

Export Seminar 2021

session 1: Introduction

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U.S. Commercial Service

U.S. Commercial Service



The U.S. Commercial Service is part of the U.S. Department of Commerce, an agency of the United States government.

Trade specialists in over 100 U.S. cities and 70 countries worldwide...



Our mission:

- ▶▶ To promote the export of goods & services from the United States, particularly by small and medium-sized businesses
- ▶▶ To represent U.S. business interests internationally
- ▶▶ To help U.S. businesses find qualified international buyers, distributors and agents

We Work to Connect You with the Right Opportunities Abroad



U.S. Commercial Service Business Approach



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

What we can provide



- Free market research
 - Trade and market data
 - Export Regulations and Product Standards
- Company-specific market intelligence
 - ▶▶ Obtain high-quality market information on the marketability and sales potential for your products and services. we use our network of international contacts to interview potential partners and get appropriate feedback for your firm.
- Assistance finding buyers
 - ▶▶ List of potential buyers
 - ▶▶ Pre-screened appointment schedule arranged for you before you travel overseas
 - ▶▶ Customized market and industry briefings with our local trade specialists
 - ▶▶ Timely and relevant market research
 - ▶▶ Post-meeting debriefing with our trade specialists and assistance in developing appropriate follow-up strategies

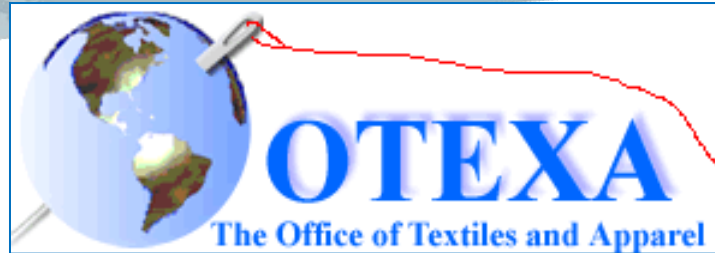
Due Diligence



International Company Profile

- We can provide:
- A detailed credit report on a prospective overseas sales representative or partner
- A listing of the company's key officers and senior management
- Banking and other financial information about the company
- Market information, including sales and profit figures, and potential liabilities
- The U.S. Commercial Service will also provide you with an opinion as to viability and reliability of the overseas partner

OTEXA OVERVIEW



- ✓ Compiles industry data
- ✓ Conducts research and analysis
- ✓ Assists in trade negotiations
- ✓ Promotes U.S. textile and apparel companies at trade events
- ✓ Develops supply chain and sourcing strategies
- ✓ Executes U.S. textile and apparel trade policy
- ✓ Works to improve exports of U.S. textile and apparel companies in overseas markets
- ✓ Evaluates the current state of the domestic fiber, textile and apparel industries, and the impact of import competition
- Develops programs and strategies to improve the domestic and international competitiveness of the U.S. fiber, textile and apparel industries



Selling Overseas: what should fashion exporters know



- Size of the market
 - National income (GDP) and growth, GDP per person, total apparel imports of that country, total retail sales and consumer spending
- U.S. market penetration
 - Total US apparel exports and per category
- Labeling requirements
 - Local language, fiber content, care instructions
- Duties and taxes
 - Punitive duties against products made in China and made in USA
- Licensing requirements
 - U.S. Wildlife Service 1-800-344-9453
 - Local country requirements
- IPR protection
 - First to file system in most of the rest of the world; varying timeframes for use; varying allowances for grey market entry
- Temporary entry and exit procedures
- Overall economic conditions in the target country or region
 - Is there a financial crisis or one looming

What this series will cover



- Trade data resources
- U.S. Free Trade Agreements
- Regulations and taxes
- eCommerce
- Identifying potential buyers and best practices when entering a new market



Thank you!

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thank you!