

Justification for Request to Change Internet Website Forms OMB Control No. 0625-0237

The Commercial Service (CS) is implementing an initiative to standardize its client in-take and registration system, streamline the forms used by clients to request export assistance and populate select forms with previously collected client data by March 2012. The initiative will have a major impact on the collections in this package and is expected to eliminate some currently used forms.

The CS is evaluating the collections in this package to prepare for both the standardization and streamlining launch in March 2012 and the package renewal due by April 2012. Prior to finalizing and submitting the renewal package, the CS would like to implement minor changes to some forms (Export.gov Registration, Business Service Providers, Local Event Form and Industry Focused Promotion) to test their effectiveness in serving multiple uses and to assist CS staff in adjusting to new processes. The CS would like to begin using the modified collections in mid-June to gain enough experience to finalize the renewal package by October 2011.

The CS is proposing to make the following types of minor revisions to the forms:

- Addition of supplementary information and instructions
- Text revisions to improve clarity and appropriateness (such as revisions to make a form more appropriate for use by foreign firms)
- Translation of some English language forms into foreign languages
- Deletion of fields that are no longer needed
- Addition of limited new fields consistent with the intent of the approved form
- Moving the placement of questions to improve the organization and layout of a form

I. **Export.gov Client Registration Form**

Overview

The CS proposes to make minor modifications to the Export.gov Client Registration so that it is better suited to assess a client's export experience and become the standard CS registration form and serve as the basis for a new standardized client in-take process. The Export.gov Client Registration form is expected to eliminate the need for multiple client in-take forms.

Proposed Changes

Currently Approved Text	Proposed Changes	Explanation
Account type		Delete. Field not needed.
Contact Middle Initial		Delete. Field not needed.
Contact Suffix		Delete. Field

		not needed.
Fax Number		Delete. Field not needed.
Business Type		Delete. Field not needed.
	Confirm e-mail address	New field.
	Estimated percentage of annual sales derived from exporting*	New field, mandatory.
	Less than 5%	
	5% - 9%	
	10% - 19%	
	20% - 29%	
	30% or more	
	Estimated Percentage of Annual Sales derived from Exporting?:*	New field, mandatory.
	Dunn & Bradstreet No.:	New field.
	How did you find us?*	New field.
Mr./Ms./Dr.*	Salutation (Mr./Ms./Dr.)	Mandatory.
		Test revision. Field now optional.
Company Web Site	Business Web Site*	Test revision. Field now mandatory.
Number of Employees	Number of Employees in Business*	Test revision. Field now optional.
Industry*	Select Your Industry Sector(s)*	Text revision.
Countries of Interest*	Countries Your Business is Currently Exporting To (Select up to 5)*	Text revision.
	[Note: "not currently exporting" will be added to the currently approved drop-down list of countries]	
Business Address Line 1*	Business Address Line 1	Field now optional.
Business City*	Business City	Field now optional.
Business Country*	Business Country	Field now optional.
	We ask that you allow us to help you to expand your exports by connecting you to relevant trade resources of the U.S. Government by providing your consent below:	New field.
	<input type="checkbox"/> I authorize Export.gov to share our company and product information with other Trade Promotion Agencies of the U.S. Government.	
	<input type="checkbox"/> I authorize Trade Promotion Agencies to contact me.	

Burden

There is no change in burden associated making minor changes to the Export.gov “Client Registration.” The estimated total burden remains unchanged at 12,000 annual respondents and 2,000 burden hours.

II. Business Service Provider Registration Form

Overview

The Commercial Service Business Service Provider (BSP) Program is an online program to help U.S. exporters and international buyers identify professional export service providers to assist them in the assessment, financing or completion of an export transaction. BSP is offered to U.S. export services providers as well as export services providers located in overseas markets. Companies that provide a product or service that may be useful to the U.S. exporter/international buyer in completing the export transaction are eligible to apply for the program. U.S. Export Assistance Centers in the U.S. and Commercial Service overseas posts offer this program. The on-line BSP Directory is available on office websites.

The on-line directory on each website includes the export service providers’ contact information and a description of the specific product/service. The on-line directory is organized by type of export service to enable U.S. exporter/local buyer to locate assistance needed. Eligible firm types include, among others, freight forwarders, legal services, banking and trade finance services, consulting firms and marketing firms.

