



# *How To Identify Potential International Markets For Your Products and Services?*

**Dr. Abdul Quader Shaikh**  
**Senior International Economist**  
**U.S. Department of Commerce**  
**1-800-USA-TRAD(E)**  
**[www.export.gov](http://www.export.gov)**



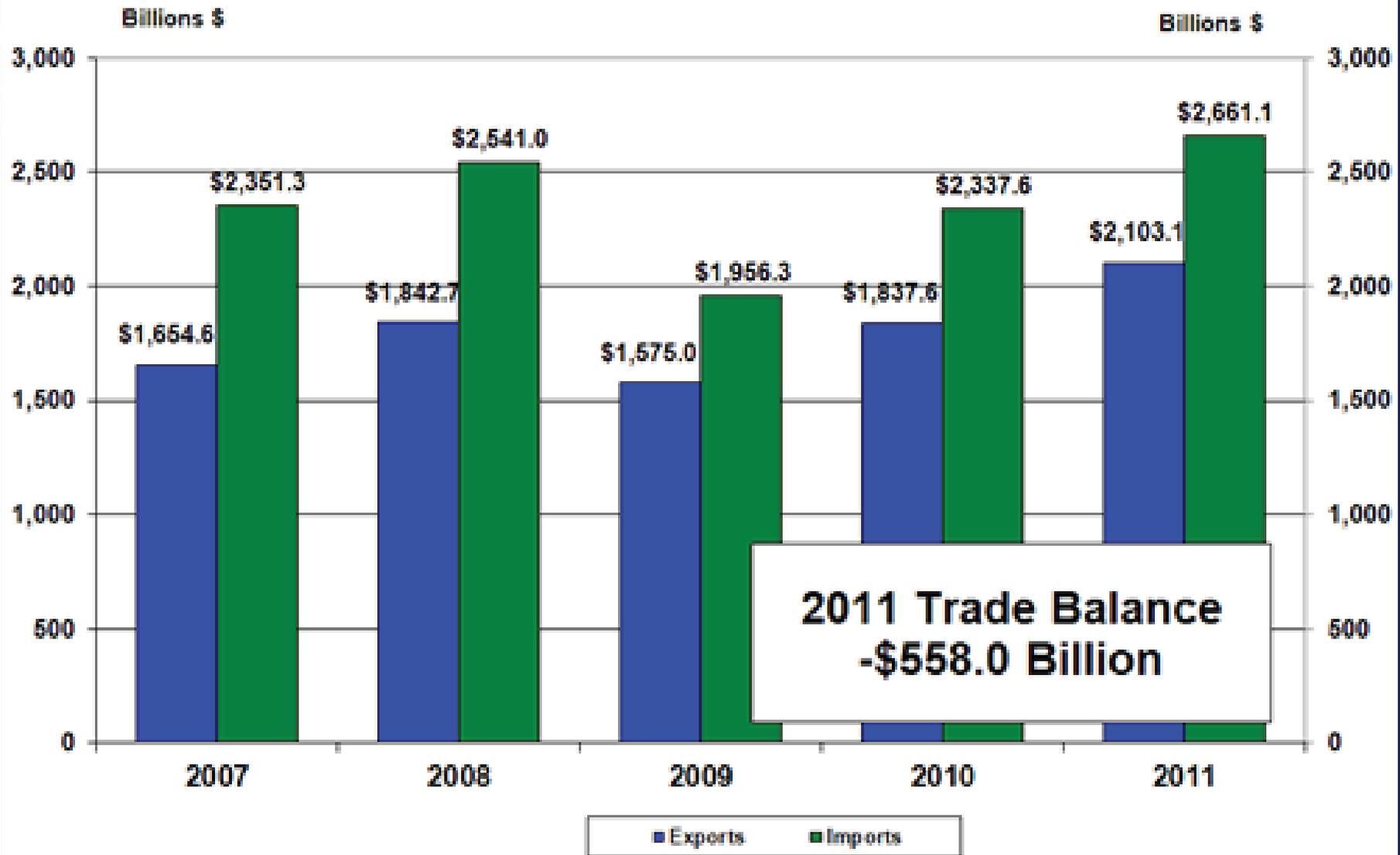
# The National Export Initiative (NEI)

- President Obama initiated the NEI to double exports over the next five years that will support two million American jobs
- The U.S. & Foreign Commercial Service wants to work with you to help generate exports and it will also help your business grow and prosper.
- Commercial Service assisted last year more than 18,000 American companies. Of this approximately 5,500—nearly 30 percent assisted—reported having achieved a milestone by exporting for the first time, entering a new market.

# Where Does U.S. Trade Stand?

- 97% of U.S. exporters are SMEs
- Exports bring growth to U.S. companies
- U.S. sells more to its neighbors (Canada and Mexico)
- U.S. currently exports to 198 countries
- 2010 Total U.S. Exports \$1,832 billion and goods exports \$1,289 billion and services exports \$ 543 billion
- The total trade deficit in 2010 reached \$497 billion
- The 2011 international trade deficit increased 11.6 to \$558.0 billion. Exports rose 14.5 percent to \$2,103.1 billion, and imports increased 13.8 percent to 2,661.1 billion
- Exports account for 25% of economic growth

## U.S. International Trade in Goods and Services



# 2012 US Trade



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

---

- U.S. Goods, exports were \$1.664 trillion and imports were \$2.299 trillion with a goods deficit of \$735.7 billion – \$2.7 billion less than the 2011 deficit of \$738.4 billion.
- U. S services exports were \$632.3 billion and imports were \$437 billion with a services surplus of \$195.3 billion – \$16.8 billion more than the 2011 surplus of \$178.5 billion.
- As a percentage of the US gross domestic product, the deficit was 3.4 percent last year – down from 3.7 percent in 2011.

# 2011 US Trade



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

- Goods exports were \$1.5 trillion and imports were \$2.2 trillion, a deficit of \$737.1 billion – \$91.2 billion more than the 2010 deficit of \$645.9 billion.
- Services, exports were \$604.9 billion and imports were \$425.9 billion surplus of \$179 billion, which was \$33.2 billion more than the 2010 surplus of \$145.8 billion.
- As a percentage of the US gross domestic product, the goods and services deficit was 3.7 percent in 2011, up from 3.4 percent in 2010.

# U.S Total Exports



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

---

- The 2010 U.S. export-to-GDP ratio in current prices was 12.7 percent, somewhat less than Japan's (15.2 percent) and dramatically below Canada (29.4 percent) and Germany (46.1 percent).
- Of the U.S. companies that do export, 58 percent export to only one market.
- A total of 269,269 SMEs exported from the United States in 2009.
- SMEs accounted for 98 percent of all identified U.S. exporters, but just one-third of the total known merchandise export value in 2009.

# Who are exporters?

- Less than one percent of the 30 million companies in the United States export.
- Of these 280,000 companies, 58 percent export to only one market.
- The U.S. Commercial Service can help current exporters expand to new markets by identifying opportunities, developing strategies, and connecting them to vetted partners.

# Prospects for exports

- Ninety-five percent of the world's consumers live outside the United States.
- According to the World Bank, global trade is likely to more than triple by 2030, while the global economy is expected to grow from \$35 trillion in 2005 to \$72 trillion by 2030.
- The number of people considered “middle class” is expected to triple to 1.2 billion worldwide by 2030, fueled in large part by newly affluent consumers in China, India, and other developing economies.

# Why exports?



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

- More than 70 percent of the world's purchasing power is located outside of the United States. When we consider how best to grow your company and the U.S. economy and support American jobs, it makes sense to look at markets beyond our borders where demand is growing.



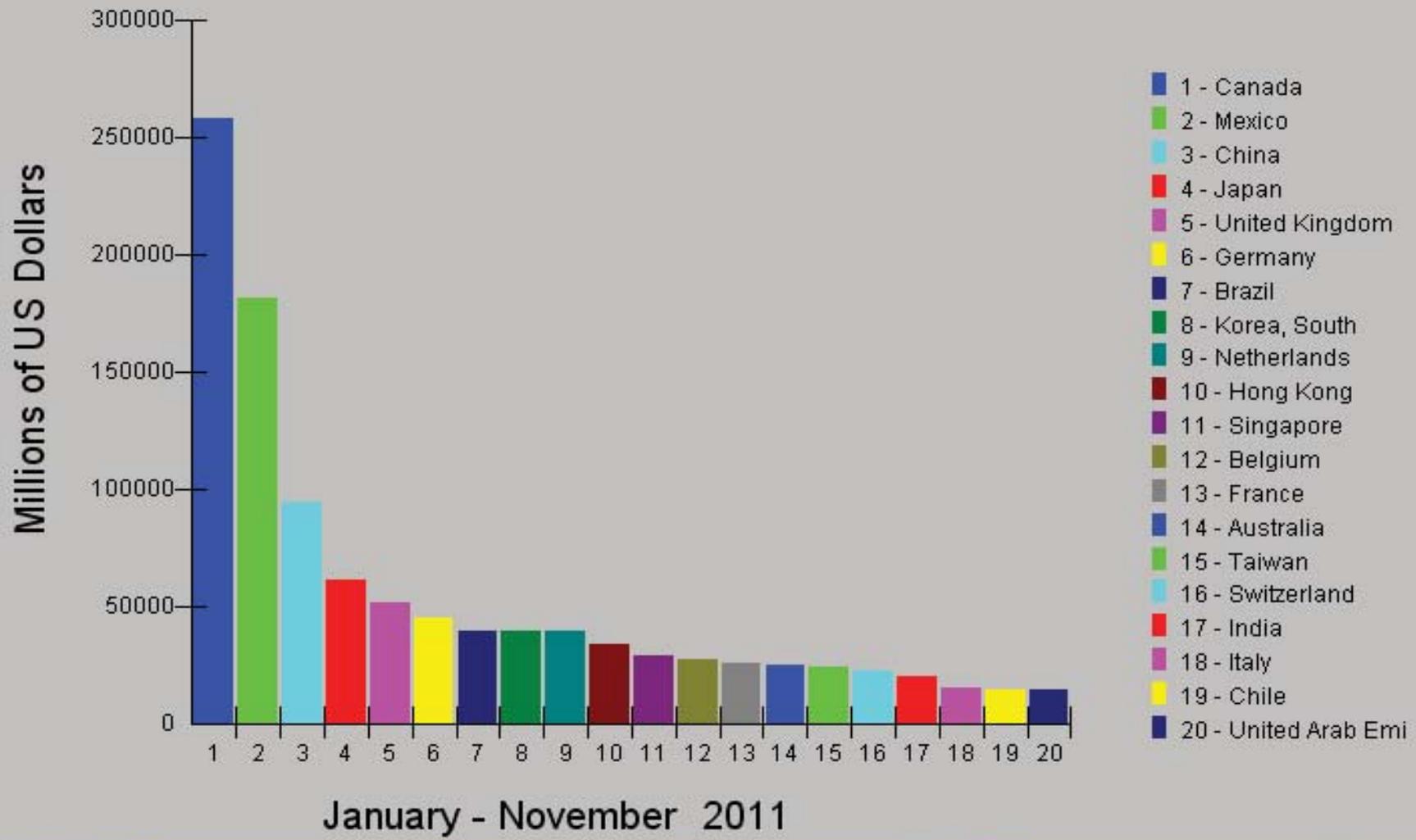
# What Are the Benefits of Exporting?

