

# US Department Of Commerce / Your Global Business Partner



The US Commercial Service in Hong Kong is the trade promotion arm of the International Trade Administration. Its mission is to promote US exports of goods and services and to protect US business interests abroad. The following are programs that they offer to assist US companies.

*US Commercial Service Hong Kong*

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## CUSTOMIZED MARKET RESEARCH (CMR)

CMR provides US firms with customized answers to inquiries about a market and its receptivity to a firm's products and services.

- ▲ **Competition:** Identifies competitive (both local and other foreign) technologies, products or services, and suppliers/producers of a given product or service in the market.
- ▲ **Contact lists:** Provides product-specific list of companies that could serve as potential agents/distributors. Includes basic contact information such as company name, address, telephone and fax numbers and email.
- ▲ **Market Entry Issues:** Provides information on duties, taxes, quotes, non-tariff barriers and local trade regulations that may affect the marketing of a specific product or service.
- ▲ **Market Size:** Provides information on market size/demand for a particular product or service including import/export statistics, local production, and imports from U.S. and relevant, third-country suppliers.
- ▲ **Market Trends:** Evaluates the market potential for a particular product or service based upon general market trends, industry sources, and import statistics. The report includes significant developments that might impact market prospects, such as major new investments or projects, government programs, policy changes, new legislation, etc.
- ▲ **Regulatory Issues:** Provides information on the general regulatory environment and legislation governing the marketing of products or services in a given sector
- ▲ **Sales Channels:** Identifies effective sales channels for marketing a specific product or service in a given market

Fee: Variable. US\$400 for one module or \$4,000 for all seven.

## **GOLD KEY MATCHING SERVICE (GKS)**

Their Commercial Specialists will contact potential agents, end users, partners, etc, to determine their interest in your product/service and make appointments for you to meet with them. They can also accompany you to the meetings if necessary and appropriate. The Gold Key Service gives you face-to-face contact with pre-qualified companies, ensuring that your trip to Hong Kong is as productive as possible. The cost for a Gold Key program is US\$765 for the first day and US\$385 for each subsequent day or US\$1,150 for a 2-day Gold Key.



## **INT'L COMPANY PROFILE (ICP)**

The ICP provides customized reports on potential business partners researched and prepared by their commercial specialists and officers. They provide US small and medium-sized businesses with detailed answers to questions about specific overseas companies, including credit rating, profit and loss numbers, key officers and the specialists' opinion on the overall viability of the firm in its market.

Fee: US\$1,000 for a regular report (20 working days); for an expedited report, contact them at: [hong.kong.office.box@mail.doc.gov](mailto:hong.kong.office.box@mail.doc.gov)

## **INT'L PARTNER SEARCH (IPS)**

Commercial Specialists locate and contact potential agents and representatives, providing them with the US company's product literature for review. The specialist then evaluates the company's interest and capability, collects feedback and marketing information, and provides you with a list of the best qualified, most interested prospects.

Fee: US\$690.

Turnaround time: 30 working days.

## **PLATINUM KEY SERVICE (PKS)**

PKS helps firms achieve business goals through customized, long-term and sustained support. Their market entry and market development assistance can include market identification and product/service launching; major project or government tender support; regulatory and technical assistance; reduction of market access barriers. Costs of PKS programs vary depending on scope of works.

## **SINGLE COMPANY PROMOTION**

Commercial Specialists can organize a professional, effective promotional event, technical seminar, product/service launch or matchmaking program for a US company in Hong Kong.

Fee: To be determined (dependent on type of promotion)

Delivery: To be determined (subject to requirement)

## VIDEO GOLD KEY MATCHING SERVICE

The service provides video-briefing services to help firms become familiar with the market and identify distributors, agents or other business partners in Hong Kong and Macau. The typical Video Meeting will last one hour. The Gold Key Service is also offered through videoconference for US\$1,465, which includes up to four one-hour appointments, as well as line and other charges.

