U.S. Commercial Service

Exporting Resources for U.S. Water Technology Companies

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Overview

- Why export?
- What export services are available?
- How can I access export resources?
- Who can help me?
- Where can I find the U.S. Export Assistance Center?
- When can we start exporting?

Exporting Means Growth

- More than 70% of the world's purchasing power is outside the borders of the United States
- In the last 20 years, U.S. exports have increased to almost $2 trillion
- Exports translate to higher wages
- Manufacturers that export grow jobs more quickly

Exporting Means Growth

- Additional revenue streams
- Valuable learning opportunities
- Influence over trends, developments, standards, market preferences
- Options for hedging against market fluctuations

Exporting Means Commitment

- Effort: a lot of work up front, prospects for reward unclear
- Time: already too busy getting up and running, attending to local/domestic market
- Money: all funds dedicated to ramp-up, no slack to dedicate $30-40k to approaching an overseas market
- Experience: lack of familiarity with culture, language, currency, legal/regulatory framework

Common Exporting Questions

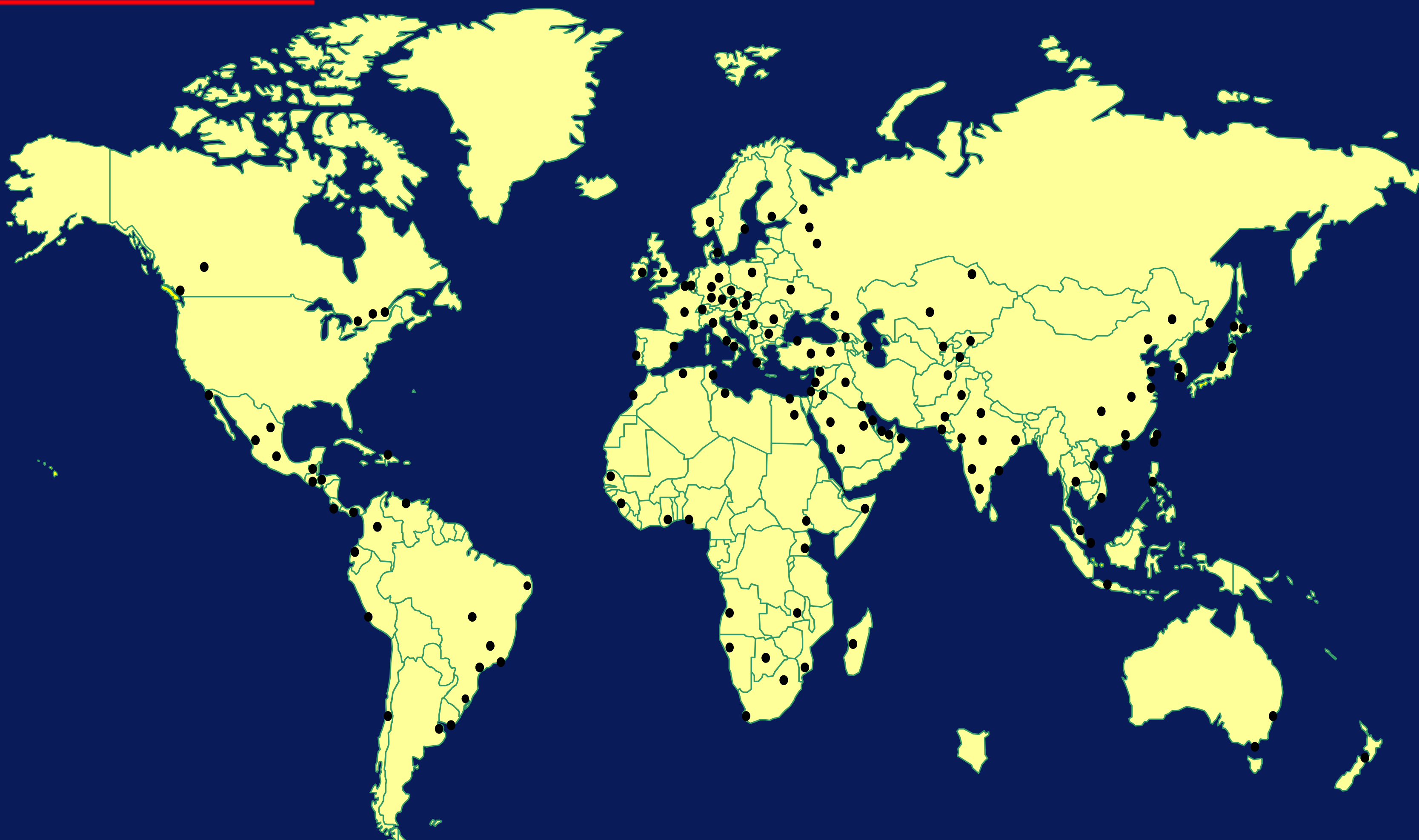
- Am I using the correct HS code to classify my product?
- How can I be sure Brazil will accept the testing that has been done on my product?
- How can I protect my intellectual property abroad?
- Does my product qualify for preferential tariff treatment under NAFTA, CAFTA, or other FTAs?
- I need an in-country attorney to help review my contact, can you help?
- I want to open a sales office in Singapore, what's required?
- Can I export to Cuba?
- Is a license required to export my product?
- Is my buyer/partner/end-user on any of the USG "denied parties" lists?
- My buyer never paid me. Help!
- My company is bidding on a port development project in Morocco. What support can the USG provide?