- 95% of consumers are outside of the United States
- Increase in sales and profits
- Expand existing products
- Stabilize fluctuations
- Use excess product capacity
- Gain Information on foreign markets

# The World Trade Atlas - Graph Facility

File Options Help

## United States - Exports by Country

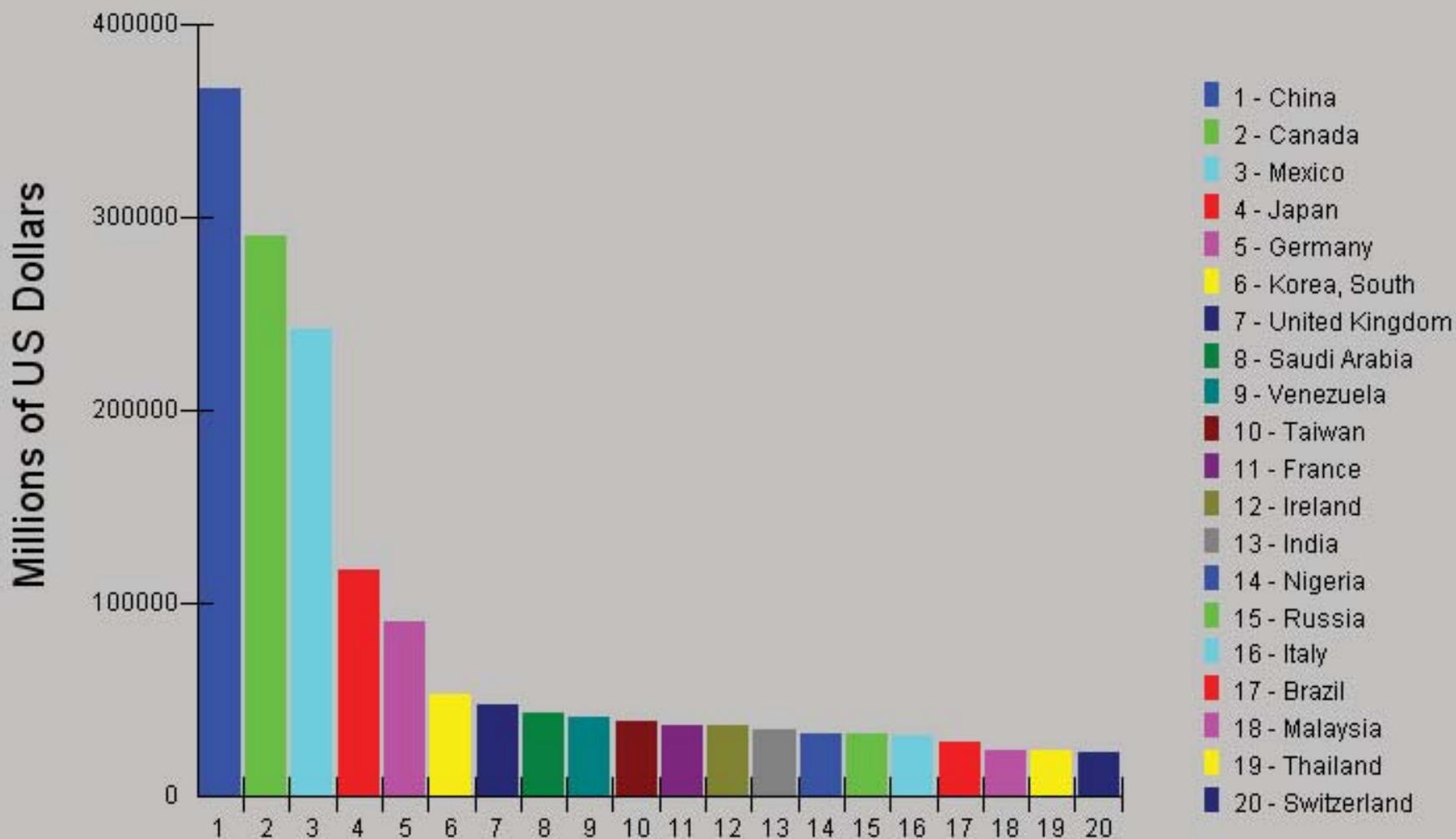


start

W.

5:59 PM

### United States - Imports by Country



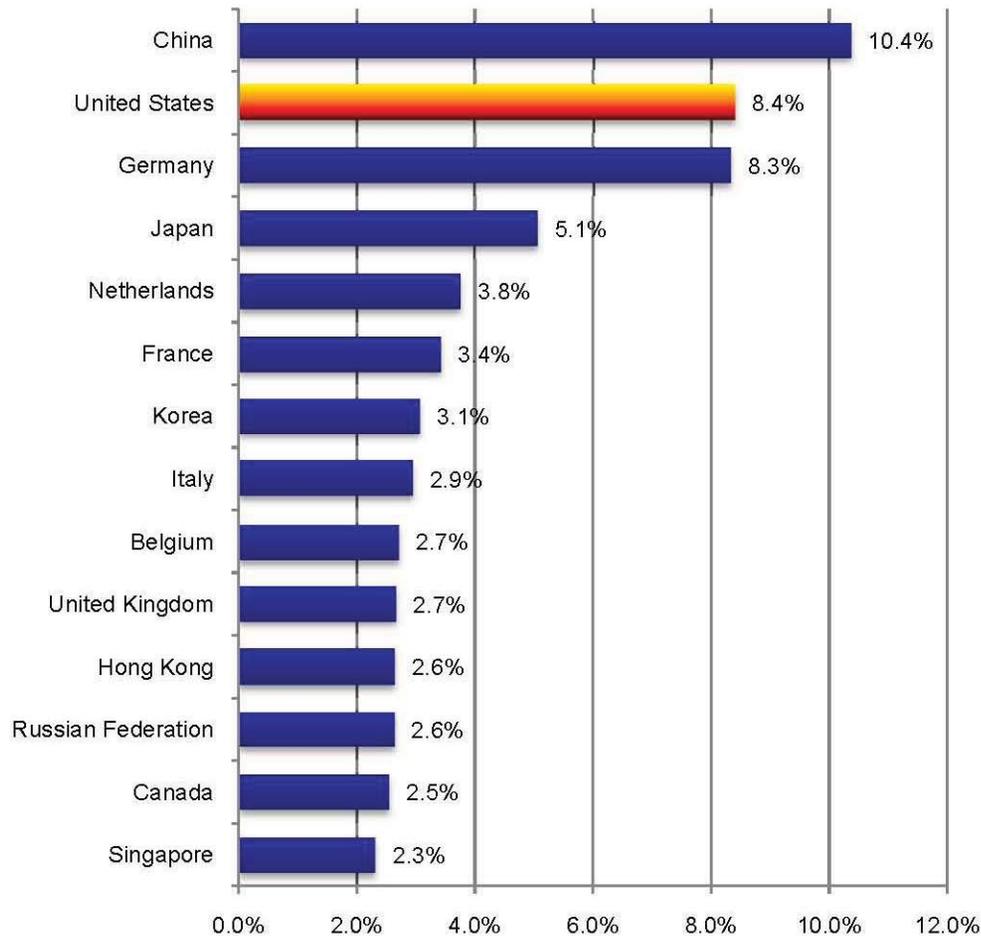
January - November 2011

		United States - Exports by Country		
		Millions of US Dollars		
Rank	Country	2008	2009	2010
0	-- World --	1287441.997	1056042.963	1277503.932
1	Canada	261149.834	204657.955	248194.089
2	Mexico	151220.056	128892.138	163320.752
3	China	69733	69497	91878
4	Japan	65142	51134	60545
5	United Kingdom	53599	45704	48497
6	Germany	54505	43306	48201
7	Korea, South	34669	28612	38844
8	Brazil	32299	26095	35357
9	Netherlands	39719	32242	34998
10	Singapore	27854	22232	29150
11	France	28840	26493	27010
12	Hong Kong	21499	21051	26569
13	Taiwan	24926	18486	26027
14	Belgium	28903	21608	25551
15	Australia	22219	19599	21803
16	Switzerland	22024	17504	20692
17	India	17682	16441	19223
18	Italy	15461	12268	14191
19	Malaysia	12949	10403	13982
20	Colombia	11437	9451	12044
21	United Arab Emirates	14417	12211	11638
22	Saudi Arabia	12484	10792	11591
23	Israel	14487	9559	11272
24	Chile	11857	9346	10871