The CS has been using one registration form to serve both domestic and international markets and has found a need to make minor changes to the currently approved domestic form so that it is more appropriate for international use. We have been “making do” with one form and have found that it causes confusion among international clients. The CS would like to use 2 versions of the BSP Registration Form, one for domestic use (currently approved) and a new one for international use. The CS would also like to make minor revisions to the Domestic BSP Registration Form to eliminate duplicative information and to improve consistency with other registration forms. The proposed changes are described in the following section.

Proposed Changes

A. Domestic Business Service Provider Registration Form

Currently Approved Text	Proposed Changes	Explanation
	Please complete this form to indicate your interest in participating in the Commercial Service’s Business Service Provider Program. A Trade Specialist will review your registration and contact you. Please note that the fee for each Business Service Provider category is [fee will vary depending upon market.]	Add introductory text. Office-specific information may vary.
	Number of Employees* <i>Single Select Dropdown List with:</i> < 5	Add this mandatory field because the CS

	5-9 10-19 20-49 50-99 100-499 500- 999	charges fees based upon company size.
Please enter your company's point of contact and company description in the following fields as you would like the information posted on our on-line Business Service Provider directory(s).	Please enter your company's point of contact information and address, if different from above, and company description in the following fields as you would like the information posted on our on-line Business Service Provider directory(s).	To prevent duplication, Clients will be asked to provide the information only if it is different from what was previously provided.
Point of Contact Name Point of Contact Title Point of Contact Phone Point of Contact Fax Point of Contact E-mail Address Company Address If different than the address provided	Contact Name Contact Title Contact Phone Contact Fax Contact E-mail Address Company Address	Text revision.
Complete Business Service Provider Description*	Complete Business Service Provider Description* Describe your company and the service you provide in 500 characters or less. This description may be edited for length and clarity. Please e-mail an electronic copy of your logo as a .jpg or .gif document (save as web file) with a width of exactly 200 pixels and height of up to 200 pixels to your Commercial Service contact.	Add instructions.
Please Select Your Business Service Provider Category*	Business Service Provider Categories* I agree to pay for each category I choose. (Hold Ctrl-Key to select more than one): [Note: Use existing dropdown box with category options]	Add instructions.
Your U.S. Commercial Service Contact Are you currently working with one of our U.S. Department of Commerce offices/ U.S. Export Assistance Centers?*		Delete field. It can be obtained via ITA's Client Tracking System.
If yes, please enter the International Trade Specialist and office you are currently working with.		
How were you introduced to our Business Service Provider directories?*	How did you learn about this program?*	Text revision. Replace list with open text box.
<input type="checkbox"/> Trade seminar/conference/event <input type="checkbox"/> Federal government agency <input type="checkbox"/> Local government agency <input type="checkbox"/> Local school/university <input type="checkbox"/> Non-profit trade organization <input type="checkbox"/> Internet research <input type="checkbox"/> Referred <input type="checkbox"/> Other		

B. International Business Service Provider Registration Form

Currently Approved Text	Proposed Changes	Explanation
	Please complete this form to indicate your interest in participating in the Commercial Service's Business Service Provider Program. A Trade Specialist will review your registration and contact you. Please note that the fee for each Business Service Provider category is [fee will vary depending upon market.]	Add introductory text. Office-specific information may vary.
	Country* [select from drop-down list]	New field
State Zip Code	Province Postal Code	Text revision - appropriate for foreign clients.
	Number of Employees* <i>Single Select Dropdown List with:</i> < 5 5-9 10-19 20-49 50-99 100-499 500- 999	Add this mandatory field because the CS charges fees based upon company size.
Please enter your company's point of contact and company description in the following fields as you would like the information posted on our on-line Business Service Provider directory(s).	Please enter your company's point of contact information and address, if different from above, and company description in the following fields as you would like the information posted on our on-line Business Service Provider directory(s).	To prevent duplication, Clients will be asked to provide the information only if it is different from what was previously provided.
Point of Contact Name Point of Contact Title Point of Contact Phone Point of Contact Fax Point of Contact E-mail Address Company Address If different than the address provided	Contact Name Contact Title Contact Phone Contact Fax Contact E-mail Address Company Address	Text revision.
Complete Business Service Provider Description*	Complete Business Service Provider Description* Describe your company and the service you provide in 500 characters or less. This description may be edited for length and clarity. Please e-mail an electronic copy of your logo as a.jpg or .gif document (save as web file) with a width of exactly 200 pixels and height of up to 200 pixels to your Commercial Service contact.	Add instructions.
Please Select Your Business Service Provider Category*	Business Service Provider Categories* I agree to pay for each category I choose. (Hold Ctrl-Key to select more than one): [Note: Use existing dropdown box with category options]	Add instructions.
Your U.S. Commercial Service Contact Are you currently working with one of our U.S. Department of Commerce offices/ U.S. Export		Delete field. It can be obtained via ITA's Client

