▾

Trade & Project Financing ▾

Business Travel ▾

## Leading Sectors for US Exports & Investments

This is a best prospect industry sector for this country. Includes a market overview and trade data.

Last published date: 2019-10-13

### Germany - Aerospace/Defense/Security

This is a best prospect industry sector for this country. Includes a market overview and trade data.

LEARN MORE



### Germany - Education and Training

This is a best prospect industry sector for this country. Includes a market overview and trade data.

LEARN MORE



### Germany - Smart Cities

This is a best prospect industry sector for this country. Includes a market overview and trade data.

LEARN MORE



### Germany - Agricultural Sectors

This is a best prospect industry sector for this country. Includes a market overview and trade data.

LEARN MORE



### Germany - Information and Communications Technology

This is a best prospect industry sector for this

### Germany - Travel and Tourism

This is a best prospect industry sector for this country. Includes a market overview and trade data.

## Germany's Leading Sectors

# Market Diversification Tool

## Find new international markets for your business.

ITA can help your business navigate the global market.

Get Started

### Data for Calculation

#### Products ⓘ

Enter the 6-digit [Harmonized System](#) numbers, separated by commas.

#### Current Markets

Enter the markets to which you currently export.

#### New Markets

Enter the market(s) where you are interested in exporting.

- Search All (Regions & Countries)
- Specific Regions (Latin America, Pacific Rim, etc.)
- Specific Countries

#### Zip Code

Enter your company's zip code.

#### Results

Limit the results.

- Display top 10 results
- Display top 25 results
- Display top 50 results
- Display all results

Submit

# Top Market Reports

## TOP MARKETS SERIES



The International Trade Administration's *Top Markets Series* is meant to help exporters determine their next export market by comparing opportunities across borders. Each report ranks *future* export opportunities within a particular industry based on a sector-specific methodology. The reports provide a detailed assessment of the competitiveness landscape within a sector, as well as the opportunities and challenges facing U.S. exporters in key markets. Each report is available for download. Interested exporters can also download or view individual case studies within larger reports.

- |   |   |
|---|---|
|  Agricultural Equipment (2017)                         |  Industrial Automation (2016)                  |
|  Aircraft Parts (2017)                                 |  Manufacturing Technology (2016)               |
|  Automotive Parts (2017)                               |  Media and Entertainment (2017 Update)         |
|  Building Products and Sustainable Construction (2017) |  Medical Devices (2016)                        |
|  Civil Nuclear (2017)                                  |  Oil and Gas Equipment (2017)                  |
|  Cloud Computing (2017)                               |  Pharmaceuticals (2016)                       |
|  Cold Supply Chain (2017)                            |  Recreational Transportation (2018 update)   |
|  Construction Equipment (2016)                       |  Renewable Energy (2016)                     |
|  Defense Products (2016)                             |  Renewable Fuels (2016)                      |
|  Education (2016)                                    |  Semiconductors and Related Equipment (2017) |
|  Environmental Technologies (2017)                   |  Smart Grid (2018)                           |
|  Financial Technology (2016)                         |  Technical Textiles (2017)                   |
|  Franchising (2016)                                  |  Travel and Tourism (2015)                   |
|  Health IT (2017)                                    |   |



# Commercial Diplomacy

## Advocacy Center

The Advocacy Center coordinates U.S. Government advocacy efforts for U.S. companies bidding on public-sector contracts with overseas governments and government agencies. The Center helps to ensure that sales of U.S. products and services have the best possible chance competing abroad. U.S. Government advocacy assistance can help U.S. companies overcome trade barriers, bureaucratic problems, and unfair trading practices; level the playing field to ensure that your company has the best possible chance to win foreign government contracts; and settle payment disputes with foreign companies.

## 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 remove unfair foreign government-imposed trade barriers.

## **Trade Dispute Resolution**

We can help you resolve common trade disputes like customs issues. We engage directly with foreign governments to advance and protect your business interests and help your company overcome barriers to trade.





# Additional Virtual Services

## Virtual Fair Events

Provide a group of U.S. entities within certain industry sectors with an opportunity to promote their products/services to potential partners live via a webinar platform coordinated through CS.

## Virtual Introductions

Provides U.S. companies with a virtual introduction via conference call or email to a foreign buyer/partner that they have pre-identified.

## Webinars

Join live briefings with global trade professionals and industry experts without ever leaving your office, including the opportunity to raise your own questions and to hear what is on the minds of other businesses. Webinar participants learn how to start or increase international sales and get valuable information on countries and industries of interest

## Official Letter

Helps U.S. companies comply with local regulatory requirements that must be followed to conduct business in certain foreign countries (i.e. Colombia, and Thailand).