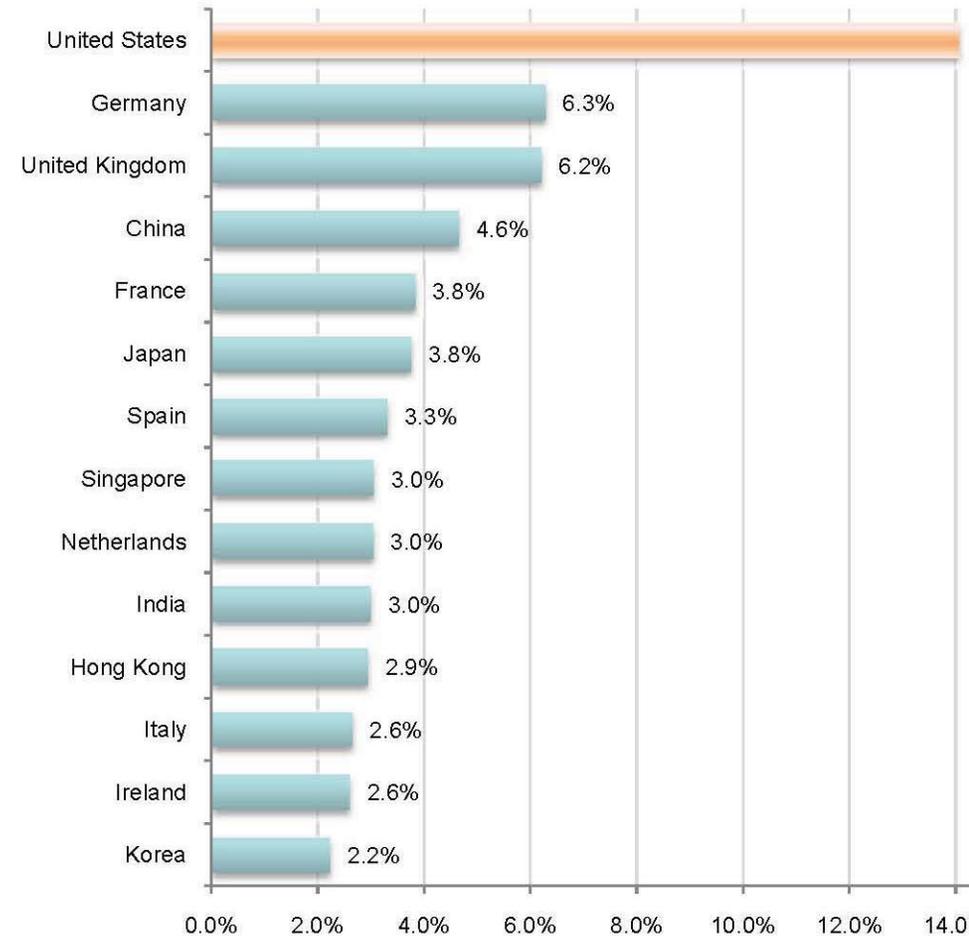
# Export Competitiveness

## The U.S. is the World's Largest Exporter of Goods and Services

Share of Merchandise Exports, 2010



Share of Commercial Services Exports, 2010

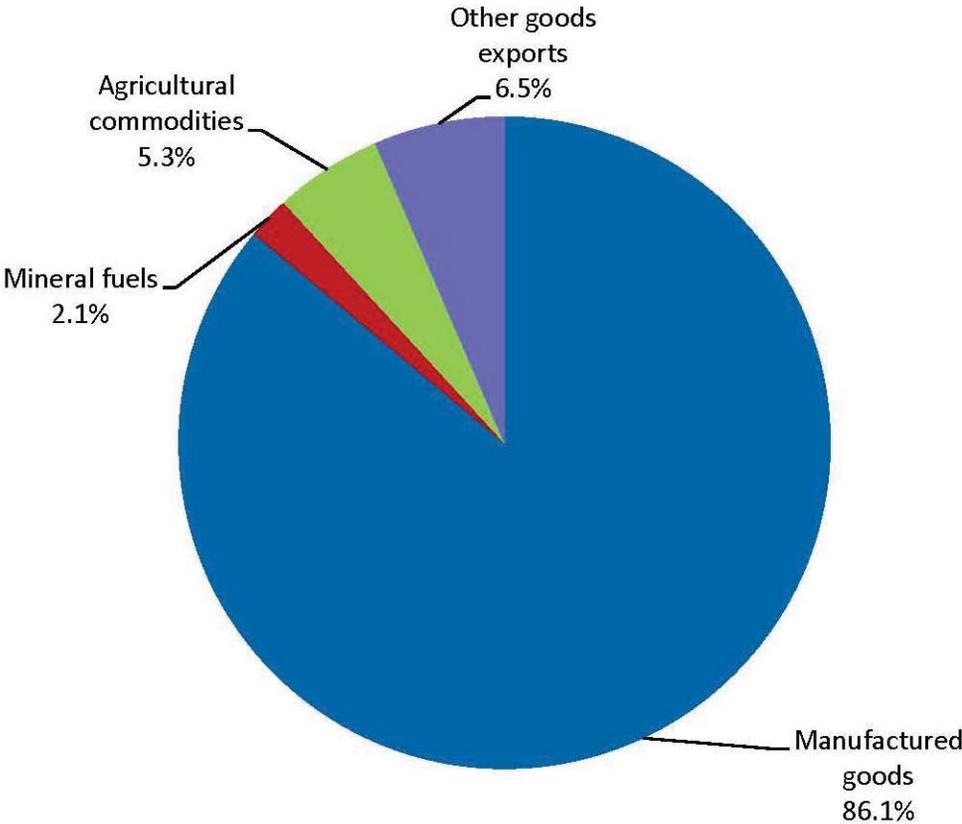


# Export and Import Industries

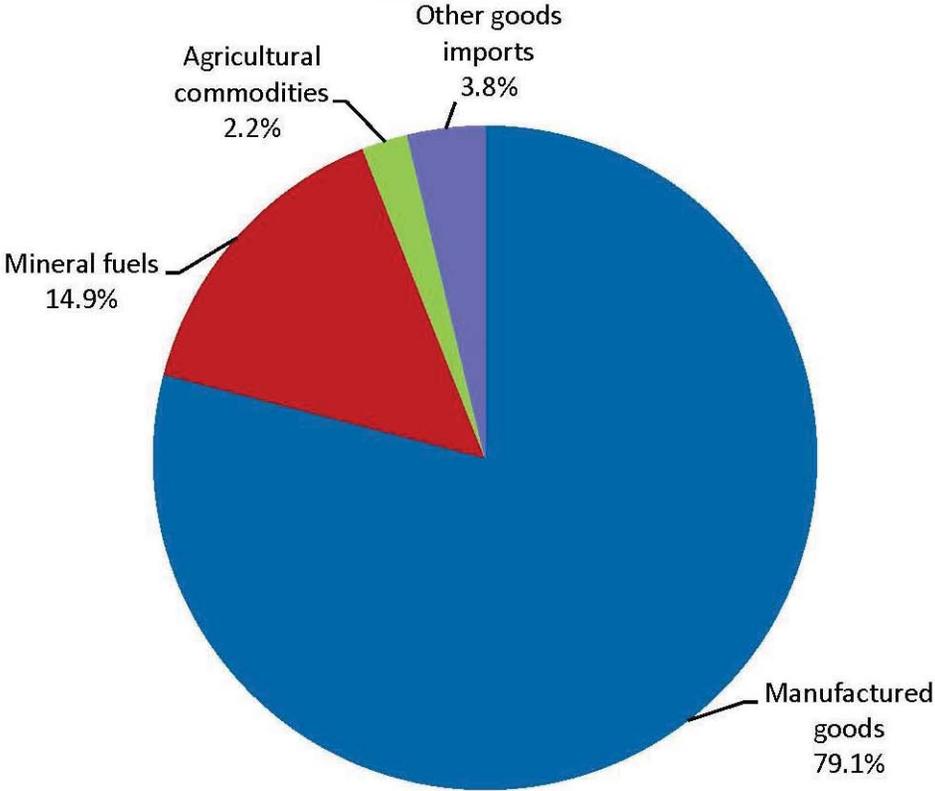
Manufactured Goods Accounted for 86% of

Total U.S. Merchandise Exports and 79% of Merchandise Imports in 2010

## Exports



## Imports



Source: NAICS basis. Census Bureau, Foreign Trade Division.  
Prepared by International Trade Administration, Office of Trade and Industry Information.

