

The World is Open for Your Business.

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



Overview

- Why Export?
- What is the Commercial Service?
- How Do We Assist U.S. Companies?
 - Assessing Export Readiness
 - **Frequently Asked Questions (FAQs)**
 - Identifying Markets & Determining Sales Potential
 - Implementing an Export Plan
 - Ensuring a Level Playing Field
- Export Resources & National Export Initiative

Why Export?



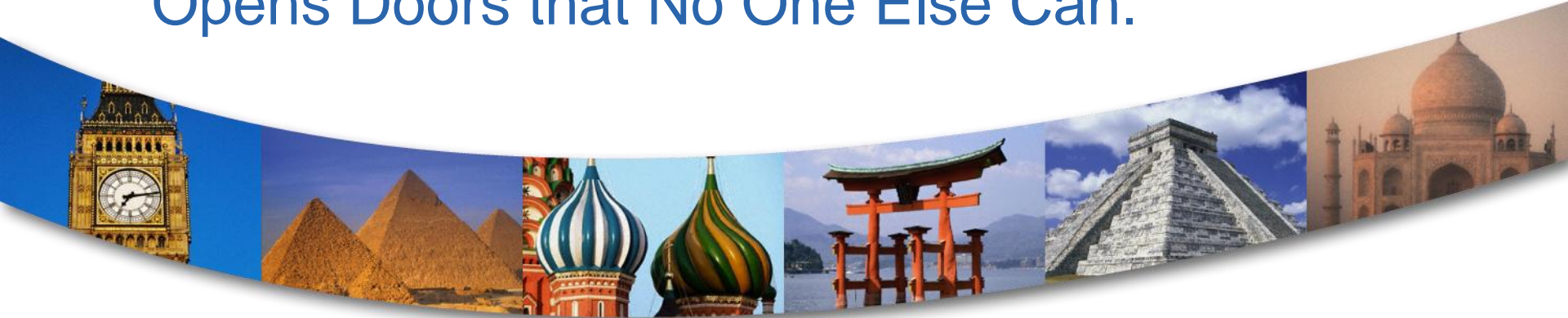
**95 Percent of the World's Consumer's
Live Outside the United States**

What is the U.S. Commercial Service?

With offices throughout the United States and in U.S. Embassies and consulates in nearly 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce's International Trade Administration utilizes its global network of trade professionals to connect U.S. companies with international buyers worldwide.



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.

We Work with You to Connect Your Company with the Right Opportunities Abroad.

Our experienced trade professionals help you enter international markets in the most efficient, targeted way. 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



How Do We Help U.S. Companies?



Proven Expertise: Trade Counseling

Get the information and advice you need to become “export ready”

- **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 (cont'd)

Get the information and advice you need to become “export ready”

- **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.

- **Getting Paid and Mitigating Risk.**
 - Introduction to partners focused on export financing programs and export credit insurance

How Do We Help U.S. Companies?



**Identify Key Markets & Determine
Sales Potential**

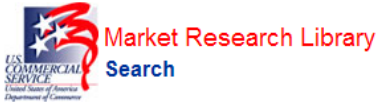
Proven Expertise: Market Intelligence

Target the best trade opportunities.

- **Trade Data and Analysis.**
 - Obtain the latest annual and quarterly trade data by country, state, commodity, and year, country-specific tariff and trade agreement information.
- **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.



powered by U.S. Commercial Service : Your Global Business Partner
MRL ver. 3.01.2



[Click here for search tips](#) [Click here to register for the MRL e-Alerts](#)

International Market Research	
Industry:	All Industries
Region:	All Regions
Country:	All Countries
Report Type:	All
Date [Range]:	Month / Year To: Month / Year
Keyword(s):	ALL words
<input type="checkbox"/> Search the document body [slower but more results]	
<input type="checkbox"/> Include Archived records <input type="checkbox"/> Include the ID Number	
Clear GO	

Note: Effective May 14, 2009, the United States and Foreign Commercial Service (US&FCS) has updated its disclaimer policy for market research reports to indicate that reference to or inclusion of material by a non-U.S. Government entity in these documents is for informational purposes only and does not constitute an endorsement by the US&FCS of the entity, its materials, or its products or services. Although this text will appear only in market research reports generated after this date, this disclaimer applies equally to all documents in the Market Research Library.

www.export.gov/mrktresearch



South China: Security & Safety Equipment

Barry Zhang
September 2009

Summary

South China plays a very important role in China's security and safety industry. Due to the sustained economic growth in China, and the dynamic market demand from a number of large projects, the security industry has a growth rate of more than 20% a year, and will continue to grow. China's security industry is immature and market potential awaits both local and foreign security equipment players. Most security companies in the Pearl River Delta (PRD) are SMEs and privately-owned. These companies are mainly engaged in low-end and middle-end security products and currently cannot meet the growing demand for higher level security equipment and solutions. Therefore, there is great opportunity for suppliers of high-end foreign security equipment as well as security project design and solutions. Both demand and production in the PRD market focus on security equipment for video surveillance, alarm and monitoring, burglarproof alarm, access control, and entrance communication.

US security and safety products are regarded as having high quality and advanced technology and enjoy a solid reputation in the south China market. Local distributors and buyers are often concerned about U.S. export control regulations effecting imports of U.S. security and safety equipment, which U.S. exporters need to consider in advance. In China, the Public Security Authority oversees the security industry, including industry associations, security equipment certification, manufacturing, distribution, and installation.

Market Demand

The demand for security and safety equipment in China is due, in part, to the steadily growing Chinese economy and the implementation of a series of large-scale state projects, such as the "Safe City Plan", the Beijing Olympics, the Shanghai World Expo, and the Guangzhou Asian Games. In the "11th Five Year Plan", China aims to

Proven Expertise: Market Intelligence

Target the best trade opportunities.

