

## Contact Questions

### Contact Types:

Primary  
Administrative  
Alternate  
Purchaser  
Recipient/End User  
Requestor  
Decision Maker  
President/CEO  
Auditors  
Shareholders  
Board of Directors  
International Marketing  
Manager  
Banker  
In-country representative  
Mission sponsor  
Principal US Subcontractors

### Organization Types:

Client Organization  
Associate organizations  
Division or Subsidiaries  
Ownership/Parent Organization  
Bank  
Corporate

### Data:

Salutation  
First Name  
Last Name  
Title  
Telephone  
Fax  
Email  
Cell/Mobile Number  
User ID and Password

### Data:

Name  
Address 1  
Address 2  
City  
State  
Zip code

Headquarters  
Sponsoring organization

Website  
Telephone

**Organization Type:**

**Data:**  
Manufacturer  
Service provider  
Educational Institution  
Franchisor (Master, Unit)

**Client Type:**

**Data:**  
US organization  
Foreign organization  
Student/General Public  
Researcher  
Other

**General information:**

**Data:**  
Name and contact info for company official in charge of international sales/marketing  
  
Name and contact information for company official in charge of financing  
If this company is a subsidiary, the parent company(ies) and any controlling individual(s)  
Are you currently working with a US Export Assistance Center, Dept of Commerce, US Embassy or other government organization

**Domestic only**

Product/service contain 51 percent US content

Share information with other TPCC agencies

### International only

Agent/Rep/Distributor

Importer

Area Developer

Delegation

## Organization Questions

### Organization Types:

Client Organization

Associate organizations

Division or Subsidiaries

Ownership/Parent Organization

Bank

### Data:

Number of employees

Ownership percentage

Securities Exchange Commission affiliation/reporting

Organization description

Annual sales

Percent of revenue generated through exports

Year organization established

Federal Tax ID number or EIN

Trade License Number

NAICS code/category

HS code

IRS waiver form

ISO 9000 registered

TQM/Six Sigma certified

Working towards certification

Anticipated year to complete certification

Product/service description

Preferred business language

Foreign-language speaking staff

Staff with applicable qualifications to work on foreign enterprise projects

Chamber registration number

Safety record

Financial data information

Capital structure

Countries in which sales are made in order of importance

Under which state's law is your organization organized

Is your company register with the state or Commonwealth and provide name

Duns and Bradstreet number

Not counting your profit margin, what percent of the cost to your foreign buyer derives from US sources

Agreement concerning bribery and corporate policy prohibiting bribery

Certification

Who are your major competitors

List the most important end-users or end-user industries for this product

Export Control Classification Code

Does the product require any special technical support or after-sales service

Is your company willing to modify its product to meet foreign standards

Does the product have patent/trademark/copyright registration

Describe product/service competitive advantages, unique selling proposition, applications, and unique features that differentiate your product from competition

Is product/service currently being sold in US

Benefits/unique features

US good provided by your company

List name and location of other companies

US services provided by your company

What is your organization's primary function the XXX industry

If you don't manufacture the product, provide name and location of manufacturers' headquarters

If not manufacturer, does your firm have documented sales or distribution authorization for the product

Please list end-users and/or industries that use this product

Will patent/trademark/copyright protection abroad be necessary

Can the company promptly fill any new export orders from its present inventory

How is your product typically distributed and marketed in the US and other countries

Product/service wishing to export

Is the company's product sourced/produced entirely in the US?

Does US content represent at least 51% of the value of the finished product?

How would you describe your firm's top management commitment to supporting export activities?

Does your firm have a US marketing plan?

If no, does your company need help developing one?

What are the company's international sales objectives for the next 3 years (as % of total sales)

What prompted your company to export?

How is your company planning to develop sales in target markets?

What domestic channels of distribution does your company employ?

Number of employees whose jobs are attributable to exporting:

Export stats: Year, total sales, export sales, percent exports to total sales, income from licensing agreements.

Name key exporting problems

Name factors that could inhibit international sales of your company or company's products/services.

What specific innovations can you offer to foreign enterprise?

Trade references (name/product, country, year, volume)

If export rights are limited to a number of countries, please list countries.

Referral OIO, ODO, IBP, Trade Missions, Partner, CS Event

Under which state's laws is your organization organized

Are you the rights holder or do you have the legal right to sell or distribute the export for which you are asking for assistance in the foreign market or markets in question?

