

Trading with the U.S. A Basic Guide



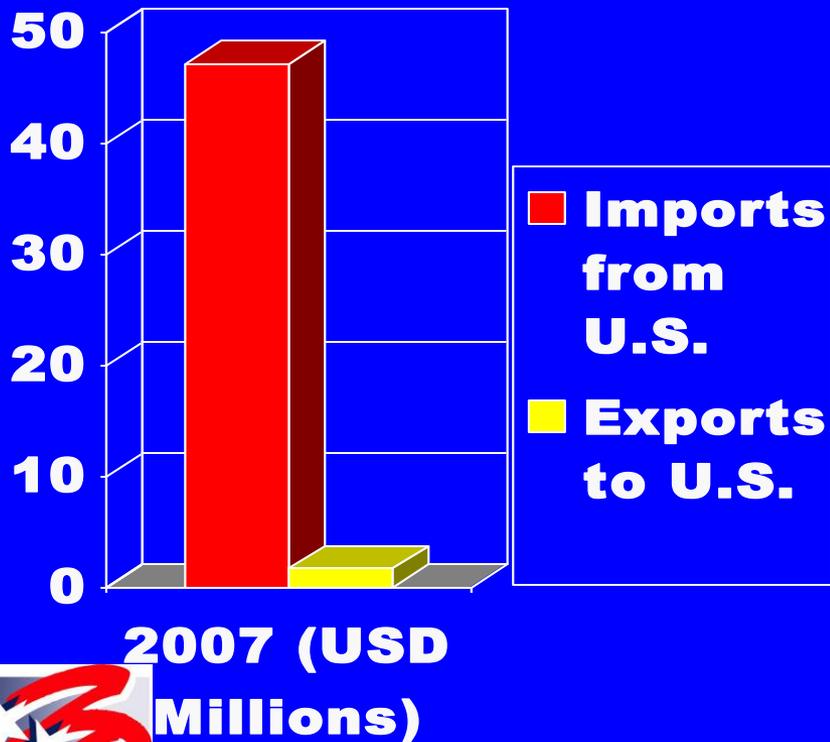
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The U.S. Commercial Service is the U.S. Government's primary export promotion agency.

Our mission: To help small and medium-sized U.S. businesses succeed in global markets and protect American business' interests across the globe.

Where Can You Make Money?



- There are more opportunities assisting U.S. manufacturers in developing the Kyrgyz market.



Prepare a Business Plan

- Find a need that is not being met adequately or you can meet better.
- What are your firm's strengths?
- What do you have to offer?
- What are realistic first year goals?
- What obstacles will you face and how can you overcome them?
- Be prepared to present this to your potential partner!



Finding a Firm to Represent

- **Internet**
- **Trade Fairs and Conferences** – do your research first. Visit the website and prepare a list of firms you want to visit.
- **Trade Associations** – many have membership lists on the internet, FITA
- **Business Directories**
 - **Thomas Register**
 - **Kompass**



The Commercial Service on the Web

www.buyusa.gov/kazakhstan/ru/
www.export.gov/eac/index.asp
www.buyusa.gov/ifp/





Казахстан

- Home
- Наша деятельность
- Программы для казахстанских компаний
- Предложения экспортеров из США
- Программа SABIT
- Как с нами связаться

Коммерческая служба США в Алматы приветствует Вас

Коммерческая служба США, зарубежное подразделение Министерства торговли США, оказывает активную поддержку американским компаниям в экспорте товаров и услуг на рынки зарубежных государств.

Казахстанские компании, заинтересованные в сотрудничестве с американскими инвесторами, производителями и поставщиками товаров и услуг, могут принять участие в широком спектре программ, администрируемых Министерством торговли США и содействующих развитию торгово-экономического сотрудничества между Республикой Казахстан и Соединёнными Штатами Америки.