## Contact Lists

Provides U.S. firms with a contact list of 5 to 10 agents, distributors and partners in a foreign market. Information reviewed for accuracy only; does not assess interest in client's products.





# Results for U.S. Small Businesses

Exporting can be profitable for businesses of all sizes.

A blue-tinted background image showing a business meeting. In the foreground, a hand holds a pen over a document with a line graph. In the background, another person's hands are visible near a laptop and a calculator. The overall scene is professional and focused on data analysis.

# \$2 Million

Average annual revenue increase reported by CS clients last year.

A person wearing a denim shirt is sitting at a wooden table in a warehouse or office setting, using a handheld device to scan or track a box. The background shows several cardboard boxes and a window. The entire image has a blue overlay.

# Companies that export, grow faster.

8.5% are less likely to go out of business.



# Delaware Impact

Investing in exports means more Delaware jobs.



**25,000 Jobs**

Supported by exports from Delaware companies.



**1,205 Companies**

In Delaware sell to customer's all over the world.



**89 Percent**

Of Delaware exporters are small or medium sized companies.



**\$4.4 Billion**

Goods exports from Delaware in 2019.



# Pennsylvania Impact

**Investing in exports means more Pennsylvania jobs.**



**176,514 Jobs**

Supported by exports from Pennsylvania companies.



**12,776 Companies**

In Pennsylvania sell to customer's all over the world.



**89 Percent**

Of Pennsylvania exporters are small or medium sized companies.



**\$42.5 Billion**

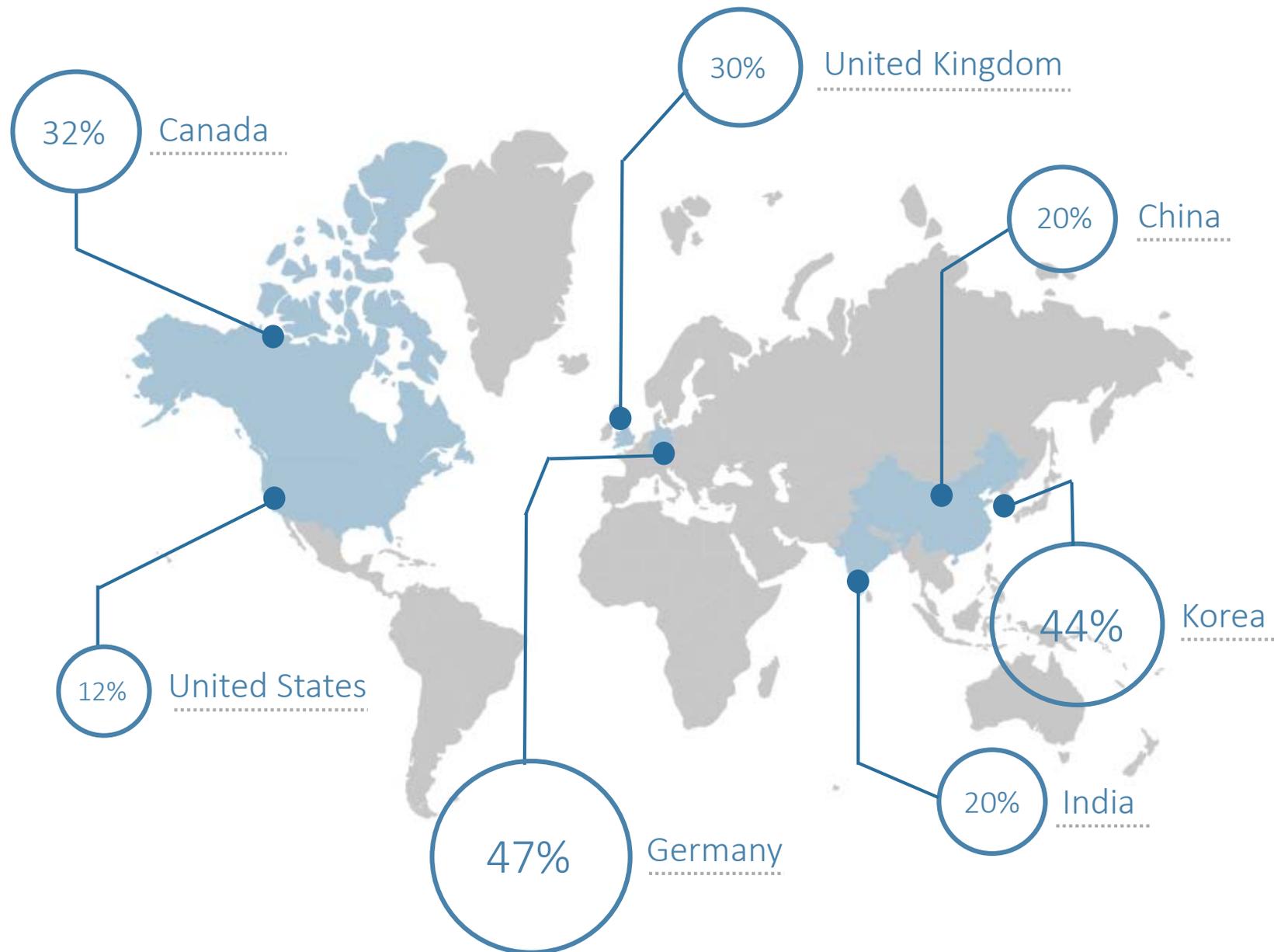
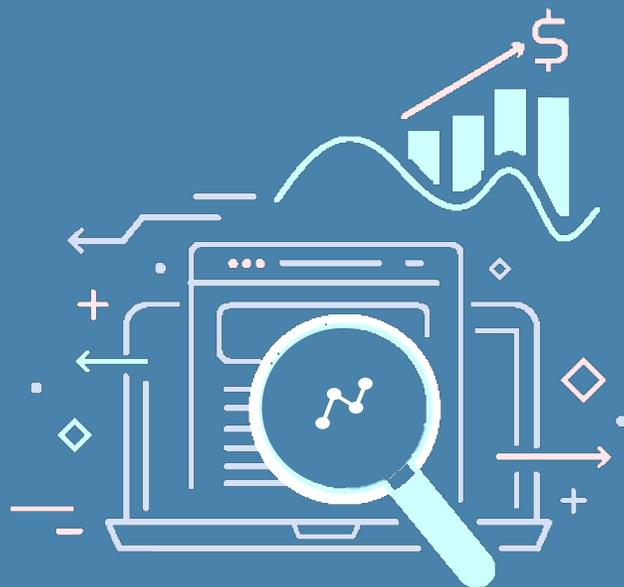
Goods exports from Pennsylvania in 2019.

