

2012 - 0143 Events & Activities Questions

Events & Activities

Organization's objective

What type of business contacts are you seeking?

Is your firm seeking representation on an exclusive basis in this market?

Describe any preference, technical qualification, servicing capabilities, requirements, or pre-qualifications that ideal prospects must have.

Describe any special features of your company's operation, interests or objectives in the target market that can help us identify potential business partners.

Is your company currently represented in the country/region?

If yes, is this arrangement exclusive?

Is your representative/partner aware you are seeking additional representation?

What is your organization's objective to export?

What is the outcome or result you expect to accomplish by working with CS?

What new markets are you targeting to expand future sales?

Potential services: Market Research, Gold Key Service, International Company Profile, Advocacy, etc.

Are there any specific companies, or types of companies, you would like us to contact?

If so, please name them.

Are there specific companies you would not like us to contact?

If applicable, please provide the necessary contact information of your current representative/partner.

Business Service Provider categories

Additional Business Service Provider listings

authorization of international posts to disclose name of client to the target company/individual

Agreement concerning bribery and corporate policy prohibiting bribery.

Event name

Event location

Booth number at show

Name of building and street address

Name of fair grounds or other location which event will occupy

Attach authority to occupy event site

Attach license or permit to operate the event

Date event opens

Date event closes

How is the event financed (state whether financed wholly by event operator or if supported or underwritten financially in whole or in part by other organizations. List organizations and financial obligation of each, including chambers of commerce, associations, business firms, city, state, or other government organizations).

If no license or permit is required, please indicate this.

Person(s) attending show

Contact Titles and names at show

What are your business objectives for attending (Name of trade show).

Type of export counseling desired.

International business in which your company is interested.

Where are you most interested in marketing your product?

Would you like a free subscription to Commercial News USA?

Desired dates for services

Alternate dates

Desired locations

Additional services (needed/requested)

How interested are you in establishing a business connection with (name of organization) for export sales to (location)?

Would you be able to establish a reliable supply chain to (organization)

Explain advantages you can provide

Describe the event in which the USG official is to participant (e.g., site visit, announcement, ribbon-cutting, business agreement signing).

Identify all foreign and domestic entities involved, including ownership and control and role of each entity in the project. Entity/ownership, percent ownership of this project.

Please identify decision makers for this event (Name, title, organization).

Describe role of foreign business partner (s) (i. e. JV, etc)

Provide name (s) address(es) and CEOs of foreign business partner or buyers

What if any agreements/approvals have preciously occurred in connection with this project?

What is your latest information on the status of this event?

What additional actions must occur before the event can materialize (e.g., financing needs to be secured, permits obtained, Ministry approval, etc.)?

List all signatories for any agreements to be witness (name, title, organization)

Please describe the legal nature and impact of any document that will be signed.

A draft press release from your company announcing the event.

Specific points you would like the US government official to highlight regarding the event.

Are you a member of the Industry Business Association/Club or Chamber of Commerce?

Brief description of current business

If you are an exhibitor at (event name), with is your booth number?

Basic history or description of show.

Specify product categories within this fair.

Number of exhibitors/participants (US and others) expected

Number of visitors expected

If government, please check which best describes you:

federal, state, local

Please provide a description of your event.

Outline your goals and objectives.

Indicate names of VIP leaders, if appropriate.

Proposed itinerary. Please give as much detail as possible.

Services/assistance requested from the post if status in approved (e.g., one-on-one business appoints, plant visits, translators, reception, hotel and transportation arrangements.

Product categories/industries to be promoted.

Target date of advance trip, name of advance officer.

List any specific organizations, from the private and public sectors, with whom you know you, wish to meet.

Outline of promotional campaign to be conducted in recruiting mission (e.g., mailing, fax campaign, brochure distribution at other trade events, radio spots).

Be as specific as possible and include target dates, when available.

Deadline for accepting applications from participants.

Proof, such as a copy of letter of invitation, that your mission has a host organization in countries that require such as arrangement (e. g., China).

Specify any need for special space and/or equipment for audiovisual presentations or technical programs.

Please rank organization's top three objectives in participating in this trade mission (1=highest, 3=lowest). Choices are: finding a sales representative, finding licenses, finding joint venture partners, exposure to new business prospects, product testing/market research, immediate sales, finding a distributor, government meetings, other

Please provide a brief description of how organization's participation is consistent with the goals and objectives of this mission, as set forth in the accompanying mission statement.

Organization may provide any information that it considers relevant to the purpose of the trade mission regarding diversity and/or traditional under-representation in business.

