



The World Is Open  
For Business. Yours.

## An Overview of the U.S. Commercial Service







# Going Global

Connecting with International Markets



# Why Should You Export?

**Opportunity**



**Diversification**



**Competition**



**Business  
Facilitation**

**95%** of the world's consumers are outside of the U.S.

Exporting helps to diversify your client base and take advantage of regional growth

If you are not exporting, it's highly likely your competitors are selling abroad or will be soon

Free trade agreements, the Internet, improved transportation, and Government assistance



# Exporters Are Small Business

**97%** of U.S. exporters are SMEs with < 500 employees

**75%** of exporters have < 20 employees

**7 in 10** new U.S. jobs are created by small businesses





# Hawaii's Top Exports

## Tourism Services



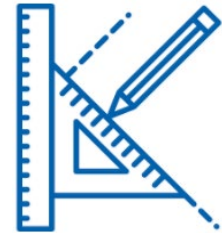
## Consumer Goods



## Education & Training



## Architecture & Engineering



## Agriculture & Processed Foods





# What are the keys to export success?





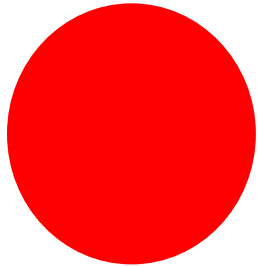


# Export Success = 1 + 2 + 3

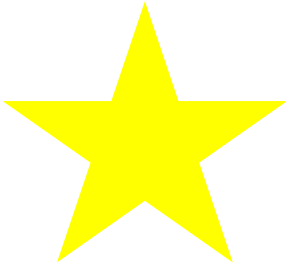
- 1) Motivation
- 2) Path of Least Resistance
- 3) Great Partners



# Market Entry Strategy



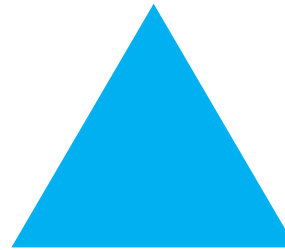
R & D



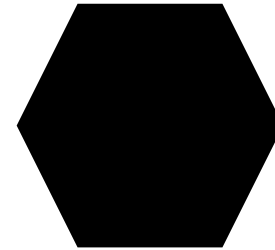
Manufacturing



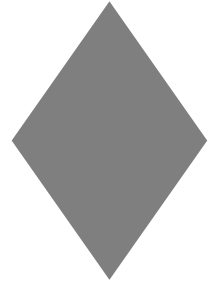
Distribution



Finance

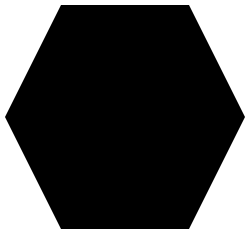


Sales

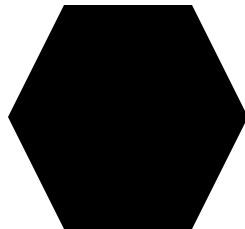


General  
Corporate  
Activities

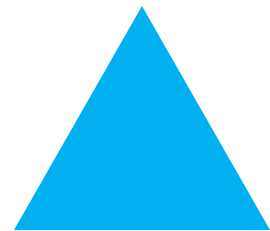
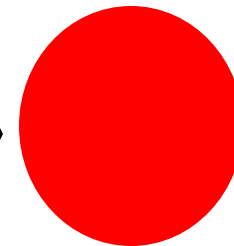
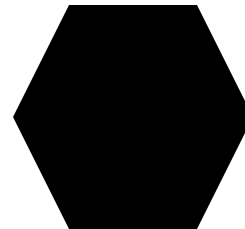
Country A