2010 Exports to World of NAICS Total All Merchandise

Item	2010
TOTAL	1,277,503,931,887
336--TRANSPORTATION EQUIPMENT	190,331,875,120
334--COMPUTER AND ELECTRONIC PRODUCTS	190,082,422,603
325--CHEMICALS	179,390,698,508
333--MACHINERY, EXCEPT ELECTRICAL	137,564,133,865
324--PETROLEUM & COAL PRODUCTS	61,222,320,140
339--MISCELLANEOUS MANUFACTURED COMMODITIES	61,053,381,863
111--AGRICULTURAL PRODUCTS	60,239,432,015
331--PRIMARY METAL MFG	53,404,425,696
311--FOOD MANUFACTURES	51,886,327,892
990--SPECIAL CLASSIFICATION PROVISIONS, NESOI	45,444,656,045
335--ELECTRICAL EQUIPMENT, APPLIANCES & COMPONENTS	37,446,555,910
332--FABRICATED METAL PRODUCTS, NESOI	35,689,747,329
910--WASTE AND SCRAP	29,577,487,657
326--PLASTICS & RUBBER PRODUCTS	25,853,296,837

Done

Trusted sites

100%

Start



Search Desktop



10:29 AM

# Top U.S. Services Exports

1. Tourism
2. Transportation
3. Financial Services
4. Education
5. **Engineering Services**
6. **Software production**
7. Telecommunications
8. Entertainment
7. Information
8. Health Care
9. **R&D**

<b>Country</b>	<b>Commercial Service Exports (million U.S.\$) in 2008</b>	<b>Commercial Service Imports (million U.S.\$) in 2008</b>
<b>United States</b>	<b>521,378</b>	<b>367,911</b>
<b>United Kingdom</b>	<b>282,961</b>	<b>196,167</b>
<b>Germany</b>	<b>241,590</b>	<b>283,028</b>
<b>France</b>	<b>160,464</b>	<b>139,359</b>
<b>China</b>	<b>146,446</b>	<b>158,004</b>
<b>Japan</b>	<b>146,440</b>	<b>167,443</b>
<b>Spain</b>	<b>142,612</b>	<b>104,262</b>
<b>Italy</b>	<b>121,890</b>	<b>131,748</b>
<b>India</b>	<b>102,648</b>	<b>83,599</b>
<b>Netherlands</b>	<b>101,613</b>	<b>90,833</b>
<b>Korea, Rep.</b>	<b>74,107</b>	<b>91,768</b>
<b>Canada</b>	<b>64,795</b>	<b>86,644</b>
<b>Russian Federation</b>	<b>50,694</b>	<b>74,572</b>
<b>Australia</b>	<b>45,601</b>	<b>45,491</b>
<b>Poland</b>	<b>35,309</b>	<b>29,925</b>
<b>Turkey</b>	<b>34,492</b>	<b>16,134</b>
<b>Brazil</b>	<b>28,822</b>	<b>44,396</b>
<b>Mexico</b>	<b>18,474</b>	<b>24,701</b>
<b>Iran, Islamic Rep.</b>	<b>6,763</b>	<b>12,011</b>
<b>Indonesia</b>	<b>5,143</b>	<b>17,171</b>

# Twenty-Four Metro Areas Exported More Than \$10 Billion in Merchandise in 2008

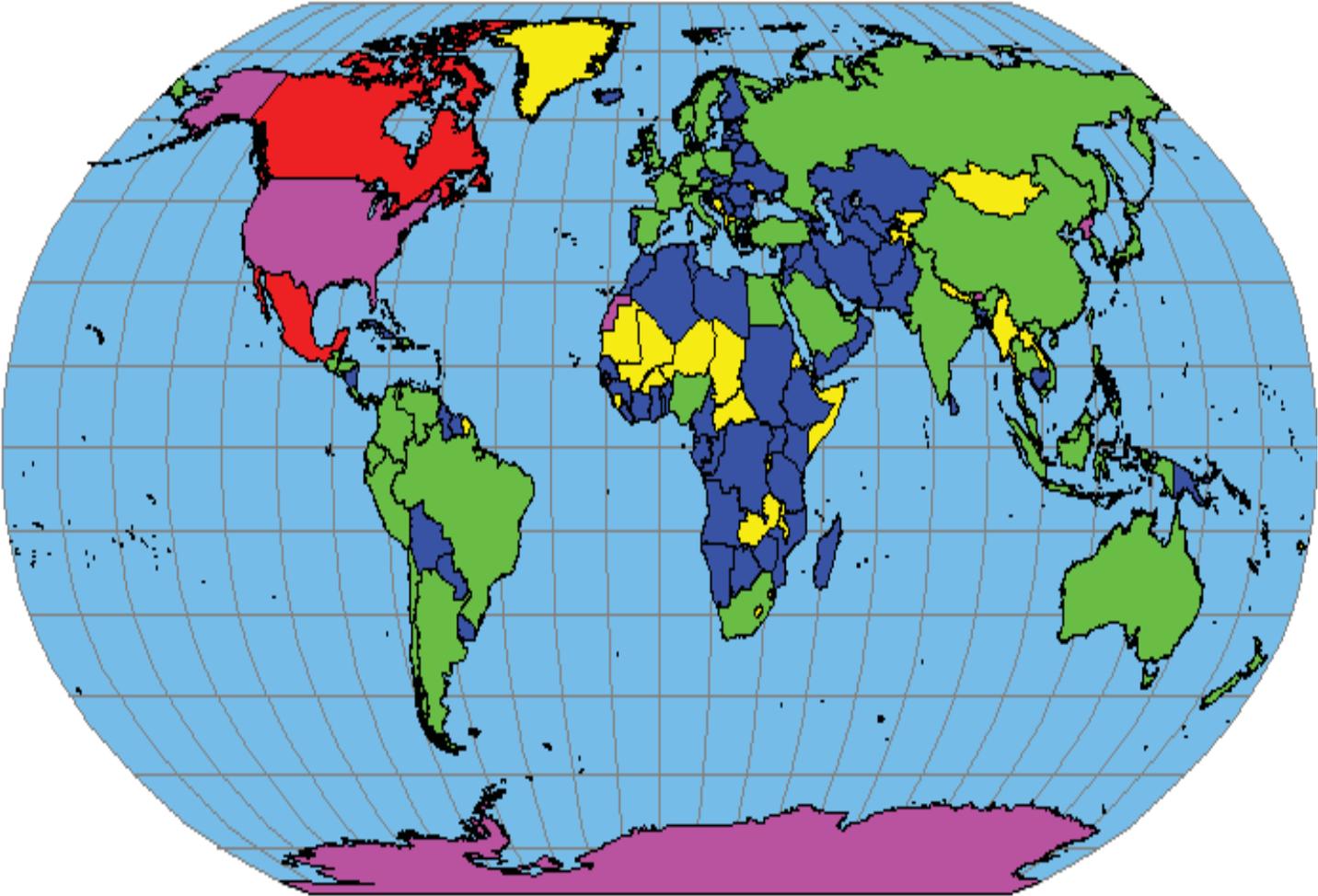


Source: U.S. Census Bureau, Foreign Trade Division.  
Prepared by International Trade Administration, Office of Trade and Industry Information.

San Juan



# U.S. Exports Span 233 Destinations (Canada and Mexico Account for Nearly One-Third of the Total)



Exports of Total All Merchandise  
2009 (in thousands)

Red	\$100,000,000 : \$205,000,000
Green	\$2,000,000 : \$100,000,000
Blue	\$75,000 : \$2,000,000
Yellow	\$3,000 : \$75,000
Purple	\$0 : \$3,000

# What Factors Should You Look at When Selecting a Market?

- Economic growth (GDP growth rate)
- Per capita income
- Income distribution
- Size of consumer demand
- Inflation rate
- Currency fluctuation
- Economic and political stability
- Ease of doing business (World Bank's ranking)
- Tariff and taxes
- Non-tariff barriers
- Demographic shift
- Cross border transfer of goods
- Banking system

# What Should You Know About the Country You Want to Export to?

- Demographics and the distribution of population by age and income
- Per capita income, rate of economic growth, stages of economic development
- Political stability, rule of law, regulations, ease of doing business
- Culture and business practices
- Market entry, taxes duties, import license, inspection etc.
- Infrastructure, ease of moving products, communication, roads, ports and airports

# Top Per Capita Income

International Monetary Fund  
(2009)<sup>[1]</sup>

Rank	Country	Intl. \$
1	Qatar	87,717
2	Luxembourg	78,723
3	Norway	53,269
4	Brunei	50,103
5	Singapore	49,433
6	United States	46,443
7	Switzerland	42,948
—	Hong Kong	42,574
8	Ireland	39,441
9	Netherlands	39,278
10	Austria	38,896
11	Kuwait	38,876
12	Canada	38,290
13	United Arab Emirates	38,284
14	Australia	37,302
15	Iceland	37,243

World Bank (2008)<sup>[2]</sup>

Rank	Country	Intl. \$
1	Luxembourg	78,559
—	Macau	59,451
2	Norway	58,141
3	Singapore	49,288
4	United States	46,716
5	Ireland	44,195
—	Hong Kong	43,922
6	Switzerland	42,534
7	Netherlands	40,850
8	Austria	38,153
9	Sweden	37,383
10	Iceland	36,770
11	Denmark	36,604
12	Canada	36,444
13	Australia	35,677
14	Germany	35,613

CIA World Factbook<sup>[3]</sup>

Rank	Country	Intl. \$	Year
1	Liechtenstein	122,100	2007 est.
2	Qatar	121,400	2009 est.
3	Luxembourg	77,600	2009 est.
—	Bermuda	69,900	2004 est.
4	Norway	59,300	2009 est.
—	Jersey	57,000	2005 est.
5	Kuwait	55,800	2009 est.
6	Singapore	50,300	2009 est.
7	Brunei	50,100	2009 est.
8	United States	46,400	2009 est.
—	Guemsey	44,600	2005 est.
—	Cayman Islands	43,800	2004 est.
—	Hong Kong	42,700	2009 est.
9	Andorra	42,500	2007 est.
10	Ireland	42,200	2009 est.
11	San Marino	41,900	2007 est.