- **Background Reports.**
 - 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.

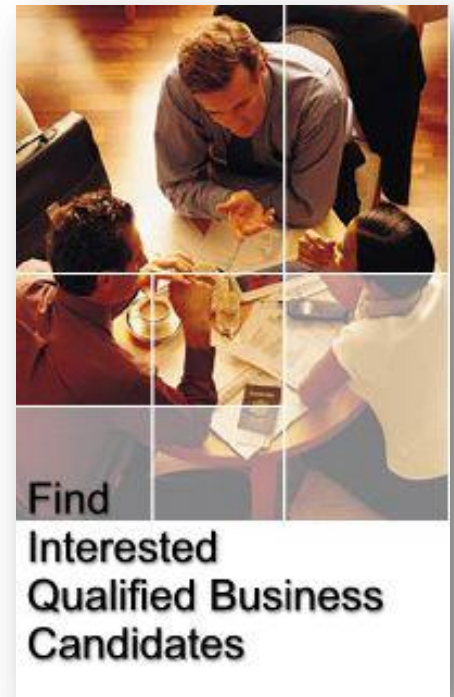
How Do We Help U.S. Companies?



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.



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.





Real Results: Old Mother Hubbard

Massachusetts-based pet food manufacturer Old Mother Hubbard secured a distributor in Singapore and projects \$300,000 in first-year sales.

“The U.S. Commercial Service business matching services were invaluable in helping our company accelerate plans for exporting to Singapore. I met with many potential distributors and was provided with relevant market intelligence that helped us quickly determine who would be best to partner with in Singapore.”

— Michael Cole
International Distribution Manager
Old Mother Hubbard

Gold Key Service

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



How Do We Help U.S. Companies?



Proven Expertise: Commercial Diplomacy

Level the international playing field for your company.

- **Advocacy**

- Access U.S. government trade advocacy for your foreign government procurement bids.
- Visits to key foreign officials by high-ranking U.S. officials, direct support from U.S. officials stationed overseas, letters to foreign decision-makers

- **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





Export Resources & National Export Initiative

Department of Commerce Export Related Resources

- Trade Information Center (TIC)
1-800-USA-TRADE
- International Trade Administration
www.trade.gov
- USG Export Portal
www.export.gov
- U.S. Commercial Service
www.buyusa.gov
- Strategy for Targeting Organized Piracy
www.stopfakes.gov

EXPORT.GOV

Helping U.S. Companies Export

Register | Manage Your Account

Search Export.gov

Advanced Search

[About Us](#) | [Partner Agencies](#) | [Contact Us](#) | [FAQ](#) | [Non-U.S. Companies](#)

Home

Print | E-mail Page

Find Opportunities

- ▶ [By Industry](#)
- ▶ [Market Research](#)
- ▶ [Trade Events](#)
- ▶ [Trade Leads](#)

Find Solutions

- ▶ [International Sales-Marketing](#)
- ▶ [International Finance](#)
- ▶ [International Logistics](#)
- ▶ [Licenses & Regulations](#)
- ▶ [Trade Data & Analysis](#)
- ▶ [Trade Problems](#)

Contact Us

1-800-USA Trade

- ▶ [Find a Local U.S. Office](#)
- ▶ [Find an Overseas Office](#)

U.S. EXPORTS

customers ★ profits ★ success

National Export Initiative (NEI)

The National Export Initiative (NEI) is an initiative to improve conditions that directly affect the private sector's ability to export. The NEI will help meet the Administration's goal of doubling exports over the next 5 years by working to remove trade barriers abroad, by helping firms -- especially small businesses -- overcome the hurdles to entering new export markets, by assisting with financing, and in general by pursuing a Government-wide approach to export advocacy abroad, among other steps. [Learn more about the National Export Initiative.](#)

Export Control Reform Initiative

On April 20, Secretary of Defense Robert Gates discussed the Administration's interagency review of the U.S. export control system, which calls for fundamental reform of the current system in order to enhance U.S. national security and strengthen our ability to counter threats such as the proliferation of weapons of mass destruction.

Read the [Fact Sheet on the President's Export Control Reform Initiative](#) to learn more.

What's New in Exporting

- ✉ [Sign up for Export.gov email updates](#)
- [SBA Blog: Take Your Business Global](#)
- [Webinar Series: Bureau of Industry and Security](#)
- [Register by July 19th - Trade Mission to Baghdad, Iraq](#)
- [Register by September 15 - Trade Mission to Saudi](#)

Exporting 101

- ▶ [Export Basics](#)
- ▶ [Export Programs Guide](#)
- ▶ [Watch Export Webinars](#)
- ▶ [What are HS Codes](#)
- ▶ [Find Tariffs and Taxes](#)

I Want To

- ▶ [Promote My Products Overseas](#)
- ▶ [Fill out a NAFTA Certificate](#)
- ▶ [File a Trade Complaint](#)
- ▶ [Protect my IPR](#)
- ▶ [Get USG Advocacy](#)

Prominent Markets

- ▶ [China](#)
- ▶ [India](#)
- ▶ [Africa](#)
- ▶ [FTA Countries](#)
- ▶ [Other Country Information](#)



President Obama's National Export Initiative



Key Objective:
Double exports
over the next five
years to support
two million
American jobs

National Export Initiative: Key Areas of Focus



Raise awareness
of export
opportunities

Expand
Administration's
trade promotion &
advocacy efforts

Improve
access to
credit for
SMEs

Ensure U.S.
companies have
free and fair
access to foreign
markets

Contact us today
to connect with a world of opportunity.

CS Baltimore | (410) 962-4539

Web | www.buyusa.gov/baltimore

Email | Steve.Morrison@trade.gov

Social Media |  

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