Provide relevant industrial economic sector(s)

Provide overall economic value of the project or transaction  
Value and detailed description of all projected US export content  
States from which the projected US export content will be sources  
How will this project/transaction affect the environment?  
Type of educational institution  
Total number of undergraduate/graduate students  
Accrediting body  
Number of international students on campus  
Number of international students from the country of interest  
List degrees offered  
Brief description of your educational institution  
Describe the programs/degrees and any unique programs or characteristics  
Do you have the following available for international students (check all that apply)  
Minimum TOFEL score required  
Do you accept IELTS?  
Do you have an international marketing plan?  
What international marketing and promotional methods have you used?  
Have you ever participated in any of the following CS services (check all that apply)?  
What type of contacts are you seeking (check all that apply)?  
Describe any preferences, qualifications, servicing capabilities, requirements, or pre-qualifications that ideal prospects must have, such as English language ability, etc.  
Please List any specific educational institutions, associations, agents, etc., that you would like us to contact.

Please List any specific educational institutions, associations, agents, etc., that we should not contact.  
If setting up an overseas campus, please describe the financial benefits to the US.  
Is your institution seeking representation on an exclusive basis in this market?  
Do you have an exclusive arrangement with your current partner?  
Is your representative aware that you are seeking additional representation?  
Desired Locations/Cities  
Additional Services (please note any other assistance that would be required)

**Exporter Types**

New-to-exporting  
New-to-market  
Increase-to-market

If academia, please check which best describes you: Faculty/Business; Faculty/Education; Faculty/Other; Student/Business; Student/Education; Student/Other

Exporting Experience/Information

Number of years exporting

Products exported

Annual exports (% of total sales)

Novice, Intermediate, Successful

Countries exporting to (please provide the names of the countries to which you exported and the approximate dollar value of the organization's worldwide exports for the last two calendar years)

Countries of interest

Does the product/service to be exported require any special technical support of after-sales service?

Have you inquired about IP requirements in foreign markets?

Which international distribution channels does your company currently use?

Provide additional information that CS should be aware of to fully understand your company and its requirements.

Are there specific export issues that you would like to discuss?

Not counting your profit margin, what percent of the cost to your foreign buyer derives from US sources?

Does the product/service to be exported require any special technical support of after-sales service?

Do you have access to capital and can that money be dedicated to developing market share in one or more foreign countries?

Do you have enough excess capacity to handle foreign sales orders?

Do you have the resources in your company to learn about and comply with US export controls, foreign government import controls, foreign government regulations, and foreign cultural and business norms?

Have you exported in the past two years and, if so, was it based on a deliberate plan or strategy?

Company Export Profile

**Marketing Client Types**

US exporters

How did you learn about this program?

What promotional methods does your company use domestically?

Researcher

Student

General population

What type(s) of information were you looking for when visiting Export.gov

How would you rate the overall usability of Export.gov?

How would you change or improve the site?

What enhancements would make it more useful?

Did you know that you could sign-up for e-mail updates from Export.gov?

Have you signed-up for any of our e-mail updates?

How would you rate the overall usefulness of our e-mail updates?

How could we make our e-mail updates more useful to you?

How did you find out about this event: e-mail, media; printed press; website; other

Do you have (foreign language)-speaking staff members with applicable qualifications that could work on foreign enterprise projects

Other services or activities

US goods provided by your company

What markets/product categories does your organization represent or plan to represent in the (industry name) industry? Consumer Electronics: Audio; Emerging Technology; Automotive Electronics; Entertainment/Content; Computer Hardware & Software; Connected Home; Lifestyle Electronics, Content Distribution; Telecomm./Infrastructure; Digital Health and Fitness; Video; Digital Imaging/Photography; Wireless & Wireless Devices; Electronic Gaming; Other (Industry category names and subcategories selected via radio buttons change based on industry)

What is your organization's primary function in the (industry name) industry? Consumer Electronics: Buying Organization; Government; Services; Industry Organization; IT/MIS; Finance & Investment (Organization primary functions, category names and subcategories selected via radio buttons change based on industry)

Associated Companies/Division or Subsidiaries

What markets/product categories does your organization represent or plan to represent in the (industry name) industry? Consumer Electronics: Audio; Emerging Technology; Automotive Electronics; Entertainment/Content; Computer Hardware & Software; Connected Home; Lifestyle Electronics, Content Distribution; Telecomm./Infrastructure; Digital Health and Fitness; Video; Digital Imaging/Photography; Wireless & Wireless Devices; Electronic Gaming; Other (Industry category names and subcategories selected via radio buttons change based on industry)

What is your organization's primary function in the (industry name) industry? Consumer Electronics:



Buying Organization; Government; Services; Industry Organization; IT/MIS; Finance & Investment  
(Organization primary functions, category names and subcategories selected via radio buttons change based on industry)

Trade license number

BSP categories

Additional BSP listings

Authorization of overseas post to disclose name of client to the target company/individual

Organization's objective

Product/service wishing to import

What type of business contacts are you seeking?

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

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

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

Is your company represented in the country/region?

