The following paper, which describes briefly the government trade promotion services offered to United States exporters, has been received from the United States Government in response to the invitation contained in paragraph 10 of COM.III/128 and paragraph 40 of L/2080.
UNITED STATES GOVERNMENT EXPORT PROMOTION SERVICES

United States Government agencies, principally the Department of Commerce, provide guidance and assistance to United States exporters through:

A. The Department of Commerce, Bureau of International Commerce, in Washington and its overseas activities.

B. The Department of Commerce, Business and Defense Services Administration in Washington.

C. Commercial and economic officers abroad, who work in the regular United States Foreign Service establishments.

D. The Field offices of the Department of Commerce located in forty-two cities in the United States and Puerto Rico.

E. Other special activities, which are developed to meet special requirements.

F. Supporting and negotiating activities, and

G. The Foreign Agricultural Service of the Department of Agriculture.

A. The Bureau of International Commerce (BIC) is the principal agency for creating, directing, and operating the governmental services provided exporters. These services include the following:

1. Providing market information through:

   (a) **Trade lists** which give, for a specific country, names and addresses of foreign companies classified by product or commodity; others are lists of professional groups, institutions, and service organizations, by country. Lists include information on size, type of operation, products handled, and sales territory, and a summary of general trade conditions in specified products.

   (b) **Trade contact surveys** which are used to locate several firms within a certain country, and are conducted by Commercial Officers at Foreign Service Posts. These companies are selected to meet the United States company's specific requirements, and for the interest they have expressed in serving as overseas representatives for United States firms. Companies requesting this service are given a report including marketing data as well as the names and addresses of prospects qualified to act as foreign representatives.
(c) **Agency index services** which lists agents for United States companies already having agents abroad. The Foreign Service Posts put prospective local buyers in touch with local distributors of the United States products if the company has advised the Commerce Department of its foreign agency arrangement.

(d) **World trade directory reports** which are made on any firm in any free world country. Prepared by Foreign Service Officers, they describe the operations of a company and list products handled, manufacturers from whom it imports, size and reputation of the company, its capital and annual turnover, and other pertinent facts.

(e) **Marketing handbooks** which help both exporters and investors in selling abroad. They are issued in two series. "Covering the Market for United States Products in (a particular country)" and "Investment in (a particular country)".

(f) **Overseas business reports** which contain valuable information on specific countries for exporters and investors. They include information on foreign trade regulations, basic economic data, selling and marketing factors, establishing a business and foreign trade.

(g) **International commerce** which is the principal periodical published in the international affairs area of the United States Department of Commerce. It is an easily read weekly news magazine which offers practical, authoritative, and concise international marketing information and news and reports demonstrating and explaining potential advantages to American businessmen in profitable international sales of United States products around the world.

The magazine also carries feature articles on significant developments in United States export trade expansion and other programmes, the accomplishments of United States trade missions, analyses of United States and foreign trade, and reports on outstanding activities of such organizations as GATT, the Common Market, Eximbank, the World Bank, ECAFE, and ECSC.

2. Operates exhibit programmes abroad. These include:

(a) **Trade centres** - Year-round showcases for United States products, presently located at London, Frankfurt, Milan, Tokyo and Bangkok.

(b) **Commercial exhibits** - United States sponsored and mounted displays of United States products at selected International Trade Fairs.
(c) **Interagency exhibits** - Exhibits of United States products and technology which are staged at selected locations throughout the world. They are arranged and handled with the co-operation of other United States Government agencies.

(d) **Sample (product) displays** - Limited showings of United States products under the supervision of Commercial Officers at selected Foreign Service Posts.

3. **Sending trade missions overseas.** These groups of businessmen visit selected countries, carrying with them specific proposals for doing business with the countries being visited. They also seek other opportunities while there and report on market conditions. Some of these groups are organized by the Government, others are organized by Industry Associations, State or Local Governments or their agencies.

4. **Assisting or supporting mobile trade exhibits,** which are limited displays of selected United States products mounted on merchant ships (or other vehicles) which visit important cities, either on regular schedule or on specially arranged tours.

5. **Maintaining country and regional specialists** who keep up with commercial developments in trading areas around the world, and provide United States businessmen with specific, timely information on marketing, investment, and economic conditions, in world markets. Through publications, correspondence, and direct counselling, established exporters are assisted in finding new business opportunities abroad and non-exporters are introduced to promising world markets. Businessmen are helped to determine and develop their export potential by being supplied with data on buying trends, purchasing power, business practices, labour costs, trade controls, tariffs, and other conditions or policies affecting their ability to compete in particular markets. Trade between the United States and foreign countries and trade among foreign countries is compiled and analysed for use by the business community.