# Top Per Capita Income

16	 Denmark	36,725	15	 Kingdom	35,445	12	 United Arab Emirates	41,800	2009 est.
17	 Sweden	35,934	16	 Finland	35,426	13	 Switzerland	41,600	2009 est.
18	 Belgium	35,683	17	 Belgium	34,493	14	 Iceland	39,800	2009 est.
19	 Bahrain	35,561	18	 Japan	34,099	15	 Austria	39,400	2009 est.
20	 United Kingdom	35,165	19	 France	34,045	16	 Netherlands	39,000	2009 est.
21	 Finland	34,462	20	 Equatorial Guinea <i>[dubious – discuss]</i>	33,883	—	 Virgin Islands, British	38,500	2004 est.
22	 Germany	34,219	21	 Spain	31,955	17	 Australia	38,500	2009 est.
23	 France	33,744	22	 Italy	30,756	18	 Bahrain	38,400	2009 est.
24	 Japan	32,817	23	 Greece	29,361	19	 Canada	38,400	2009 est.
25	 Greece	30,856	24	 South Korea	27,939	—	 Gibraltar	38,200	2005 est.
26	 Cyprus	29,898	25	 Slovenia	27,610	20	 Sweden	36,800	2009 est.
27	 China, Republic of (Taiwan)	29,829	26	 Israel	27,548	21	 Belgium	36,600	2009 est.
28	 Spain	29,527	27	 New Zealand	27,027	22	 Denmark	36,200	2009 est.
29	 Italy	29,290	28	 Trinidad and Tobago	24,742	23	 Equatorial Guinea	36,100	2009 est.
30	 Slovenia	28,524	29	 Czech Republic	24,712	—	 Falkland Islands	35,400	2002 est.
31	 Israel	28,271	30	 Saudi Arabia	23,920	24	 United Kingdom	35,400	2009 est.
32	 Korea, South	27,791	31	 Portugal	23,073	—	 Isle of Man	35,000	2005 est.
33	 Bahamas, The	26,877	32	 Slovakia	22,081	25	 Finland	34,000	2009 est.

# Demographic Changes

- Populations shifts will impact economies significantly.
- Some economies with favorable demographics will enjoy continued growth, while others with aging populations will experience slower growth.

# Demographic Changes

- About 471 million net new workers will enter the global workforce, with India accounting for a remarkable 142.4 million, followed by China with 65 million and the United States with 12.5 million new workers.
- The European Union (EU) will experience a growth of 8.4 million workers. The overwhelming majority of new U.S. and EU jobs will be in the service industry.

# Demographics in 2020



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

- Falling birth rates will lead to aging populations in many developed countries over the next decade, but some parts of the world will continue to have an unusually young population.
- This should help to make it an attractive investment destination and consumer market—although much will depend on the extent to which the young population can be harnessed as an effective labor force.

# World growth and inflation

(Forecast closing date: September 10th 2010)

## World summary

(% change)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Real GDP growth (PPP exchange rates)</b>										
World	4.5	5.1	5.2	2.7	-0.7	4.4	3.6	4.0	4.1	4.2
OECD	2.7	3.1	2.7	0.3	-3.4	2.4	1.6	1.9	2.1	2.3
Non-OECD	7.6	8.4	9.1	6.3	3.0	7.0	6.1	6.5	6.4	6.4
<b>Real GDP growth (market exchange rates)</b>										
World	3.6	4.1	3.9	1.5	-2.2	3.1	2.4	2.9	3.0	3.1
North America	3.1	2.7	2.0	0.0	-2.6	2.4	1.5	2.0	2.3	2.4
Western Europe	2.1	3.2	2.8	0.3	-4.1	0.8	0.9	1.4	1.7	1.7
Transition economies	5.7	7.3	7.3	4.7	-5.6	3.1	3.6	4.1	4.2	4.1
Asia & Australasia (incl Japan)	5.2	5.7	6.4	2.8	0.7	5.7	4.3	4.5	4.3	4.4
Latin America	4.9	5.6	5.6	4.0	-2.1	5.2	3.7	4.1	4.1	4.3
Middle East & North Africa	6.1	5.9	5.3	5.9	1.4	4.4	4.4	4.6	4.6	4.8
Sub-Saharan Africa	6.8	6.7	7.0	4.9	0.9	4.4	4.5	5.6	5.0	4.9
<b>Inflation (av)</b>										
World	3.0	3.3	3.4	4.9	1.6	2.9	2.6	3.0	3.2	3.3
OECD	2.2	2.2	2.1	3.2	0.0	1.2	1.1	1.6	2.0	2.2
<b>Trade in goods</b>										
World	7.5	9.1	7.6	3.7	-11.1	10.7	5.5	6.2	6.4	6.6
Developed countries	5.6	7.2	5.0	0.7	-12.5	8.9	3.6	4.2	4.6	4.7
Developing countries	10.8	12.2	11.9	8.2	-9.2	13.0	8.0	8.7	8.6	8.9

Source: Economist Intelligence Unit.

# Gross domestic product 2009, PPP

<i>Ranking</i>	<i>Economy</i>	<i>(millions of international dollars)</i>
1	United States	14,256,300
2	China	8,887,863
3	Japan	4,138,481
4	India	3,752,032
5	Germany	2,984,440
6	Russian Federation	2,687,298
7	United Kingdom	2,256,830
8	France	2,172,097
9	Brazil	2,020,079
10	Italy	1,921,576
11	Mexico	1,540,207
12	Spain	1,495,683
13	Korea, Rep.	1,324,383
14	Canada	1,280,279
15	Turkey	1,040,275
16	Indonesia	966,956
17	Australia	858,168
18	Iran, Islamic Rep.	843,860
19	Poland	727,086
20	Netherlands	673,066

# Real GDP Growth Rates 2006-20

---

**Real GDP growth, selected countries, 2006-20(annual average, %)**



World	3.5
EU25	2.1
EU15	2.0
Asia	4.9
Latin America	3.2
Middle East & North Africa	4.0
Sub-Saharan Africa	2.8
United States	2.9
France	1.9
Germany	1.9
Italy	1.0
United Kingdom	2.3
Russia	3.3
Japan	0.7
China	6.0
India	5.9
Brazil	3.2

Source: Economist



## Shifting weight (% of world GDP)

	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>
US	30.7	27.7	24.4	21.2	19.7
EU27	26.5	30.6	27.6	26.9	26.5
Japan	14.6	10.2	9.1	7.2	5.6
China	3.7	5.1	8.9	11.8	13.8
India	1.4	1.8	2.3	3.3	4.0
Russia	0.8	1.7	2.9	3.4	3.2
Brazil	2.0	2.0	2.5	2.4	2.6
GCC	1.1	1.4	1.5	1.6	1.7

Source: EIU long |

# World Trade Outlook



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

- The global recession contracted trade for the first time in more than half a century, reducing it from its peak in April 2008 to a low point in May 2009.
- Demand fell for finished products, semi-manufactures, and basic commodities and the credit crunch bore down on trade finance.
- Recovery will be slow in 2012 and beyond.

# World Bank: Ease of Doing Business Rankings

Economy	Ease of Doing Business Rank	Starting a Business	Dealing with Construction Permits	Employing Workers	Registering Property	Getting Credit	Protecting Investors	Paying Taxes
Singapore	1	4	2	1	16	4	2	5
New Zealand	2	1	5	15	3	4	1	9
Hong Kong, China	3	18	1	6	75	4	3	3
United States	4	8	25	1	12	4	5	61
United Kingdom	5	16	16	35	23	2	10	16
Denmark	6	28	10	9	47	15	27	13
Ireland	7	9	30	27	79	15	5	6
Canada	8	2	29	17	35	30	5	28
Australia	9	3	62	1	34	4	57	47
Norway	10	35	65	114	8	43	20	17
Georgia	11	5	7	9	2	30	41	64
Thailand	12	55	13	52	6	71	12	88
Saudi Arabia	13	13	33	73	1	61	16	7

# World Bank: Ease of Doing Business Rankings

Economy	Ease of Doing Business Rank	Starting a Business	Dealing with Construction Permits	Employing Workers	Registering Property	Getting Credit	Protecting Investors	Paying Taxes
Saudi Arabia	13	13	33	73	1	61	16	7
Iceland	14	33	31	56	13	30	73	31
Japan	15	91	45	40	54	15	16	123
Finland	16	30	47	132	27	30	57	71
Mauritius	17	10	42	36	66	87	12	12
Sweden	18	43	19	117	20	71	57	42
Korea, Rep.	19	53	23	150	71	15	73	49
Bahrain	20	63	14	13	22	87	57	13
Switzerland	21	71	36	16	15	15	165	21
Belgium	22	31	46	48	167	43	16	73
Malaysia	23	88	109	61	86	1	4	24
Estonia	24	37	20	161	13	43	57	38
Germany	25	84	18	158	57	15	93	71
Lithuania	26	99	64	119	4	43	93	51
Latvia	27	51	78	128	58	4	57	45

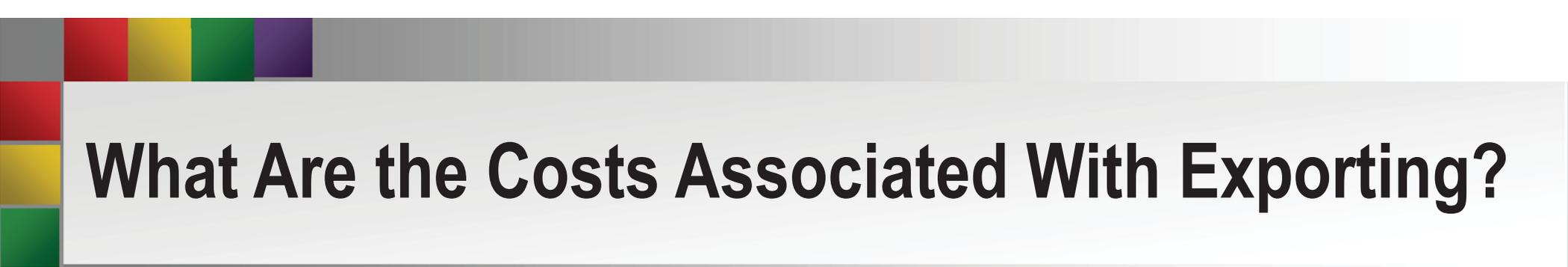
# Global Competitiveness Index 2010–2011 Rankings and 2009–2010 Comparisons