## PROMOTE YOUR COMPANY ON THE US COMMERCIAL SERVICE WEBSITE (FUSE)

Looking for sales leads or potential sales representatives in Hong Kong? The US Commercial Service in Hong Kong is offering a listing on its website at a nominal fee to qualified US exporters seeking trade leads or representation in the territory. They will post a description of the product or service for which a business is seeking representation, distribution or sales prospects, along with an appropriate image, to their on-line directory of US exporters. Interested Hong Kong importers will reply to their office. After they confirm the importer's interest and contact information, they will forward the trade inquiry to the exporter.

## POLLUTION PREVENTION & ENERGY EFFICIENCY (P2E2)

The P2E2 environmental financing program is based on an eight-year-old cooperative framework agreement between the US Environmental Protection Agency and the State Environmental Protection Administration of the People's Republic of China. The program uses Hong Kong's legal and financial systems to mobilize private sector capital, management and technology from the US, the Mainland and elsewhere to provide solutions for China's growing energy conservation and air, water and ground pollution problems. It is a form of creative financing and public-private partnership that requires little or no public sector budgetary support to be effective.

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*Find out more at [http://www.buyusa.gov/hongkong/en/about\\_p2e2.html](http://www.buyusa.gov/hongkong/en/about_p2e2.html)*

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## ASIA NOW

The service **Feature US Exporters (FUSE)** on US Commercial Service Websites throughout the East Asia/Pacific Region is a directory of US products featured on the websites of US Commercial Services offices around the world that allows companies to target specific country markets in the local language of business for a nominal participation fee (minimum US\$25). It is currently offered in the following East Asia/Pacific markets: Australia, China, Hong Kong, Japan\*, Korea\*, Indonesia, New Zealand, Singapore, Taiwan, Thailand and Vietnam\*.

*\* In indicated markets, you may be asked to provide the translated text, or pay a nominal fee for translation if provided by the Commercial Service.*

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*Find out more at <http://www.buyusa.gov/asianow/aboutfuse.html>*

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**Video Market Briefings** is a cost-effective way of providing US trade and business associations' members with current market information through country specific video briefings. A typical Video Market Briefing lasts about 1 1/2 hours and covers the following topics:

- △ *Market Overview and Political Briefing*
- △ *Specific Industry Coverage*
- △ *Question-and Answer Session*
- △ *Discussion of Follow-up Activities*

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*You can learn more about the service at <http://www.buyusa.gov/asianow/videomarketbriefings.html>*

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**Asia Now Regional Video conference** service offers two products:

**Video Market Briefing (VMB)** is a 30-minute market briefing to a US company (or companies) tailored to the requests of the client company(ies). There is no charge for the market briefing. US companies only need to pay for the cost of telephone line charges.

Lead time: 2 weeks

**Video Gold Key Service (VGKS)** assists US companies identify and "meet" potential representatives, distributors or partners via videoconference. As in a normal Gold Key, the provider post will identify and screen suitable contacts, and schedule back-to-back one-on-one video meetings (45 min each) with 4 to 6 prospective local companies in one day.

Fee: Asia Now provider post's regular Gold Key fee + telephone line charges

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*You can get the full details at <http://www.buyusa.gov/asianow/regionalvideoconf.html>*

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**Asia Now Express Service** provides free 24 hour turnaround time market information that can be obtained in one hour or less at no charge for US Export Assistant Centers' clients. Countries covered include Australia/New Zealand, Korea, Taiwan, China, Malaysia, Thailand, Hong Kong, Philippines, Indonesia, Singapore.

Typical information they can provide includes:

- △ *Advice on duty rates.*
- △ *General information on relevant local standards for various products.*
- △ *Publicly available information on local companies.*
- △ *Free lists of "unqualified" potential agents and other business contacts.*

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*Read more about this service at <http://www.buyusa.gov/asianow/express2.html>*

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Asia Now Industry Teams are groups of US commercial service trade professionals who provide targeted trade promotion and facilitation service to US companies. They create customized business solutions for the clients. You can read more about their services at:

<http://www.buyusa.gov/asianow/industryteams.html>