Working with Businesses, Educators, and Students... *a Look Inside the U.S. Commercial Service Overseas*

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**Outline**

- NASBITE skills and the U.S. Commercial Service
  - Domestic and Overseas Offices
- Educations Services – a leading export
- Helping schools: promoting, vetting, recruiting
  - Our Services
- Support we provide schools and students
  - Student briefings and internships
Exam Competency

The Certified Global Business Professional
Exam Competency

5 THREADS
(Cut across all domains)

- 1. Global Business Management
- 2. Global Marketing
- 3. Supply Chain Management
- 4. Trade Finance

A. Documentation
B. Legal & Regulatory Compliance
C. Intercultural Awareness
D. Technology
E. Resources

U.S. Commercial Service: Domestic and Overseas

- Knowledge requirements vary based on local business requirements
  - CGBP knowledge establishes a consistent base knowledge

- Domestic Offices served as initial contact point for U.S. companies
  - Counseling on export basics, market entry, HS Codes, Incoterms

- Overseas Post receives client prepared to enter or expand in the market
  - Business environment in that country (FCPA, IPR, and export controls)

- Commercial Officers and International Trade Specialists
  - Generalists & specialists
  - Identify Industry Specialists
Why Export?

- 96% of global consumers reside outside the US

The U.S. Commercial Service

- **Agency:**
  - U.S. Department of Commerce

- **Mission:**
  - Promote U.S. Exports
  - Protect U.S. Commercial Interests Abroad
  - Facilitate Investment in America

- **Resource for US Companies:**
  - Counseling
  - Matching Making and Promotion
  - Fair and Open Market Access
Our Domestic Presence
Over 100 U.S. Export Assistance Offices

Some areas may have more than one office

Our Overseas Presence
In U.S. Embassies and Consulates in Over 70 Countries
Doing Business Internationally

“Brokers of Information”
- Know the market – opportunities vs. challenges
- Awareness of regulatory environment
- Learn of key contacts: service providers, government contacts, organizations
- We are a resource for you

Sharing Knowledge
- Client counseling
- Arrange services
- Provide introductions
- Write market research reports
- Give briefings

Education – A Leading US Export

- **Services**: Comprised 30% of all exports in 2012 (up from 20% in 1980)

- **Higher Education Services**: 6th among the top U.S. services exports

- Int’l students contributed over $22.7 billion to the U.S. economy, through their expenditures on tuition and living expenses (US Dept. of Commerce)

- Overseas students graduating from U.S. Schools upon returning home have better understanding and appreciation of the United States and also of American products and services

- Education includes colleges, universities, boarding schools, community colleges, English language programs, etc.
Understand the Market

Practical Tip #1
- Visit to understand opportunities
- What challenges exist?
- What is the regulatory environment?

How the US Commercial Service Can Help:
- “Country Commercial Guide” is a resource
- Arrange a free Counseling Session
  - Overview of environment
  - Contacts for networking
  - New trends and regulations

Country Commercial Guide
- Country Commercial Guides (CCGs): prepared annually by U.S. Embassies
- Present a comprehensive look at a country’s commercial environment

Market Research to Assist U.S. Clients

Samples:

China: Overseas Education Industry in Guangdong
Along with China’s economic revolution, an equally dynamic educational revolution has also occurred – ever since 1978, when Deng Xiaoping began to send students and scholars to study abroad as part of his broad modernization efforts, China has placed a high assessment on the value of overseas education...

Thailand: International Student Recruitment
The market for study abroad educational services in Thailand is growing and still has a lot of room to grow. Schools from the United States have an edge and are always Thai students’ first choice for bachelor, graduate and post graduate degree programs, and also English language programs...

www.export.gov/mrktresearch/

Webinars on Local Market Conditions

- Introductions and briefings without the travel
- Gain a better understanding of local student demographics
- Have the opportunity to ask market experts your questions
- All from the comfort of your own desk
Choose the Right Partner

Practical Tip #2

• Identify prospective distributors, education agents, or partners
• What's their experience? Who have they worked with?
• A critical mistake is rushing into an agreement with the wrong partner

How the US Commercial Service Can Help:

• Locate qualified local companies as partners, agents, or distributors
• Consider our “Gold Key Service”

GKS for Education Clients

How we assist educational institutions:

• Set up in-country meetings with possible partner educational institutions
• Arrange meetings with counselors at international high schools in-country
• Identify qualified recruiting / education agents*
• Identify companies that require specialized training for their employees
• Provide appropriate contact at the Ministry of Education
• Your success leads to export success

Education Agents:

– Many U.S. education institutions work with local agents/representatives
– University, college or school enters into an agreement with an agent
– Agent represents the institution to students in the host country who are considering an overseas education.
Do Your Due Diligence

Practical Tip #3

• Who are their reference sources? How long have they been in business?
• Perform a background check
  – The 6 D’s
• Confirm that they can do what they say they can
  – The 3 V’s

  How the US Commercial Service Can Help:

  • Conduct a preliminary background check
  • Consider our “International Company Profile”
  • Educators: Ask if there is a list of vetted education agents

Exhibit at the Right Trade Fair

Practical Tip #4

• Identify the right trade shows for your organization
• Translate your materials into the local language
• Arrange appointments ahead of time

How the US Commercial Service Can Help:

• Exhibit as part of a USA Pavilion
• Promote the benefits of American products and services
• Counseling and support at US Commercial Service Booth
International Education Fairs

Education Fair
- There are many international education fairs – we can help you identify the right education fairs for your institution
- Assistance available:
  - Help with introductions
  - Keynote talks
  - Organize briefings

Virtual Education Fair
- Showcase your school to a potential partner institution and/or agents using a PowerPoint presentation live over the Internet

Catalogue Shows
- We showcase your catalogues in our U.S. Commercial Service booth

Promote Your School

Practical Tip #5
- If you already have a presence in country, extend your reach
- Target key potential clients by sector and position
- Offer an educational seminar that both informs and provides exposure for your organization

How the US Commercial Service Can Help:
- Consider our “Single Company Promotion” service (or for a Consortium of Schools)
- We invite contacts among government, media, and private industry
- Identify ideal the audience for your event: students & parents, educators, education agents
Education Promotional Event

- A customize event, targeted education fair, organized for a specific consortium or group of schools.
- Opportunity for direct recruitment via an int’l education event
- Consider Joint Briefings:
  - State Dept. - Education USA & Consular Section
  - U.S. Commercial Service

Briefings for Visiting Student Groups

*Other Support for Schools & Students*

Doing Business Overseas / Country Outlook

- Basics of exporting
- Overview of doing business in-country
- Economic and political developments
- Market opportunities and challenges
- Key U.S. export opportunities
What Interns Do…

- Professional Level Internship
- Client Meetings
- Market Research
- Website & Social Media Management
- Event Planning
- Special Projects

What Interns Will Learn…

- Advanced research skills
- Advanced MS Excel skills
- Knowledge of International Business
- Phone & email communication
- Website management skills

www.export.gov/minnesota/internships
www.export.gov for any location, then select internships

U.S. Commercial Service & Higher Education

Final Points…

- Services for promoting your school
- Support in signing up education agents and recruiting int’l students
- Available for student briefings
- Offer great internship opportunities
Thank You

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