Country/Economy	GCI 2010–2011		GCI 2010–2011 rank among 2009 countries	GCI 2009–2010 rank *
	Rank	Score		
Switzerland	1	5.63	1	1
Sweden	2	5.56	2	4
Singapore	3	5.48	3	3
United States	4	5.43	4	2
Germany	5	5.39	5	7
Japan	6	5.37	6	8
Finland	7	5.37	7	6
Netherlands	8	5.33	8	10
Denmark	9	5.32	9	5
Canada	10	5.30	10	9
Hong Kong SAR	11	5.27	11	11
United Kingdom	12	5.25	12	13
Taiwan, China	13	5.21	13	12
Norway	14	5.14	14	14
France	15	5.13	15	16
Australia	16	5.11	16	15
Qatar	17	5.10	17	22
Austria	18	5.09	18	17
Belgium	19	5.07	19	18
Luxembourg	20	5.05	20	21



# What Are the Various Means of Foreign Market Entry?

- Direct Exporting
- Countertrade
- Contract Manufacturing
- Licensing
- Franchising
- Turnkey projects
- Non-equity strategic alliances
- Equity based ventures



# What Are the Costs Associated With Exporting?

- Taxes
- Tariffs
- Administrative Costs
- Inflation
- Exchange Rate Fluctuations
- Varying Currency Values
- Middlemen and Transportation Cost



# What Should A Comprehensive Export Strategy Include?

- **Vision and mission of export strategy**
- **Assessment/SWOT**
- **Think and plan long term**
- **Market research/targeted markets**
- **Costs of exporting**
- **Currency fluctuations and conditions**
- **Preparation and planning for International negotiations**
- **International pricing approach**
- **Licensing requirements**
- **Export logistics**
- **Getting paid**
- **Cultural factors**
- **Protection of IPR, trade mark, and trade secrets**

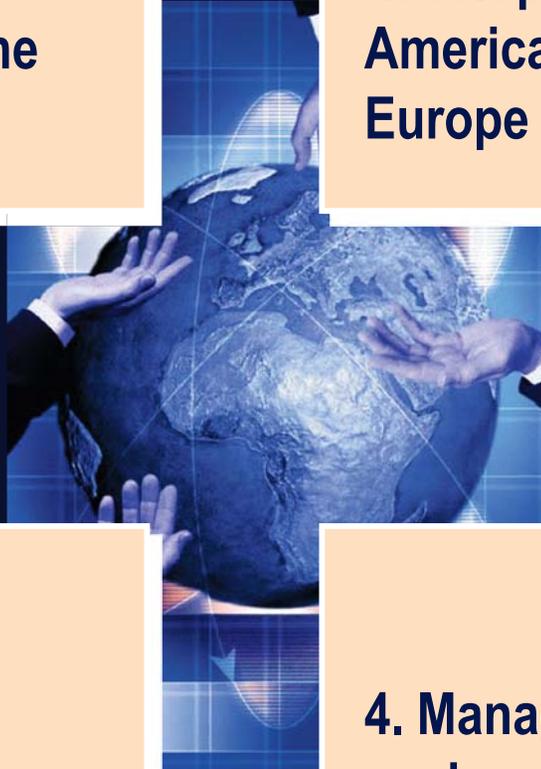
# Global Business Trends

**1. The rapid growth of the World Trade Organization and regional free trade areas, e.g., FTAs, NAFTA and the European Union**

**2. General acceptance of the free market system among developing countries in Latin America, Asia, and Eastern Europe**

**3. Impact of the Internet and other global media on the dissolution of national borders, and**

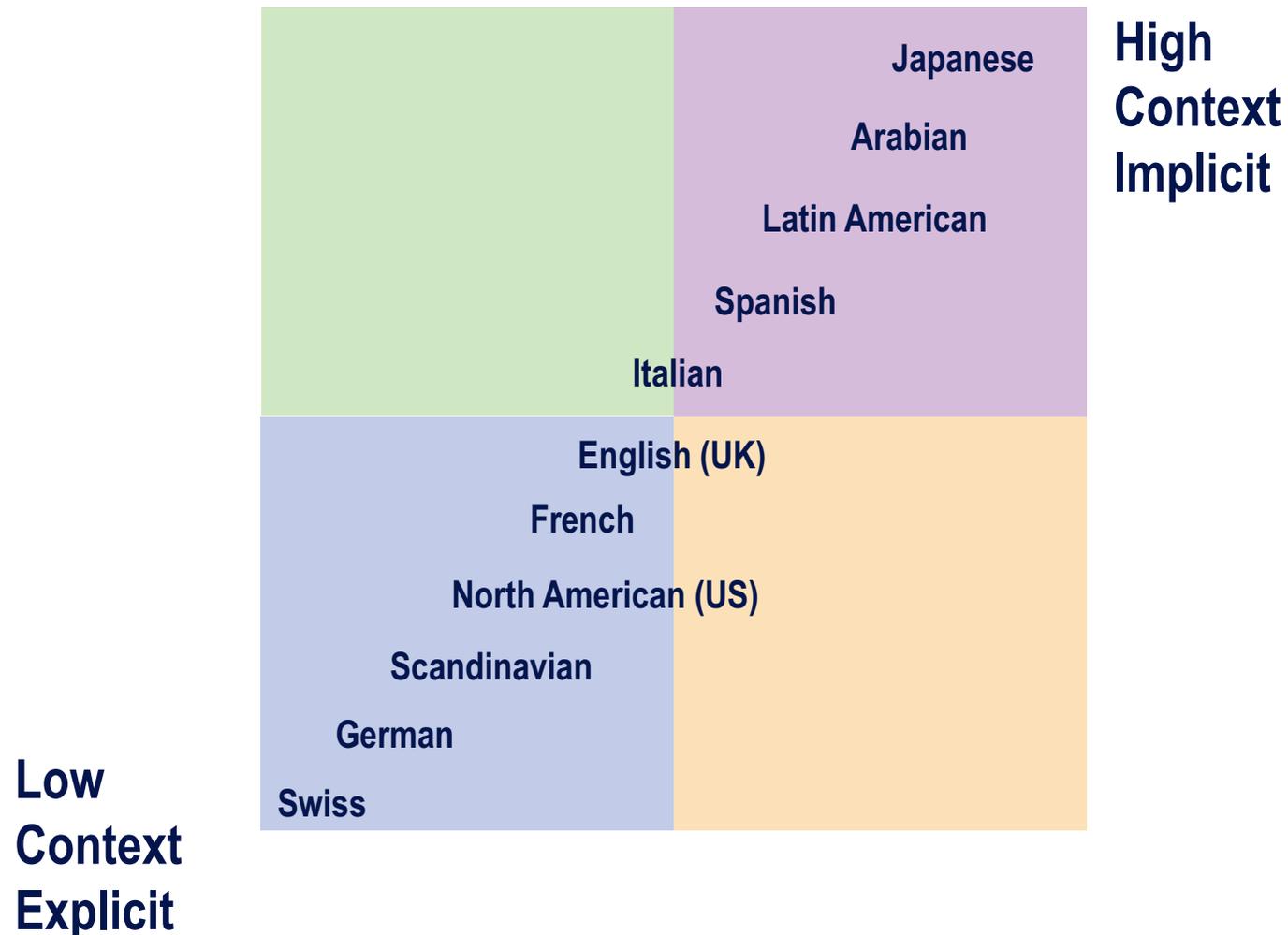
**4. Managing global environmental resources**



# The Exporting Process

Leaving the Exporting Country	Physical Distribution	Entering the Importing Country
<b>Licenses</b> General Validated  Special License  Documentation Export declaration Commercial invoice Bill of lading Consular invoice Special certificates Other documents	<b>International shipping and logistics</b>  Packing  Insurance	<b>Tariffs, Taxes</b>  Non-tariff Barriers Standards Inspection Documentation Quotas Fees Licenses Special certificates Exchange permits Other barriers

# Contextual Background of Various Countries





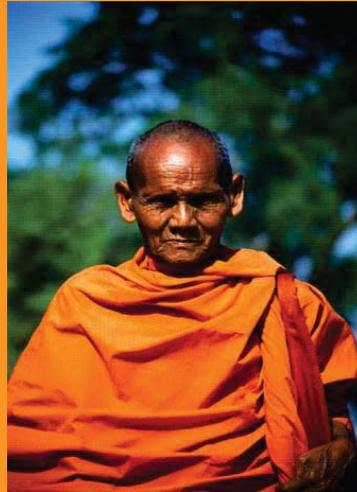
# Problems Caused by Cultural Differences in International Negotiations

- Language
- Nonverbal Behavior
- Values
- Thinking and Decision-Making Processes

# Developing a Global Awareness

To be globally aware is to have:

