

The World is Open for Your Business.

Let the U.S. Commercial Service
connect you to a world of opportunity.

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Deputy Team Leader - Renewable Energy & Energy Efficiency
Global Energy Team



Let Us Help You Export.

- U.S. Department of Commerce
International Trade Administration
U.S. Commercial Service
- Mandated by Congress to assist U.S. companies export their products and services
- Over 100 office throughout the United States and in U.S. Embassies and consulates in nearly 80 countries
- Focus on Small-to-Medium sized exporters (SMEs)



Our Global Network of Trade Professionals Opens Doors that No One Else Can.



- The U.S. Commercial Service provides U.S. companies unparalleled access to business opportunities around the world.
- As a U.S. Government agency, we have relationships with foreign government and business leaders in every key global market.
- Our trade professionals provide expertise across most major industry sectors.
- Every year, we help thousands of U.S. companies export goods and services worth billions of dollars.

Global Energy Team

- Over 100 trade professionals in HQ, domestic offices and U.S. embassies and consulates
- Industry and team collaboration, trade event promotion and support and export education
- 5 sub sectors
 - **Renewable Energy and Energy Efficiency**
 - **RETECH 2011 – 6 Domestic Team Members + 26 Foreign Delegation Leaders**
 - **Oil & Gas**
 - **Civil Nuclear**
 - **Coal**
 - **Power Generation**

www.export.gov/industry/energy

Upcoming Renewable Energy Events

- ***Solar Power International***
October 17-22, Dallas, Texas
- ***Clean Technologies Trade Mission to India***
November 7–11 mission to New Delhi, Hyderabad and Ahmedabad
- ***Turkey Renewable Energy and Energy Efficiency Trade Mission***
Ankara, Istanbul and Izmir, Turkey – December 5-9, 2011

National Export Initiative (NEI)

- Announced by President Obama in January 2010. The goal to double exports in the next 5 years. Exports = Jobs
- Creation of an Export Promotion Cabinet made up of the Departments of State, Treasury, Commerce, Agriculture, Commerce, and other federal agencies responsible for exports
- 5 components:
 - **advocacy and trade promotion efforts**
 - **export financing**
 - **barriers to trade**
 - **enforce our trade rules**
 - **Promote strong, sustainable, and balanced growth**
(Report to the President on NEI, Sept. 2010 by Commerce Secretary Gary Locke)

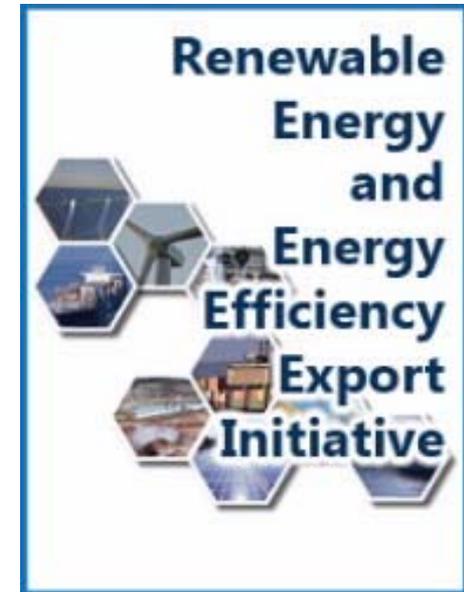


Renewable Energy and Energy Efficiency Initiative

Eight (8) federal agencies coordinating to both meet the goals of the National Export Initiative and President Obama's goal of becoming the leading exporter of clean energy technologies

The Initiative will create new programs, actions and deliverables to:

- addressing trade barriers in the sector
- increase the amount of trade promotion activities for RE&EE companies
- improve the delivery of U.S. Government export promotion services for U.S. RE&EE companies.



www.export.gov/reee

Connecting Your Company with the Right Opportunities Abroad.

We assess your export potential, understand your needs, and provide the right mix of U.S. Commercial Service capabilities to achieve your exporting goals.

U.S. Commercial Service Business Approach



Our Proven Expertise Makes Doing Business Internationally Easier.