If yes, is this arrangement exclusive?

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

List the most important end-users or end-user industries for this product

How is your product typically distributed and marketed in other countries?

Firms' objective to import: (Choose all that apply)

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

What new markets are you targeting to expand future sales?

List priority countries of most importance to you.

For each market you have selected above, please specify questions/topics you would like to discuss with the Commercial Specialists

The U.S Commercial Service has offices at US Embassies/Consulates in 82 countries. Can we be of assistance in any other markets?

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 so, please name them.

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

Short Business Service Provider Description

Complete Business Service Provider Description

Description of company/products/services/objectives

Benefits/unique features

If you do not manufacture the product, provide name and location of manufacturer's headquarters

If not the manufacturer, does your firm have documented sales or distribution authorization for the product?

Please list end users and/or industries that use this product

Describe product/services competitive advantages, unique selling proposition, applications, and unique features that differentiate your product from competition.

Who are your major competitors?

List the most important end-users or end-user industries for this product

HS Code

Import Control Classification Code

Does the product require any special technical support or after-sales service?

Is your company willing to modify its product to meet foreign standards?

Does the product have patent/trademark/copyright registration?

Will patent/trademark/copyright protection abroad be necessary?

Can the company promptly fill any new import orders from its present inventory?

Number of years importing

Challenged, Mixed effective, effective

Have you previously tried to import from the U.S.?

Are you looking for representation in <country>?

Does the product/service to be exported require any special technical support or after-sales service?

Discuss Intellectual Property:

Which international distribution channels does your company currently use?

Provide additional information that CS should be aware of to fully understand your company and its requirements

Are there specific import issues that you would like to discuss?

How would you describe your firm's top management commitment to supporting import activities?

Does your firm have an international marketing plan?

If no, does your company need help developing one?

What are the company's international sales objectives for the next 3 years (as % of total sales)

What prompted your company to import?

How is your company planning to develop sales in target markets?

Name factors that could inhibit international sales of your company

What specific innovations can you offer to (foreign enterprise)?

Trade references (name/product, country, year, volume)

If import rights are limited to a number of countries, please list countries

How did you learn about this program?

What promotional methods does your company use domestically?

What type(s) of information were you looking for when visiting Export.gov

How would you rate the overall usability of Export.gov

How would you change or improve the site? What enhancements would make it more useful?

Did you know that you could sign up for e-mail updates from Export.gov?

Have you signed up for any of our e-mail updates?

How would you rate the overall usefulness of our e-mail updates?

How could we make our e-mail updates more useful to you?

How effective is your company with the following activities: Conducting market research; developing business plans; marketing/selling internationally/ finding business partners; protecting intellectual property; ensuring compliance with US or foreign laws; managing payment/financing; shipping/preparing export documentation; ensuring sufficient production capacity.

## 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

Event name and date

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 previously 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.

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

## E-Awards

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.

### **Payment Information**

#### Credit Card Information

Cardholder name  
Credit card type (Visa, Master card, etc)  
Expiration date  
Card number

#### Check Payment

Account holder name  
ACH/Routing number  
Account number  
Check number

### **Advocacy Center Questions**

AGREEMENT CONCERNING BRIBERY AND CORPORATE POLICY PROHIBITING BRIBERY

Agreement:

[("The Company") ]has requested advocacy assistance for the [project/transaction] in [location ]. In connection with this request the Company agrees that it and its Affiliates: (1) have not and will not engage in the bribery of foreign public officials in connection with the above matter; and

(2) maintain and enforce a policy that prohibits the bribery of foreign public officials.

The Company understands that failure to comply with the terms of this Agreement may result in the denial of advocacy assistance.

Definitions:

For purposes of this Agreement:

The term "Affiliate" means (a) any company that holds, directly or indirectly, a majority of the voting stock of the Company; and (b) any other company the majority ownership of whose voting stock is held, directly or indirectly, by the Company or by a company described in (a).

The term "bribery of foreign public officials" has the meaning of the term "bribery of foreign public officials" in the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions. In addition, for companies that are subject to the Foreign Corrupt Practices Act of 1977 (FCPA), the term "bribery of foreign public officials" refers to practices prohibited by the FCPA (see 15 U.S.C. §§ 78dd1, 78dd2, and 78dd-3).

[Name of the Company]

by: Date:

[Signature of US Company] [Signature of foreign bidder of record if applicable]

[Type/Print Name]

[Title]

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

Advocacy for a major project: Please check all items that match your objectives for participating in this mission. (List may change depending upon event type and industry) – finding sales representative; exposure to new business prospects; finding a distributor; finding licensee; product testing/market research; government meetings; researching major project; finding joint venture partners; immediate sales; other, please specify.