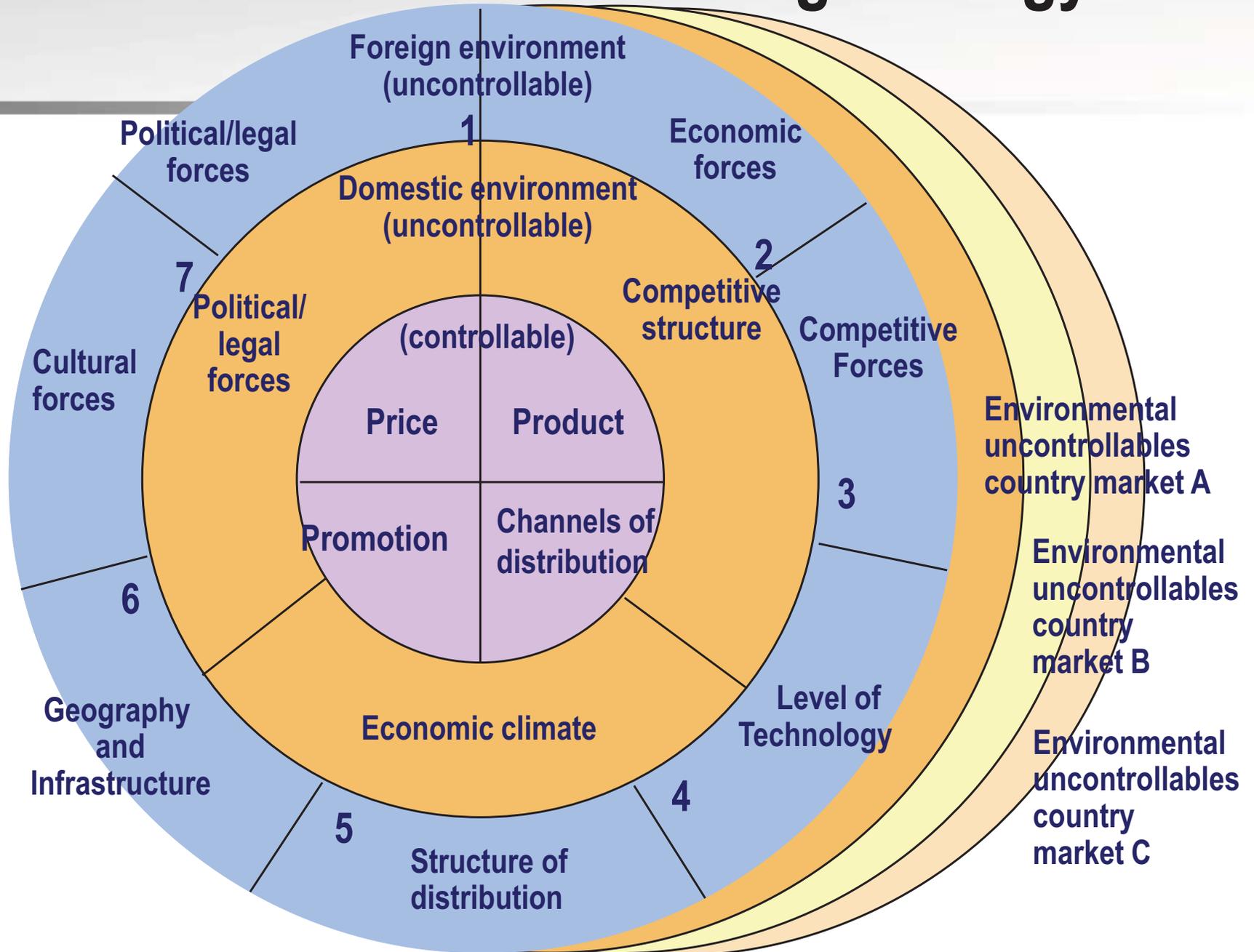
## 1. Tolerance of cultural differences, and



## 2. Knowledge of:

- (a) Culture, (b) History, (c) World Market Potential,
- (d) Global, Economic, Social ,and Political Trends

# The International Marketing Strategy





# What Are Your Next Steps?

- Receive export counseling at 1-800-USA-TRAD(E)
- Obtain in-depth knowledge of that market and the ability to create and cultivate business relationships
- Create and develop partner relationships with distributors and customers
- Understand that language and culture are key to developing that market knowledge
- Understand the business practices of a target country is important; however, nothing is better than actually having spent time in a country in terms of understanding the business climate and building relationships



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



- General and country-specific export counseling
- Sources of international market research and trade leads
- Documentation requirements for specific markets
- Import tariffs/taxes and customs procedures
- Advice on Export Licenses and Controls
- Financial terms for international sales
- Information on all U.S. government export assistance programs
- Referrals to local U.S. Export Assistance Centers



# U.S. Export Assistance Centers (USEACs)

- Part of a network of over 1700 international trade specialists located throughout the world
- With 165 offices in 80 countries, the U.S. Commercial Service USEACs can:
  - Help your company identify and evaluate international partners
  - Provide counseling and advocacy through every step of the export process
  - Assist in developing market entry strategies
  - Supply information about trade events that promote your product or service to qualified buyers



[www.export.gov](http://www.export.gov)

- First-stop for information on exporting
  - Reliable resources
- Learn about FTAs and how to benefit from them
- Market Research Library
  - Market research reports
  - Country Commercial Guides
- Learn how to promote your product overseas
- Tariff information and Schedule B Search Engine
- Find country-specific information



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

# Resources Are Available At: *Export.gov*

The screenshot shows the export.gov website in a Windows Internet Explorer browser window. The address bar displays "http://export.gov/". The website header features the "export.gov" logo with the tagline "Helping U.S. Companies Export". Navigation links include "Opportunities", "Solutions", "Locations", "FAQ", "Blog", and "Connect". A search bar is located in the top right corner. The main content area is divided into two sections: a blue sidebar on the left and a white main area on the right. The sidebar contains a news article titled "White House Releases Report to the President on the NEI" with a quote from U.S. Commerce Secretary Gary Locke and a "View Full Story" button. The main area features the NEI logo and the text "NATIONAL EXPORT INITIATIVE" and "www.export.gov". At the bottom of the page, there are two large red buttons: "BEGIN Exporting" and "EXPAND Your Exports". The browser's taskbar at the bottom shows the Windows start button, several application icons, and the system clock displaying "3:58 PM".

http://export.gov/ - Windows Internet Explorer

http://export.gov/

File Edit View Favorites Tools Help

http://export.gov/

Register | Manage Account

Search Our Site Search

Advanced Search

↑ Opportunities Solutions Locations FAQ Blog Connect

**White House Releases Report to the President on the NEI**

"As American consumers spend a little less and save a little more, it has never been more important to connect U.S. businesses to the 95 percent of the world's consumers who live outside our borders."  
- U.S. Commerce Secretary Gary Locke

View Full Story

**NEI**  
NATIONAL EXPORT INITIATIVE  
www.export.gov

National Export Initiative (NEI)

**BEGIN**  
Exporting

**EXPAND**  
Your Exports

Trusted sites 100%

start In... CT... 4 I... TL... FI... Le... 3:58 PM

# Market Research Tab

The screenshot shows a Windows Internet Explorer browser window displaying the 'Market Research' page on the export.gov website. The browser's address bar shows the URL 'http://export.gov/mrktresearch/index.asp'. The website header features the 'export.gov' logo with the tagline 'Helping U.S. Companies Export'. A navigation menu includes links for 'Opportunities', 'Solutions', 'Locations', 'FAQ', 'Blog', and 'Connect'. A search bar is located in the top right corner. The main content area is titled 'Market Research' and provides information on planning market entry, including a list of resources and a link to the 'Market Research Library'. A sidebar on the left contains a 'Market Research' section with links to various resources and a 'Related Topics' section with a link to 'Information by Country'. The Windows taskbar at the bottom shows the Start button and several open applications, with the system clock displaying 3:58 PM.

http://export.gov/mrktresearch/index.asp - Windows Internet Explorer

http://export.gov/mrktresearch/index.asp

File Edit View Favorites Tools Help

http://export.gov/mrktresearch/index.asp

Register | Manage Account

Search Our Site Search

Advanced Search

↑ Opportunities Solutions Locations FAQ Blog Connect

Home > Market Research Print | E-mail Page

### Market Research

- ▶ [Market Research Home](#)
- ▶ [Market Research Basics](#)
- ▶ [Learn to Benefit from FTAs](#)
- ▶ [Webcasts on Exporting](#)
- ▶ [Country & Industry Webinars](#)
- ▶ [Order Custom Research](#)
- ▶ [Other Sources of Info](#)

### Related Topics

- ▶ [Information by Country](#)

### Market Research

Plan your market entry the right way – use market research to learn your product’s potential in a given market, 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 *two* or *three* best-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 industry and country-specific market reports, authored by our specialists working in overseas posts.

The Library Includes:

- Country Commercial Guides
- Industry Overviews\*
- 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 that are registered with Export.gov. Register above to get access.

### Agricultural Goods Market Research Reports

[Market research](#), [crop reports](#), [export statistics](#), and the [National Agricultural Library](#) -- all focusing on exporters of agricultural goods and commodities. Market reports on processed and finished agricultural products can also be found in the

Trusted sites 100%

start In... CT... 4 I... TI... FI... Le... 3:58 PM

# Market Research Library



U.S. Commercial Service : **Your Global Business Partner**

MRL ver. 3.01.2



## Market Research Library Search

»» [Click here for search tips](#)

»» [Click here to register for the MRL e-Alerts](#)

### International Market Research

Industry:	All Industries	▼
		▼
Region:	All Regions	▼
Country:	All Countries	▼
Report Type:	All	▼
Date [Range]:	Month ▼ / Year ▼ To: Month ▼ / Year ▼	
Keyword(s):		ALL words ▼
	<input type="checkbox"/> <a href="#">Search the document body</a> [slower but more results]	
	<input type="checkbox"/> Include <a href="#">Archived</a> records <input type="checkbox"/> Include the <a href="#">ID Number</a>	
<input type="button" value="Clear"/> <input type="button" value="GO"/>		

**Note:** Effective May 14, 2009, the United States and Foreign Commercial Service (US&FCS) has updated its disclaimer policy for market research reports to indicate that reference to or inclusion of material by a non-U.S. Government entity in these documents is for informational purposes only and does not constitute an endorsement by the US&FCS of the entity, its materials, or its products or services. Although this text will appear only in market research reports generated after this date, this disclaimer applies equally to all documents in the Market Research Library.

