



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

# America's Export Experts

## 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.

## Company Background

- Small family-owned company that is in the third generation.
- Developed a system to scan the bed of a truck and the customer can custom design their truck bed liner.
- Currently selling to auto dealers and distributors here domestically.
- Have reactively sold internationally through single orders placed on their website.
  - Those orders are Ex Works, Cash in Advance
  - Do not have an export compliance plan in place
- Would like to exhibit at SEMA (Specialty Equipment Market Association).

## *Bud's Truck Beds*





# 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. businesses 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

## Market Diversification Tool

The Market Diversification Tool can help identify potential new export markets using your current trade patterns. Based on the products you export and the markets you currently export to, the tool uses an algorithm to rank potential markets you may want to consider as future export markets.

## 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.



# Virtual Business Matchmaking

## **International Partner Search**

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 MS Teams or teleconference to the identified contacts also available.

## **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 promotion may consist of a 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.

## **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.



## 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. This past year our event was held virtually. This program brought together international executives across multiple advanced manufacturing/smart technology industries, including automotive, aerospace, and energy storage. Through participation in the virtual matching forum, companies had the opportunity to explore new business partnerships with U.S.-based CEOs/presidents, sales and supply chain representatives and business development managers who are seeking to expand their international distribution and/or develop joint venture opportunities



## Virtual Trade Events

### Virtual International Trade Shows

Certified trade fairs feature a U.S. Pavilion and represent a U.S. Department of Commerce endorsement, ensuring 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 foreign buyers, agents, and industry representatives. Other services include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.

**Automotive Market Snapshot**  
INDIA

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

October 2020

The Indian automotive industry has been undergoing a slump since the beginning of 2018. The regulatory and policy measures introduced by the Government of India such as demonetization, General Services Tax (GST), adoption of BSVI standards (equivalent to EUROVI), and the push for electric vehicles are primary factors that have attributed to the poor performance of the industry. The outbreak of Covid-19 since early January 2020 has further impacted the entire spectrum of the Indian automotive industry.

India has a very diverse economy, but the recent protectionist measures and the self-reliance initiatives promoted by the Government of India have stalled the country from moving towards an open-market economy.

With a population of over 1.3 billion, India's growth is largely due to the mass of its prime working-age population, corresponding low dependency ratio, and healthy savings. The population distribution in India is grouped as follows: 0-14 years (children) - 26.31 percent, 15-24 years (early working age) 17.51 percent, 25-54 years (prime working age) 41.56 percent, 55-64 years (mature working age) 7.91 percent, 65 years and over (elderly) 6.72 percent. India has also hugely capitalized on its large educated English-speaking population.

...due to the introduction of "demonetization" in 2016 and the ... the industries including ... mobile



## Results and Future Plans...



## Expansion into South Korea





# Your Local Office

## Meet Your CS Wisconsin Team



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