U.S. Commercial Service

- Founded in 1980, under the U.S. Department of Commerce
- Promotes the export of U.S. goods & services
- Helps U.S. companies successfully navigate foreign markets
- Educates companies about tailoring their activities to a specific market
- Assists new and experienced exporters with the knowledge and tools that they need to succeed globally

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

Our Global Network



2010 Highlights

- 12,000+ successful transactions
- $80 billion+ in U.S. goods and services
- $30 billion in project advocacy
- 200 markets abroad
- Focus on small-to-medium enterprises
- Transactions from $50 to more than $50 million

Water Technology Export Program
http://sdwtc.org/wemi

- Partnership between Commerce Department and San Diego World Trade Center
- Objective: To encourage the use of U.S. technologies to solve water issues in the Middle East, North Africa, and India
- U.S. water technology manufacturers, suppliers, consultants, engineers are encouraged to participate
- Water reports and analysis (by Country and Industry-Segments)
- Upcoming webinars, trade missions (U.S. and Overseas), events
- Register your company at:
  http://sdwtc.org/wemi/self-evaluation#

Upcoming Water Sector Events and Trade Missions

http://www.trade.gov/trade-missions/

September 27-29, 2011 ExpoGreen, Mexico City

September 29 UK Marine Technology Webinar

October 15-19 WEFTEC, Los Angeles

October 26-29 Pollutec, Morocco

November 1-2 AquaTech, Amsterdam

November 7-11 Clean Tech Trade Mission to India

March 6-9, 2012 WQA, AquaTech, Las Vegas

March 6-8 IFAT China, Shanghai

April 23-26 Wasser Berlin International

April 25-27 AquaTech, India

May 7-11 IFAT Entsorga, Munich

June 6-8 AquaTech, Shanghai

June 10-14 AWWA, Dallas

July 2-6 Singapore International Water Week

Webinars & Webcasts

http://export.gov/mrktresearch/eg_main_018213.asp

COMING UP!

•September 22 – International Contracts
•September 28 – Exporting to the Middle East
•September 29 – Opportunities in Europe for US Marine Technology Companies
•November 7 – SBA Financing Resources

ARCHIVED!

•Doing Business in: India, China, Central America, Mexico, Turkey, Brazil, Canada
•How to Write an Export Plan
•How to Ship Your Products
•How to Finance Your Exports
•How to Use Export Data to Find New Markets

Trade Counseling

We can help you:

- Determine the best markets for your products & services

- Identify potential overseas business partners, distributors, agents

- Provide background checks on potential overseas partners

- Comply with foreign and domestic government standards, labeling requirements, and other regulations

- Locate suitable professional service providers in the market (legal, tax, accounting, etc)

- Provide insight on cultural issues and business protocol

Market Research at www.export.gov

Our Market Research Library contains more than 100,000 country and industry specific market reports, web sites, events, and trade directory listings.