Assistance Centers?*		Tracking System.
If yes, please enter the International Trade Specialist and office you are currently working with.		
	Trade References* Please provide at least two references of companies with whom you have conducted business (U.S. companies if possible).	New field.
How were you introduced to our Business Service Provider directories?*	How did you learn about this program?*	Text revision. Replace list with open text box.
<input type="checkbox"/> Trade seminar/conference/event <input type="checkbox"/> Federal government agency <input type="checkbox"/> Local government agency <input type="checkbox"/> Local school/university <input type="checkbox"/> Non-profit trade organization <input type="checkbox"/> Internet research <input type="checkbox"/> Referred <input type="checkbox"/> Other		

Additionally, the CS plans to translate the International Business Service Provider Registration Form into the following languages:

Arabic	French	Japanese	Spanish
Bulgarian	German	Korean	Thai
Chinese	Greek	Polish	Ukrainian
Croatian	Hebrew	Portuguese	Vietnamese
Czech	Hungarian	Romanian	Turkish
Dutch	Indonesian	Russian	
Finnish	Italian	Slovak	

Burden

The CS does not anticipate a burden change related to the form modifications and the addition of an international version. International clients have been “making do” with the currently approved form. We expect to maintain the currently approved 195 annual burden hours and 1,167 respondents.

III. Local Event Form

Overview

A Local Event can be organized by either a CS domestic or international office to provide specialized advice/assistance/instruction to exporters on a variety of export-related topics or to promote U.S. products/services to international buyers. The events are often seminars conducted by a guest speaker who is an expert on a particular trade-related topic of interest to U.S. exporters or international buyers. International companies that participate in these events often have the option of scheduling private meetings with the presenter, other participants or CS staff.

U.S. and international firms indicate their interest in participating in a particular event by completing and submitting a Local Event registration form. The CS has been using one registration form to serve both domestic and international markets and has found a need to make minor changes to the currently approved form so that it is more appropriate for international use. We have been “making do” with one form and have found that it causes confusion among international clients. The CS would like to use 2 versions of the Local Event Registration Form, one for domestic use and one for international use. The currently approved Local Event Form will continue to be used domestically as is and the CS would like to create an international version by making some minor changes to the current Local Event form as described in the following section.

Proposed Changes

International Local Event Form

Currently Approved Text	Proposed Changes	Explanation
State*	Province	Text revision. Field not mandatory.
Zip code*	Postal code	Text revision. Field not mandatory.
Available to meet on <Date> in CS <office>?*	Available to meet on <date>?*	Text revision.
Preferred Time of Meeting* Also indicate if you would prefer meeting <country>firm at our company.	Preferred time of meeting?* Also indicate where meeting should take place.	Text revision.
Have you previously tried to export to <country>?	Have you previously tried to import from the U.S.?	Text revision.
Products you are looking to sell to <country>? (Please describe)	Products/services you are looking to buy from the U.S. (Please describe)	Text revision.
I am currently looking for representation in <Country> Yes No Prefer direct sales	I am currently looking for representation in <Country> Yes No Prefer direct imports	Text revision to be applicable for foreign importers.
Countries in <Region> from which we are not exporting from the U.S.		Delete field. Does not apply to foreign buyers.
Your local U.S. Department of Commerce [section]		Delete. Does not apply to foreign buyers.
Are you currently working with one of our U.S. Department of Commerce offices/U.S. Export Assistance Centers?		Delete field. It can be obtained via ITA's Client Tracking System. It is not needed.
If yes, please enter the International Trade Specialist with whom you are now working.		Delete field. It can be obtained via ITA's Client Tracking System.
If known, feel free to add the name of your trade specialist if not listed above.		Delete field. It can be obtained via ITA's Client Tracking System.
In the past 24 months, have you or has your company utilized any market research reports or trade promotion programs, or received trade counseling from the U.S. Commercial Service or one of its Export Assistance Centers?		Delete field. The information is collected via another form in 0625-0237.
If so, have these programs or information assisted you in completing any export sales?		Delete field. The information is collected via another form in 0625-0237.
If time allows, could you explain your		Delete field. The information is collected

export successes as a result of assistance provided by the U.S. Export Assistance Center.

via another form in 0625-0237.