# Select A Country And/or Industry

powered by

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

Mark Search

»» [Click here for search tips](#)

**International Market Search**

**Industry:**

**Region:**

**Country:**

**Report Type:**

**Date [Range]:**

**Keyword(s):**

All Countries

Afghanistan

Albania

Algeria

American Samoa (US)

Andorra

Angola

Anguilla (UK)

Antigua and Barbuda

Argentina

Armenia

Aruba (Netherlands)

Australia

Austria

Azerbaijan

Bahamas

Bahrain

Bangladesh

Barbados

Belarus

Belgium

Belize

Benin

Bermuda

Bhutan

Bolivia

Bosnia and Herzegovina

Botswana

Brazil

British Virgin Islands

[Search the document body](#) [slower but more results]

Include [Archived](#) records     Include the [ID Number](#)

[e-Alerts](#)

[Clear](#)    [GO](#)

**Note:** Effective May 14, 2009, the United States and Foreign Commercial Service (US&FCS) has updated its disclaimer policy for market research reports to indicate that reference to or inclusion of material by a non-U.S. Government entity in these documents is for informational purposes only and does not constitute an endorsement by the US&FCS of the entity, its materials, or its products or services. Although this text will appear only in market research reports generated after this date, this disclaimer applies equally to all documents in the Market Research Library.

# Market Research Reports



Use the toolbar above to forward or print this page. If you would like to receive more specific Market Research updates click on **eMail Alerts**.

Section: **Country Commercial Guide, Best Market Report, Market Research**  
Country: **India**



Records Found: 1559

## Country Commercial Guide

### India Country Commercial Guide 2009

India is a story of growth and opportunity. India's sustained growth of around 8% in 2008 and growing dynamism in several of its regional markets have created wide and diverse business prospects for U.S. exporters and investors. While 2009 growth estimates are more modest, hovering around 5.7-6.3%,...  
(Entire CCG)

### India Country Commercial Guide 2008

This is a how-to guide for U.S. exporters interested in entering the Indian market....  
(Entire CCG)

## Best Market Report

### International Airport Development Opportunities

Summary of U.S. Commercial Service reports on airport development opportunities worldwide....

## Market Research

### India: Gas Industry and City Gas Distribution (CGD)

This report gives an overview of the Indian Gas industry with a focus on City Gas Distribution (CGD)...  
(Report)

### [Opportunities in Indian Auto components sector](#)

Summary The Indian automobile and components industry sector has been growing rapidly in the past years, but the economic slowdown has temporarily impacted its growth. However, the Indian auto industry is still in the positive zone of growth. A mature automobile industry continues to  
(Report)

Opportunities in Indian Auto components sector

### ADB Projects, Grants and Technical Assistance (IMI), September 2009

The International Market Insights (IMI) report contains 34 procurement notices, amounting to \$860 million. The largest is a \$250 million Development Policy Support Program in the Philippines....  
(Report)

### India: Test and Measurement Equipment

The Indian Test and Measurement Equipment (TME) market is expected to achieve a compounded annual growth rate (CAGR) of 30 percent over the next five years. This growth is expected to be achieved due to higher growth in

# Country Commercial Guides

1 / 74 Sign Find

**Table of Contents**

- Doing Business in India**
- Political and Economic Environment**
- Marketing Products & Services**

**Best Prospects for US Businesses**

- [Airport & Ground Handling](#)
- [Computer and Peripherals](#)
- [Education Services](#)
- [Electric Power & Transmission Equipment](#)
- [Food Processing](#)
- [Medical Equipment](#)
- [Mining & Mineral Processing Equipment](#)
- [Oil & Gas Field Machinery](#)
- [Pollution Control Equipment](#)
- [Retail and Franchising](#)
- [Telecommunications Equipment](#)
- [Textile Machinery](#)
- [Water](#)

- [Trade Regulations, Customs and Standards](#)
- [Investment Climate](#)
- [Trade & Project Financing](#)
- [Business Travel](#)
- [Contacts, Market Research and Trade Events](#)
- [Guide to our Services](#)

(Click on the \* at the end of each chapter & best prospects report to return to the table of contents)



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

# Advertise in Targeted Markets With Our Commercial News USA

- Bi-monthly trade magazine that lists U.S. products and services
- Distributed free to more than 400,000 buyers from around world
- A proven track record of high-response rates and sales results

**Commercial News**  
The Showcase for American-Made Products and Services  
**USA**

For more information, please visit: <http://www.thinkglobal.us/>



# Promote Your Company in International Markets With Our Catalog Exhibition Shows

Provide us with product literature, videos and other visuals and we will promote your catalogs to hundreds of business visitors at selected trade shows and embassies around the world.

You will receive:

- Your products promoted at events worldwide without having to travel
- Translation of key information about your firm for foreign visitors
- Full trade leads presented to you at the end of the show

***“We find the catalog exhibition shows are an economical way of getting our message out, which we feel is the secret to developing new business”***

Du-Co Ceramics Company, Saxonburg, PA

# Find Market Intelligence With Our Business Information Centers



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

The U.S. Commercial Service offers three Business Information Centers that take the work out of gathering international trade information:

- India Business Information Center: [export.gov/india](https://www.export.gov/india)
- China Business Information Center: [export.gov/china](https://www.export.gov/china)
- Middle East & North Africa Business Information Center: [export.gov/middleeast](https://www.export.gov/middleeast)

Our Business Information Centers can help you:

- Evaluate market readiness
- Identify sources of government assistance
- Obtain market research
- Find trade finance
- Participate in trade events
- Find quick tips on doing business



# International Partner Search

- Utilizing Commercial Service Trade Specialists in over 80 countries to find the most suitable strategic partners
- Obtain high-quality market information on the marketability and sales potential for your products and services
- We use our strong network of international contacts to interview potential partners and provide you with a list of up to five pre-qualified partners
- Receive complete contact information on key officers at each potential partner which is interested in your company along with information on their size, sales, years in business, number of employees, and a statement from the each potential partner on the marketability of your product or service

# BuyUSA

## [www.buyusa.gov](http://www.buyusa.gov)



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

---

- BuyUSA.gov is a unique e-marketplace that provides trade opportunities for U.S. exporters and international companies
- Qualified International Trade Partners
- User-Friendly Web Design
- Locate your local U.S. Commercial Service office in 107 U.S. cities and 145 U.S. Embassies and Consulates for more information about our international business services



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



ThomasNet®

[www.thomasnet.com](http://www.thomasnet.com)

- An on-line directory of more than 607,000 of North American companies
- Search by products, companies, and keywords
- Provides catalogs, quotations, and email capabilities
- Helps companies improve their websites to:
  - Enter new markets
  - Attract new customers
  - Improve efficiency



**THE EXPORT  
YELLOW PAGES**

[www.exportyellowpages.com](http://www.exportyellowpages.com)



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

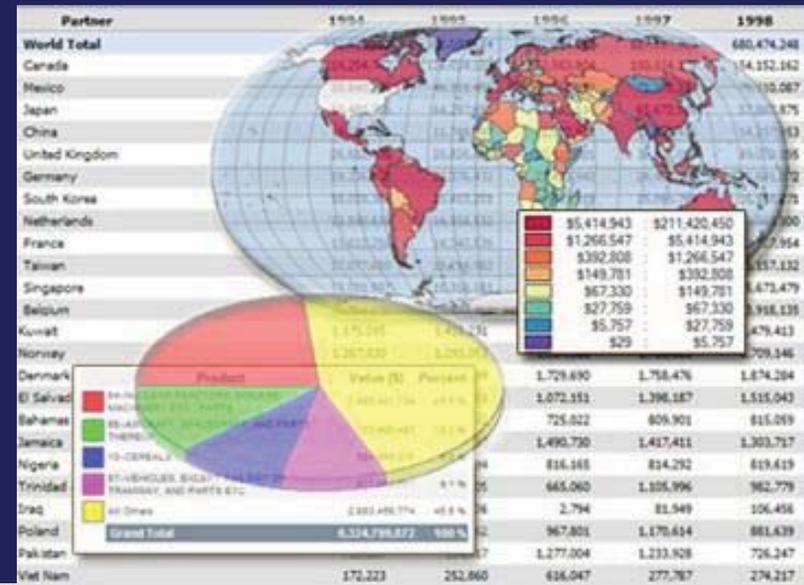
---

- U.S. Export Yellow Pages offers a free directory that includes information on more than 17,000 U.S. companies interested in exporting. This popular directory includes trade contact data on U.S. manufacturers, export trading companies, and business service providers.



# Trade Data Is Available At: <http://tse.export.gov>

- National trade data
  - U.S. merchandise imports, exports, trade balances
- State export data
  - State and regional exports of merchandise
- Product profiles of U.S. merchandise trade with a selected market
- Visual representations of market breakdown by products exported or imported





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

Dun & Bradstreet  
[www.dnb.com](http://www.dnb.com)



- D&B is the world's leading source of commercial information and insight on businesses
- D&B provides solution sets that meet a diverse set of customer needs globally
- Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability
- D&B Sales & Marketing Solutions to increase revenue from new and existing customers



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



FITA

[www.fita.org](http://www.fita.org)

- Fosters international trade by strengthening the role of local, regional, national and global associations that have an international mission.
- 450 association members and 450,000 linked company members dedicated to the promotion of international trade, import-export, international logistics management, international finance and more.
- Source for international import/export trade leads and events.
- Country profiles



**TradeKey**  
**[www.tradekey.com](http://www.tradekey.com)**



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

- Connects traders with worldwide wholesalers, buyers, importers & exporters, manufacturers and distributors in over 220 countries, quickly and cost effectively
- World's first B2B marketplace that earned ISO 9001 Quality Management System and ISO 27001 Information Security System certifications to ensure maximum customer satisfaction, security and safe online trading for users
- Offers Gold Key and Silver Key memberships
- Offers directory of suppliers, manufacturers, and distributors looking for buyers
- Posts sell offers and buy offers



# Shipping your product

- <http://www.fedex.com/us/international/uscs/index.html>



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

---

***THE END***

***QUESTIONS?***