Information for U.S. Exporters

Поиск

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Экспортеры из США предлагают

Regal Systems International
[Системы и Оборудование для Хлоринации](#)

Системы и Оборудование для Хлоринации
[More products...](#)



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Address <http://www.export.gov/eac/index.asp> Go

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Find Opportunities

- ▶ By Industry
- ▶ Market Research
- ▶ Trade Events
- ▶ Trade Leads

Find Solutions

- ▶ International Sales-Marketing
- ▶ International Finance
- ▶ International Logistics
- ▶ Regulations & Licenses
- ▶ Trade Data & Analysis
- ▶ Trade Problems

Contact Us

1-800 USA TRAD(E)

- ▶ Find a Local U.S. Office
- ▶ Find an Overseas Office

Contact a Trade Specialist Near You

The Commercial Service has a network of export and industry specialists located in more than 100 U.S. cities and over 80 countries worldwide. These trade professionals provide counseling and a variety of products and services to assist small and mid-sized U.S. businesses export their products and services.



To best address your issue or inquiry, please select one of the following communication methods:

US Sellers: Use the following menu(s) to locate an Export Assistance Center near you.

OR

International Buyers: Use the following international menu to reach a Commercial Specialist in your country

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media

Address <http://www.buyusa.gov/ifp/> Go

Google Go Bookmarks 223 blocked Check Settings Links

BUYUSA.GOV U.S. Commercial Service Site Map



Industry Focused Promotion

Search
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- Industry Focused Promotion (IFP) Trade Leads
- Aerospace
- Automotive
- Books
- Composites
- Construction
- Cosmetics
- Defense
- Electronics
- Energy
- Franchising
- Environmental Technologies
- Garments

SHOWCASE GLOBAL INDUSTRY FOCUSED PROMOTION (IFP) TRADE LEAD PROGRAM

Looking for high-quality suppliers? Let the U.S. Commercial Service help you find the best U.S. suppliers to meet your needs.



The U.S. companies listed on the Industry Focused Promotion trade lead online platform are interested in making contacts with potential partners worldwide. Should you have an interest in any of them, we can help foreign buyers, distributors, agents, importers, etc. to connect with them. Simply select the U.S. companies that are of interest to you and receive their contact information while yours is sent to them. Choose to have the U.S. Commercial Service make the introductions or meet these companies independently.

This program is designed to generate relevant business leads for the U.S. companies it features, based on their stated objectives. In order to help us ensure the highest level of service to you and all participating firms, we ask that you please be discriminating

Presenting Your Company

- **Know your market**
- **Know the competition**
- **Have a market entry plan**
- **Research shipping, customs and other transportation costs**
- **Talk about the good and the bad**



Exporting to the U.S.

- **Researching Your Market** – know the HTS number for your product
- **Find a Distributor**
- **Know Your Partner**
- **Understanding Standards**



Market Research: Analyzing America

- **US International Trade Commission:**
dataweb.usitc.gov/scripts/user_set.asp
- <http://www.census.gov/>
- <http://www.nationmaster.com/>
- http://fita.org/trade_info.html
- **Industry Associations**
- **Numerous U.S. based market research firms**



Finding a Distributor/Agent

- **Keep it simple**
- **National vs. regional markets**
- **Locating a distributor**
 - **Internet**
 - **Trade shows**
 - **Trade association directories**



Due Diligence and Dispute Resolution

- **Dunn and Bradstreet - www.dnb.com/us/**
- **Better Business Bureau - www.bbb.org/**
- **American Arbitration Association - www.adr.org/**
- **www.jus.uio.no/lm/un.contracts.international.sale.of.goods.convention.1980/**



Standards

- **Mandatory vs. Voluntary**
- **Mandatory Standards –**
http://standards.gov/standards_gov/index.cfm
- **Voluntary Standards -**
<http://www.ansi.org/> and your industry association
- **<http://www.nssn.org/>**
- **www.ses-standards.org/**



Thank You



U.S. Department of Commerce