Country B

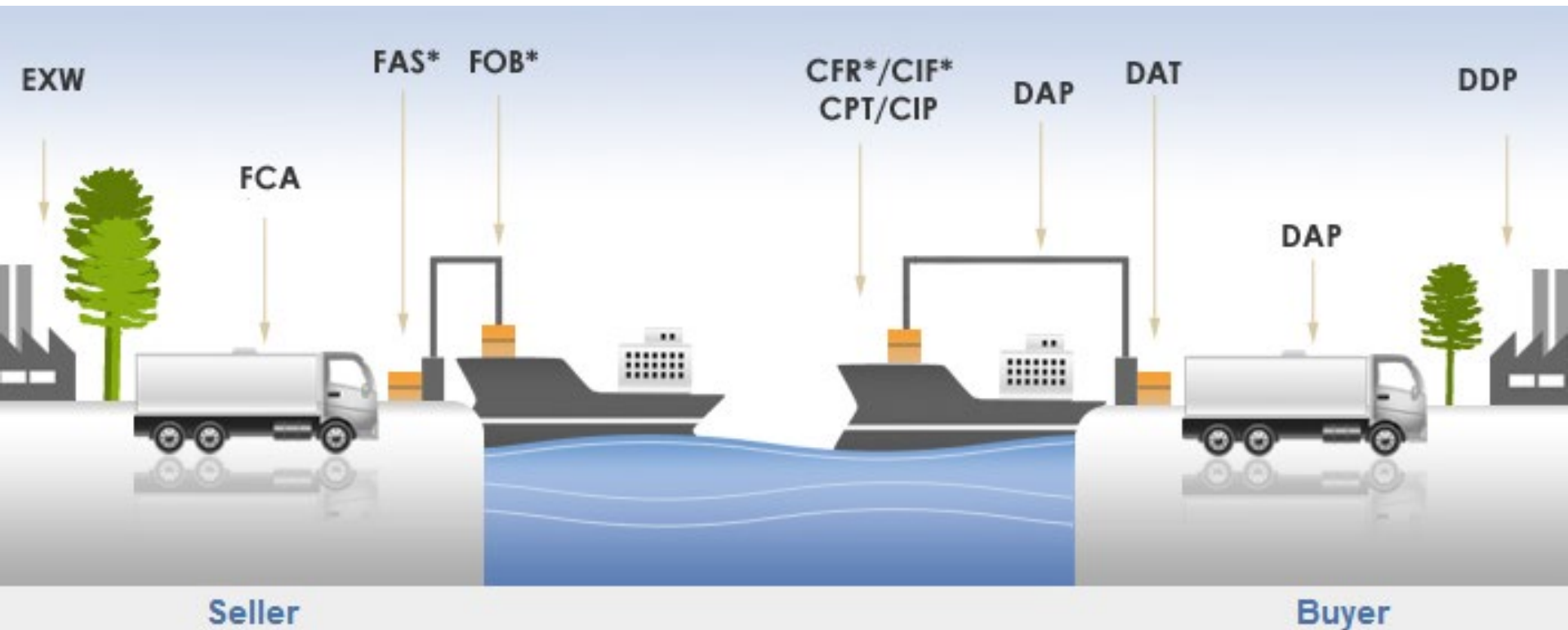


Country C





# Logistics: INCOTERMS



©conex



# An Overview of the U.S. Commercial Service

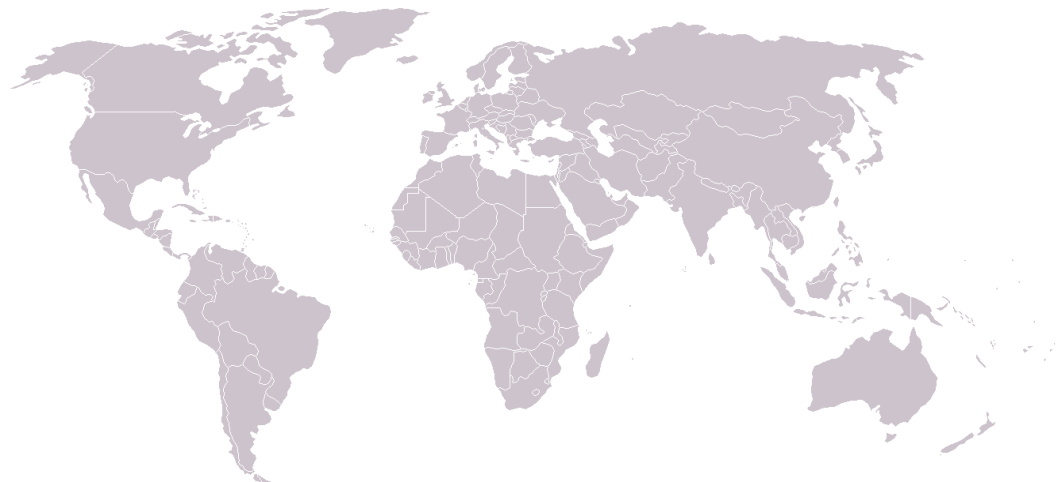
## How the U.S. Government Can Help



# U.S. Commercial Service

## Creating Prosperity Through Global Trade

- A **global network** in more than 80 countries of the best trade professionals in the world
- Our global presence and international marketing expertise helps U.S. companies **compete & win** in global markets
- **Our Goal** - promote economic prosperity, enhance job creation, and protect U.S. commercial interests abroad

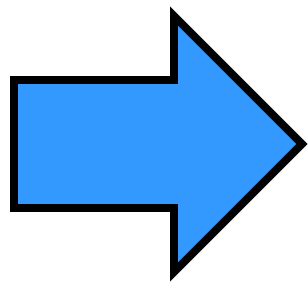
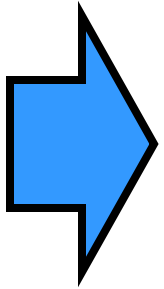




# U.S. Commercial Service

## Creating Prosperity Through Global Trade

$$\text{\$1} + \text{U.S. COMMERCIAL SERVICE} = \text{\$230}$$





# Who We Work With

- **U.S. registered business**
- **51% U.S. content**
  - Volume or \$ Value
- **Export Ready**
  - Export sale in process
  - Identified Path of Least Resistance
  - Free training [tinyurl.com/exportvideos](https://tinyurl.com/exportvideos)





# Our Services

## Four Ways to Grow Your International Sales

- ▶ Market Research
- ▶ Trade Events
- ▶ International Partners
- ▶ Consulting & Advocacy







# Leverage Our Additional Resources

## [www.Trade.gov](http://www.Trade.gov) – Your U.S. Trade Portal

- Export basics, market research, HS & schedule B numbers