Additionally, the CS plans to translate the International Local Event Form into the following languages:

Arabic	French	Japanese	Spanish
Bulgarian	German	Korean	Thai
Chinese	Greek	Polish	Ukrainian
Croatian	Hebrew	Portuguese	Vietnamese
Czech	Hungarian	Romanian	Turkish
Dutch	Indonesian	Russian	
Finnish	Italian	Slovak	

Burden

The CS does not anticipate a burden change related to the addition of an International Local Event Form. International clients have been “making do” with the currently approved form. We expect to maintain the currently approved 195 annual burden hours and 1,167 respondents.

IV. Industry Focused Promotion

Overview

The “Showcase Global Industry Focused Promotion” (IFP) program is an online trade lead generating platform to inform U.S. exporters about foreign buyers that are actively sourcing U.S. exports. U.S. Commercial Specialists conduct this program at domestic and international trade shows to help match foreign buyers with U.S. exporters.

The Industry Focused Promotion (IFP) International Buyer Registration form consists primarily of standard company information questions such as contact information, products/services, and participation at the trade show. These company information questions are standard for all of the IFP International Buyer forms regardless of the trade show. This form is necessary because it enables international buyers to meet with U.S. manufacturers and service providers and purchase U.S. goods and services.

For each trade show a list of the U.S. trade show exhibitors is included on the International Buyer Industry Focused Promotion form. The list of participating U.S. firms will vary with each trade show. The form is then publicized among International firms in a variety of markets who may have an interest in purchasing the goods and services offered by the U.S. firms. It also allows buyers visiting the show to set appointments to meet with the U.S. companies that they are interested in.

Proposed Changes

Industry Focused Promotion (IFP) Program International Buyer Registration Form

Currently Approved Text	Proposed Changes	Explanation
Industry Focused Program Directory	Industry Focused Promotion (IFP) Program	Text revision.
Contact Information	Contact and Company Information	Text revision.
Company Name	Company Name*	Mandatory field, consistent with other forms.
First Name	First Name*	Mandatory field, consistent with other forms.
Last Name	Last Name*	Mandatory field, consistent with other forms.
Salutation*	Salutation	Not mandatory field, consistent with other forms.
Function	Title/Responsibility	Text revision.
Street	Company Address*	Mandatory field, consistent with other forms.
City	City*	Mandatory field, consistent with other forms.
State	Province	Text revision.
Country	Country*	Mandatory field, consistent with other forms
Email	Email*	Mandatory field, consistent with other forms
Email confirmation		Delete field.
Please describe your company/products/services and objectives:*	Please describe your company/products/services and objectives:* (For the franchise industry: please indicate your investment capacity in U.S. dollars)	Text revision. Necessary to know franchise investment capacity to match with appropriate U.S. firms.
Please describe your status* End-user Agent/Distributor/Rep Importer Other	Please describe your status* End-user Agent/Distributor/Rep Importer Master Franchise Area Developer Unit Franchisee Other	Text revision. Add three franchise options for franchise industry use.

Additionally, the CS plans to translate the form into the following languages:

Arabic	French	Japanese	Spanish
Bulgarian	German	Korean	Thai
Chinese	Greek	Polish	Ukrainian
Croatian	Hebrew	Portuguese	Vietnamese
Czech	Hungarian	Romanian	Turkish
Dutch	Indonesian	Russian	
Finnish	Italian	Slovak	

Burden

The burden associated with the Industry Focused Program International Buyer Registration Form is expected to remain unchanged at 1,167 annual respondents and 195 annual burden hours.

Cost burden adjustment decrease is to remove the fees-for-service which was erroneously included in the previous information collection request.