Whether you are looking to make your first export sale or expand to additional international markets, we have the expertise you need to tap into lucrative opportunities and increase your bottom line.

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

Proven Expertise: Trade Counseling

Get the information and advice you need to succeed.

- **Planning and Strategy.**
 - Create a comprehensive international business plan for entry or expansion into targeted markets.

- **Legal and Regulatory Issues.**
 - Determine export licensing needs for shipping products.
 - Understand and comply with global product standards, certification requirements, electricity regulations, and packaging laws.
 - Avoid intellectual property issues and legal disputes.



Proven Expertise: Trade Counseling

Get the information and advice you need to succeed.

- **Documentation and Product Requirements.**
 - Learn about export documents, including Electronic Export Information filing, invoices, packing lists, and certificates of origin.
 - Verify tariff rates and import fees; determine your product's Schedule B and HS numbers.
- **Trade Problems.**
 - Get assistance with customs-related issues.
 - Obtain support if your company's exports or foreign bids are adversely affected by a trade barrier.
 - Limit the risk of non-payment and receive assistance if problems arise.



Proven Expertise: Market Intelligence

<http://export.gov/mrktresearch/>

- Country Commercial Guides.
 - Leverage reports, prepared annually by U.S. Embassy staff, containing information on the business and economic situation of foreign countries and the political climate as it affects U.S. business and investments.

- Customized Market Research.
 - Get specific answers to your specific international business questions.



Proven Expertise: Market Intelligence

Target the best trade opportunities.

- **Background Reports- International Company Profile (ICP)**
 - Learn about potential partners from our trade professionals working in your target markets.
 - Get detailed credit reports covering sales, profit figures, potential, liabilities, and other financial information.
- **Trade Data and Analysis.**
 - Obtain the latest annual and quarterly trade data by country, state, commodity, and year.
 - Find industry-specific trade data and analysis.
 - Get country-specific tariff and trade agreement information.

Proven Expertise: Business Matchmaking

Connect with the right partners and prospects.

- **Partner Search.**
 - Find pre-screened potential partners and get detailed company reports; determine the marketability of your product or service.
- **Personalized Business Matchmaking.**
 - Meet with potential buyers, sales representatives, and business partners.
 - Leverage customized market briefings.
- **Trade Missions.**
 - Participate in business development missions led by senior U.S. government officials.
 - Meet with distributors, government and industry officials, prospective customers, and U.S. Embassy officials.



Show Time Trade Counseling



Gold Key Service

- Customized market and industry briefings with our trade specialists
- Timely and relevant market research
- Appointments with prospective trade partners in key industry sectors
- Post-meeting debriefing with our trade specialists and assistance in developing appropriate follow-up strategies
- Help with travel, accommodations, interpreter service, and clerical support

Proven Expertise: Business Matchmaking

Connect with the right partners and prospects.

- **Trade Shows.**
 - Use our International Buyer Program to meet with pre-screened buyers at major U.S. trade shows.
 - Exhibit in the U.S. Pavilion at our Certified Trade Fairs.
 - Let us distribute your marketing literature at global trade shows.
- **In-Country Promotions.**
 - Leverage customized venues to reach potential partners and buyers.
 - Advertise in our official catalog of U.S. suppliers sent to nearly 400,000 international companies.
 - Feature your company on our local-language Web sites.



International Partner B2B Matchmaking



The Advocacy Center

- Ensures that sales of U.S. products and services have the best possible chance competing abroad
- Advocacy assistance facilitates U.S. Government to communicate a message to foreign governments or government-owned corporations on behalf of U.S. commercial interest, typically in a competitive bid contest.
- Commercial Service liaisons to five Multilateral Development Banks to assist U.S. firms and advocate on their behalf when they compete for Bank tenders.
- The liaisons counsel U.S. companies on how to work with the Banks and advocate on procurement and contracting issues to ensure fair and equal treatment for U.S. companies

www.export.gov/advocacy



Questions?

**U.S. Commercial Service—
Connecting you to global markets.**



Contact us today
to connect with a world of opportunity.

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