- Information on international finance, logistics, and standards

## [www.HawaiiExportSupport.com](http://www.HawaiiExportSupport.com)

- Hawaii Resources

[tinyurl.com/exportvideos](http://tinyurl.com/exportvideos)  YouTube

[www.Export-U.com](http://www.Export-U.com) – FREE export tutorials



# *Mahalo!*

**John Holman, Director**  
**U.S. Commercial Service**  
**International Trade Administration**  
808.522.8040 | 808.522.8041  
[John.Holman@trade.gov](mailto:John.Holman@trade.gov)  
[www.HawaiiExportSupport.com](http://www.HawaiiExportSupport.com)  
[www.Export.gov](http://www.Export.gov)





# QUIZ: The Path

- Best Place to Do Business in the World?
- Top 4 Most Populous Nations?
- What is Vietnam's population?
- U.S. FTAs with 4 of Top 25
- Where does Japan rank? China?



# Ease of Doing Business

- Starting a business
- Construction permits
- **Electricity access**
- Registering property
- Getting credit
- Protecting investors
- Paying taxes
- Trading across borders
- Enforcing contracts
- Resolving insolvency



**THE WORLD BANK**  
IBRD • IDA



# POP QUIZ!



- What is Hawaii's #1 Export Product?
- What % of U.S. exporters are small businesses?
- Best Place to Do Business in the World?
- Where does Japan rank? China?
- What is South Korea's population?
- U.S. Free Trade Agreements with 4 of Top 25?