

Export Counseling and Assistance:

International Trade Specialists at U.S. Export Assistance Centers (USEACs) around the United States work with companies to offer a unique link to overseas market information, contacts, and trade expertise. In addition, USEACs work closely with an array of experienced international business partners, including other federal export agencies, state and local organizations, and private sector partners. Through this network, USEACs provide:

- Export finance counseling
- Market research
- Trade contacts
- Trade promotion events and programs
- Advocacy on international contracts
- Info on export documentation and licensing

The U.S. Export Assistance Centers provide a variety of programs and services to assist U.S. companies expand market opportunities abroad. The U.S. Commercial Service maintains offices in 70 countries and in over 100 U.S. cities. Export programs of the U.S. Department of Commerce are designed to help small and medium size export ready companies.

Export Finance Counseling and Assistance:

The U.S. Small Business Administration (SBA) and the Export-Import (EXIM) Bank of the U.S. both offer assistance and programs for loans that are used to finance exports. For SBA export loan assistance, call the SBA International Finance Specialist at 504-589-2757 or email: carlos.sosa@sba.gov. For Export-Import Bank loan assistance, call the EXIM Business Development Officer at 214-551-4959 or email: kelly.kemp@exim.gov.

Export Seminars:

USEACs sponsor seminars, workshops, and breakfast or luncheon briefings on the aspects of international trade.

Trade Information on the Internet:

The International Trade Administration (ITA) of the U.S. Department of Commerce provides a myriad of information free of charge on its Internet site. Log on to the Internet at www.ita.doc.gov for information on programs and assistance available from ITA.

Partner Organizations:

U.S. Export Assistance Centers work with federal, state, public and private organizations located throughout the state on export-related programs, such as matchmaking, counseling, business incentives, seminars, and workshops. To learn more about the partner organizations, call a local USEAC, or visit the USEAC web pages located at www.buyusa.gov.

Monthly Newsletter:

In cooperation with the World Trade Center of New Orleans and the Louisiana Office of International Trade, the New Orleans USEAC publishes the *Louisiana International Trade Bulletin*, a free monthly newsletter that includes information on the latest trade developments and events. Access and subscribe to the newsletter via the Internet at www.wtcno.org.

District Export Council (DEC):

Some of the United States' most experienced export executives stand ready to advise local companies on export issues and international market development. District Export Council members are seasoned international traders appointed to the organization by the U.S. Secretary of Commerce. Representatives of established businesses may receive consulting from DEC members at no charge. District Export Councils also sponsor local international trade events. Log on to www.ldec.org for information.

Featured U.S. Exporters:

Featured U.S. Exporters (or FUSE) is a directory of U.S. businesses featured on U.S. Commercial Services websites around the world. It gives your company an opportunity to target specific markets in the local language of business. Listings are offered to qualified U.S. exporters seeking trade leads or representation in over 50 markets around the world. For more information, go to: <http://www.buyusa.gov/home/fuse.html>



"YOUR GLOBAL BUSINESS PARTNER"

"YOUR GLOBAL BUSINESS PARTNER"



EXPORT ASSISTANCE
Provided by
U.S. Export Assistance Centers

New Orleans U.S. Export Assistance Center
500 Poydras Street, Room 1033
New Orleans, Louisiana 70130
Tel: (504) 589-6546; Fax: (504) 589-2337
E-mail: Office.NewOrleans@trade.gov

Web sites:
www.export.gov
www.buyusa.gov/neworleans

Staff:
Donald van de Werken, Director
Jesse Lapiere, Commercial Officer
Delilah DeSouza, International Trade Specialist
Brie Knox, International Trade Specialist
Jean Collins, Export Assistance Specialist

Identifying Potential Export Markets and Promoting U.S. Products or Services Abroad:

BuyUSA.com:

BuyUSA.com is an Internet marketplace allowing U.S. companies, especially small to mid-size firms, to find and build long-term relationships with international businesses and to complete export transactions. BuyUSA.com provides subscribers instant access to qualified foreign distributors, buyers, and trade leads. Qualified subscribers must be U.S. firms that have been in business for at least one year and represent products and/or services comprised of at least 51% U.S. content. Log on to www.BuyUSA.com for details.