E-Awards

Application Information: Type of Application Choices: E

Award for Exports; E Award for Export Service; E Star Award for Exports; E Star Award for Export Service

E Star Applicants: Year of previous E Award receipt:

Company/Organization Name

Division or subsidiary

of: _____

Business or organization type (Manufacturer, Distributor, Trade Association, etc.):

Description of product or service exported: _____

Total number of countries currently exporting to: _____

Top three countries of export for the previous four years:

E Award for Exports or E Star Award for Exports Applicants:
U.S. Export Statistics: Provide figures for each of the past four (4) years (either calendar or corporate fiscal), plus your most recent quarterly data. Data should include shipments to Canada and Mexico, but not Puerto Rico or the U.S. Virgin Islands. Do not include income from licensing agreements in sales figures; list licensing income separately

1. What market research do you conduct?
2. What is your international sales model? (E.g. direct sales, distributors/agents)
3. What government and private sector export promotion events do you participate in?
4. Describe any instances in which you had to retrofit or redesign products or services to sell them in an international market.
5. What exporting-related training have you conducted for your employees and/or international customers?

6. How do you overcome language obstacles with your international customers?
 7. Describe any trade barriers your organization has faced and how they were overcome.
 8. If applicable, describe how you have developed a market abroad for products not previously exported.
 9. If applicable, describe how you have opened a new market previously closed or extremely limited to American companies.
 10. Describe any other strategies you employ for increasing international sales.
 11. Describe how increased exports have affected employment for your organization.
1. What seminars, workshops, or conferences has your organization conducted?
 2. How have you notified exporters of trade opportunities?
 3. What documentation assistance have you provided to exporters?
 4. Describe any overseas trade missions that you have sponsored.
 5. Describe any programs you provided for international businesses.
 6. Describe any other export services that you provide.
 7. Provide three cases studies describing exporters that have increased exports as a result of your help, being sure to describe the ways in which your activities helped; alternately, describe how the organization's activities have resulted in community-wide export expansion.

Description of the foreign project/transaction: Is this request in response to a government procurement or

Advocacy

unsolicited proposal?

Government procurement

Unsolicited proposal

Tender number

Is this request for Commercial or Defense Advocacy?

If this is a defense sale, note if the sale will be Foreign Military Sale (FMS) or Direct Commercial Sale (DCS).

Total value of the project/transaction (e.g., the estimated contract value specified in US dollars). Identify separately value(s) to be provided by domestic and/or foreign partners in a consortium, if applicable:

US services provided by your company

US goods provided by other companies

Provide description of all project goods/services:

Be as detailed as possible

Describe the US good/service provided by your company

Describe the US good/service provided by other US companies

Describe the foreign goods/services provided by your company

Describe the foreign goods/services provided by other companies

Status of project/transaction or current stage of bid process, and expected interim and final decision date(s)

Current status or stage (including company interactions with the government decision-makers to date):

Interim decision date:

Final decision date:

Name and title of foreign government decision-maker(s)

Please provide the working level contact information of the foreign government entity you would like USG advocacy

for, if any:

Are you the "Bidder of record"?

If not please provide the name and nationality of the Bidder of Record

Are you bidding in a partnership or a consortium with other companies?

If yes:

Ownership/structure/control of consortium (provide percentages where applicable)

Anticipated role of each partner and/or member of the consortium

Will any items or technology to be exported in connection with this project/transaction require US government export licenses (e.g., a Department of State license or a Department of Commerce license)?

If yes, you must provide license/application number (s) and/or status of application.

Type of assistance requested. Be as specific as possible.

Reason for requested assistance

Please highlight the competitiveness of your bid in terms of technology and price, e.g. better price, more efficient, more economical, higher quality.

Has your company, partner(s), or any member of your consortium requested or received advocacy or any other assistance from a foreign government in connection with this project/transaction?

If yes, explain.

How will the project be financed?

Has your company- or any member of your consortium - applied for financing/support from any public export finance institution (e.g., EXIM, TDA, OPIC, foreign export

financing agencies)?

If yes, provide status of application: to which institutions have you applied?

What are the amounts and terms of the financing for which you have applied?

If no, indicate whether you plan to seek such financing support in the future.

Please identify all known competitors for this project/transaction and their nationalities, including US and foreign companies/enterprises

To your knowledge, have any of the competitors listed above sought or received foreign government advocacy in connection with this project/transaction?

If yes, please explain and identify the source and type of advocacy.

What are the expected direct and indirect effects on US jobs, including effects on small and medium sized enterprises, which may result if this project is awarded to USG advocacy petitioner?

Number of NEW jobs you expect will be created if your company wins this contract

Number of existing jobs you expect will be supported if your company wins this contract

From what state(s) will exports be sourced should this project/transaction be awarded to the USG advocacy petitioner?

Please identify any other foreseeable material benefits to the US economy expected to derive from the USG advocacy petitioner's bid or from its role in the project/transaction.

Details of any technology transfers

Identify which USG official would be ideal to attend