- Country Commercial Guides (CCGs)
- Market Research by Industry/Country
- Customized Market Research

Gold Key Matching Service
(B2B Matchmaking Program)

- Pre-screened business appointment arranged for you before you travel overseas
- Customized market and industry briefings with our local trade specialists
- Timely and relevant market research
- Post-meeting debrief with our trade specialists and assistance in developing appropriate follow-up strategies
- Assistance with travel, accommodations, interpreter service, and clerical support

International Company Profile
(*Background Check on Potential Partner)*

- Detailed background/financial information on a specific foreign company
- Information gathered either from publicly available sources (anonymously) or from the foreign company, with its cooperation
- Final analysis includes competitors, credit rating, profit and loss numbers, key officers, and our opinion on the overall viability of the firm in its market

Single Company Promotion
(Product Launch Event)

- Launch and promote your product in a new overseas market!
- We work with your company to develop a customized event: Reception/Dinner, Presentations, Networking
- Held at U.S. Ambassador's Residence, American Center, etc.
- Introduction by U.S. Ambassador (or USG Official)
- We assist with all logistics, invitation lists, press, press releases

IPR Resources

- ✓ StopFakes http://www.stopfakes.gov/
- ✓ Toolkits: Brazil, Brunei, China, Croatia, Egypt, European Union, India, Italy, Korea, Malaysia, Mexico, Pakistan, Paraguay, Peru, Russia, Taiwan, Thailand, Vietnam
- ✓ Intellectual Property Rights In China Webinar Series http://www.stopfakes.gov/events/china_webinar_series.asp
- ✓ DOC-ABA free intellectual property legal consultation (http://www.abanet.org/intlaw/intlproj/iprprogram.html)

Export-Import Bank

www.exim.gov

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- Official export credit agency of the United States
- Working capital, export credit insurance, loan guarantees, finance lease guarantees & direct loans
- Assumes credit and country risks that the private sector is unable or unwilling to accept
- Helps U.S. exporters by matching the financing that other governments provide to their exporters
- Supports U.S. exports to more than 150 countries

U.S. Small Business Administration

http://www.sba.gov/content/export-loan-programs

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Export Express

- Streamlined loan up to $500,000; Company must be in operation for at least 12 full months
- Used for business purposes that will enhance a company's export development. (ex: participation in a foreign trade show, finance standby letters of credit, finance specific export orders, equipment purchases, real estate acquisitions, etc.

Export Working Capital Program (EWCP)

- Provides lenders with up to a 90% guaranty on export loans as a credit enhancement
- Financing for suppliers, inventory or production of export goods

International Trade Loan Program

- Term loans to businesses that plan to start or continue exporting, or that have been adversely affected by competition from imports.
- May be used for: Acquisition, Construction, Renovation, Modernization, Improvement, Expansion
- Refinancing of an existing loan used for these same purposes.

Overseas Private Investment Corporation (OPIC)

www.opic.gov

- Operates in less developed countries and areas, and countries in transition from non-market to market economies
- Supports, insures & finances investment projects that benefit the host country and foster private sector competition
- Does not support projects that might result in the loss of U.S. jobs, adversely affect the U.S. economy, or contribute to violations of internationally recognized worker rights
- Offers project financing and political risk insurance to help U.S. companies meet the challenges of investing overseas when private sector support is not available

U.S. Trade Development Agency (TDA)

www.tda.gov

- Helps countries establish a favorable trading environment & modern infrastructure
- Assists overseas project sponsors to access U.S. private sector expertise in the areas of:
- (1) Trade capacity building - helps establish industry standards, rules & regulations, trade agreements, market liberalization, policy reform
- (2) Project Definition and Investment Analysis - supports large capital investments that contribute to overseas infrastructure development. Funds: Orientation Visits, Investment Analysis, Workshops and Conferences
- Highlighted sectors include transportation, energy, environment, health care, natural resources, telecommunications, and information technology.
- Since 1981 has been associated with more than $25 billion in U.S. exports

Contact us!

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