B. **The Business and defence Services Administration (BDSA) is organized on an industry and commodity basis comprehending the full range of industrial production and engineering services.** Although its specialists concentrate on domestic matters, they carefully follow industry developments throughout the world. They are, therefore, able to counsel businessmen interested in identifying and developing foreign market opportunities. They hold daily discussions with manufacturers, other businessmen and executives of industry and trade associations. They maintain, on a current basis, commodity information - from raw materials to finished products.
BDSA commodity data are reported to the business community through periodical publications, special reports of many types, and releases to the trade and press. Coverage includes statistical data on production and consumption in a number of countries throughout the world, and a broad spectrum of other information relating to the manufacture, distribution and use of almost every product. These releases include annual reports on the outlook in specific industries, compilations and analyses of industry statistics, and a series of special studies of the export potential for specific products to particular countries.

The world-wide industry and commodity expertise of the BDSA specialists is drawn upon by other agencies of the Department of Commerce and other Departments of the Government in numerous matters relating to international economic and trade policy and finance.

C. Commercial and economic officers at foreign service posts abroad gather information which forms the basis for the direct assistance provided by the Department of Commerce to United States exporters. They seek out and report market opportunities, report on all phases of the circumstances and conditions which affect doing business at their particular location, assist American exporters in making trade contacts, finding agents, adjusting trade complaints and obtaining information to assist them in connexion with other problems which may arise. They are the principal source of information for the publications mentioned in the footnote.

D. Field offices are maintained by the Department of Commerce in forty-two important industrial and commercial centres throughout the United States and Puerto Rico for the purpose of providing direct service to the business public on a local basis. The field offices are miniature departments of Commerce, and their primary responsibility is to make available the resources and facilities of the Department in both domestic and international commerce.

Staffed with experienced business specialists and having available an array of statistical data, publications, reports and information supplied by the Foreign Service, primary units of the Department, and trade sources, the field offices are equipped to provide at the local level practical assistance on practically all phases of international trade.

E. Other special activities

1. Guarantees and credit insurance. The United States Export-Import Bank and the Foreign Credit Insurance Association (FCIA - an association of marine and casualty insurance companies organized and backed by the Eximbank) protect exporters against possible losses, providing generally up to 85 per cent coverage of commercial risks and 85-95 per cent coverage of political risks - war, revolution, insurrection, expropriation, currency inconvertibility, and cancellation or restriction of import licences. There are three types of FCIA insurance policies:

(a) Short-term insurance covering both political and credit risks up to 180 days;

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*A list of United States Government publications containing such information is issued semi-annually (June and December) in a pamphlet entitled, The Checklist of International Business Publications, which is available from the Publications Division, BIC, United States Department of Commerce, Washington DC, 20230.*
(b) Alternatively, political risks exclusive of credit risks;

(c) Medium-term insurance providing the same type of coverage for 181 days to five years.

In addition, the Eximbank provides medium-term comprehensive guarantees (covering political and credit risks) to commercial banks extending export financing.

2. Other activities in support of export promotion include the following:

(a) National and regional councils of businessmen organized by the Department of Commerce who give advice concerning programmes which are being operated by the Government and seek through their own personal contacts to encourage the expansion of exports. One of the programme devices used is the presentation of Presidential awards - called "E" awards - by the Department of Commerce to firms which make important contributions to the export expansion programme. More than 500 such awards have been made.

(b) In connexion with the foreign exhibit programmes, the Department of Commerce frequently employs private contractors to obtain market information. The results of this research are included in special Export Guides and are widely disseminated to business firms which manufacture product categories covered by these guides. Private contractors are also used in the promotion of overseas exhibits, especially in the trade centres and at commercial exhibits.

F. **Supporting and negotiating activities**

The various Federal agencies in Washington and the Foreign Service Posts abroad contribute to the direct trade promotion programmes described above in many indirect ways, including the following:

1. The preparation for, and conduct of tariff and other trade barrier negotiations under the GATT. This function is carried out under the direction of the Office of the President's Special Representative for Trade Negotiations.

2. Representations to foreign governments through the State Department and United States diplomatic posts abroad regarding trade impediments affecting United States exports.

3. The preparation, and presentation of United States position and contributory papers for activities carried out by the numerous international organizations dealing with trade matters, including the GATT, the United Nations Technical Agencies and Committees, and the OECD Industry Committees.
G. The Foreign Agricultural Service

There is a separate programme for the promotion of exports of United States agricultural products which is administered by the Foreign Agricultural Service (FAS), an agency of the Department of Agriculture. The FAS has world-wide representation through its Agricultural Attachés. It conducts an intensive and specialized trade promotion programme, much of it with United States agricultural and trade groups through jointly financed projects, designed to build foreign markets for the many United States agricultural products which are available for export.