# Why Exports Matter

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

With only 12% of our GDP generated by exports...

It's safe to say we have a lot of room for growth.



Exports of goods & services (% GDP)

Source: WorldBank 2017

| The U.S. Commercial Service works to fill that space. Here's how:

# 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 80 countries 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 background is a dark blue gradient. On the left side, there is a stack of shipping containers in various shades of blue and teal, arranged in a perspective view. On the right side, there is a faint, stylized world map with a grid of dashed lines and small square markers at the intersections.

# 33,000 Exporters

The number of U.S. export clients assisted last year.  
80% small and medium size businesses.



# 2.6 Million Jobs

Supported by U.S. exports and foreign direct investment and more than \$467 billion in exports since 2010.



# Return on Investment

For every \$1 allocated to the Commercial Service, about \$392 returns to the U.S. economy.



# We are Here to Help!

## **U.S. Commercial Service Philadelphia**

1617 JFK Blvd. Suite 1580  
Philadelphia, PA 19103  
(215) 597-6101

### **Iris Kapo**

Senior International Trade Specialist  
[Iris.kapo@trade.gov](mailto:Iris.kapo@trade.gov)  
215.597.6127

Healthcare, Education, Machinery, Entertainment

### **Tony Pu**

Senior International Trade Specialist  
[Tony.Pu@trade.gov](mailto:Tony.Pu@trade.gov)  
215.597.6120

Information & Communication Tech, Financial Services,  
Safety & Security, Energy, Environmental Technology

### **Ali Natale**

International Trade Specialist  
[Alexandra.Natale@trade.gov](mailto:Alexandra.Natale@trade.gov)  
215.597.0014

Agribusiness, Textiles, Chemicals, Automotive,  
Consumer Goods

### **Nasim Sadr-Fala**

International Trade Specialist  
[Nasim.Sadr-Fala@trade.gov](mailto:Nasim.Sadr-Fala@trade.gov)  
215.597.6128

Aerospace & Defense, Design & Construction,  
Office & General services, Packaging Industries

### **Antonio Ceballos**

Director  
[Antonio.Ceballos@trade.gov](mailto:Antonio.Ceballos@trade.gov)  
215.597.7141