Catalog Exhibitions:

These events display a U.S. firm's product catalogs in several markets within a region. Commercial Service staff and representatives from state development agencies present the catalogs to hundreds of interested business prospects abroad and send the trade leads directly to participants.

Commercial News USA:

A U.S. Commerce Department export-marketing magazine disseminated worldwide to screened agents, distributors and buyers. It is also sent out via the Internet to online subscribers. Details are available at www.export.gov/cnusa.

Country Commercial Guides:

Comprehensive reports on doing business in a particular country. Available for over 100 countries, the Guides include best prospects for U.S. products and services, marketing issues, economic and political trends, trade regulations and standards, and investment climate.

Customized Market Analysis/Flexible Market Research:

Custom-tailored market assessment on your specific product or product line. The market research provides information on product sales potential, competitors, distribution channels, pricing of comparable products, potential buyers, marketing venues, regulations, and joint venture possibilities.

Gold Key Service & Video Gold Key Service:

Under this program, Commercial Service overseas staff set up appointments with interested and

qualified agents and/or buyers prior to the U.S. business.

Gold Key Service & Video Gold Key (continued): traveler's arrival in the overseas city. Travel value is maximized because the business traveler gains on-the-spot market insight and counseling from the in-country Commercial Specialists. Other services such as interpreters may be arranged if needed. Video Gold Key works the same way as the regular Gold Key except that meetings are held via video teleconference.

International Buyer Program:

The International Buyer Program supports selected leading U.S. trade shows and recruits foreign buyers and distributors to attend the event. At the show, the U.S. Commercial Service works to put exhibiting U.S. firms in touch with the international visitor.

International Company Profile (ICP):

The ICP portrays the reliability of a prospective trading partner. Information provided includes type of organization, year established, size, general reputation, sales, principal owners, and trade references with recommendation from on-site commercial officers as to the foreign company's suitability as a trading partner. Clients may request answers to detailed questions about overseas companies on a variety of issues. Since the ICP program is not available in all countries, a list of private sector providers is available from USEACs.

International Market Research Reports:

A variety of reports prepared by U.S. Commercial Service overseas staff covering international markets for specific product lines, industry sectors, and major projects. Reports include market size and outlook, competitive and end-user analysis, and market entry strategies.

International Partner Search (IPS):

The IPS promotes U.S. exports by helping U.S. firms gain effective representation abroad. In each target market, the post conducts a personalized search to select the most promising prospects for the U.S. firm. The post initially screens the possible agents, distributors, joint venture partners, manufacturer's partners, franchisees, licensees or strategic alliance partners, then directly contacts the

top prospects to review the U.S. firm's marketing objectives for its product or service.

Matchmaker Trade Delegations:

The U.S. Commercial Service matches U.S. mission participants with prospective agents, distributors or buyers abroad. The overseas staff screens the contacts and handles all event logistics. U.S. firms visit the designated countries with the delegation, receive in-depth market and finance briefings, and pre-screened business appointments.

National Trade Data Bank (NTDB):

The NTDB is a source for federal international trade information. It contains over 190,000 trade-related documents, including market research, statistics, trade contacts, country guides, and more. It is available at federal depository libraries, may be purchased on CD-Rom or accessed through subscription on the Internet at www.stat-usa.gov.

Platinum Key Service (PKS):

U.S. firms receive comprehensive, customized support on a range of issues on which the company needs longer-term, sustained assistance. Assistance is tailored to the client's needs and can include identifying markets, launching products, developing major project opportunities, providing government tender support, helping to reduce market access barriers, and assistance on regulatory or technical standards matters. Ongoing service is available for six months, one year, or a specified timeframe based on the mutually agreed upon scope of work.

Showtime:

Showtime helps U.S. companies identify additional high-potential product markets while attending major Trade Shows. During the trade show, clients have the opportunity to meet with Commercial Service specialists from various countries to receive one-on-one counseling sessions on exporting to those markets.

Trade Opportunity Program (TOP):

TOP leads are timely sales leads from international firms seeking to buy or represent U.S. products or services. The leads are distributed electronically through www.stat-usa.gov by the U.S. Department of Commerce. They also are listed in various news publications.

