



US Commercial Service – Introduction & Overview

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US Commercial Service Munich, Germany
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International Trade Administration

The International Trade Administration (ITA) **strengthens the competitiveness of U.S. industry, promotes trade and investment, and ensures fair trade** through the rigorous enforcement of our trade laws and agreements. ITA works to improve the global business environment and helps U.S. organizations compete at home and abroad.

Global Markets

Global Markets assists and advocates for U.S. businesses in international markets to foster U.S. economic prosperity. Utilizing our network of trade promotion and policy professionals located in more than 100 U.S. Commercial Service offices nationwide and in more than 75 international markets, **Global Markets promotes U.S. exports, especially among small and medium-sized enterprises; advances and protects U.S. commercial interests overseas; and attracts inward investment into the United States.**

U.S. Commercial Service

The U.S. Commercial Service (CS), part of the U.S. Department of Commerce's International Trade Administration, offers companies **a full range of expertise in international trade**. Companies can find assistance **locally in more than 100 U.S. Commercial Service offices** nationwide and in **more than 70 international offices**.



**U.S.
COMMERCIAL
SERVICE**

United States of America
Department of Commerce

Our Global Network

- **109 Export Assistance Centers in the U.S.**
- **Offices in 76 countries**
- **www.trade.gov ([video](#))**



**U.S.
COMMERCIAL
SERVICE**
United States of America
Department of Commerce

CONNECTING YOU TO GLOBAL MARKETS

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service



INTERNATIONAL
TRADE
ADMINISTRATION

Export Solutions



Learn How to Export



Research Foreign Markets



Network and Learn at Events



Find Buyers and Partners



Explore eCommerce Resources



Obtain Financing



Negotiate an Export Sale



Navigate Shipping and Logistics



Comply with U.S. and Foreign
Regulations



Perform Due Diligence



Protect Intellectual Property



Resolve Export Problems

Let our global network work for you.

Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

Our unmatched global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

Our Services



Export Counseling

- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about U.S. government export controls, compliance and trade financing options.



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



Commercial Diplomacy

- Address trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.

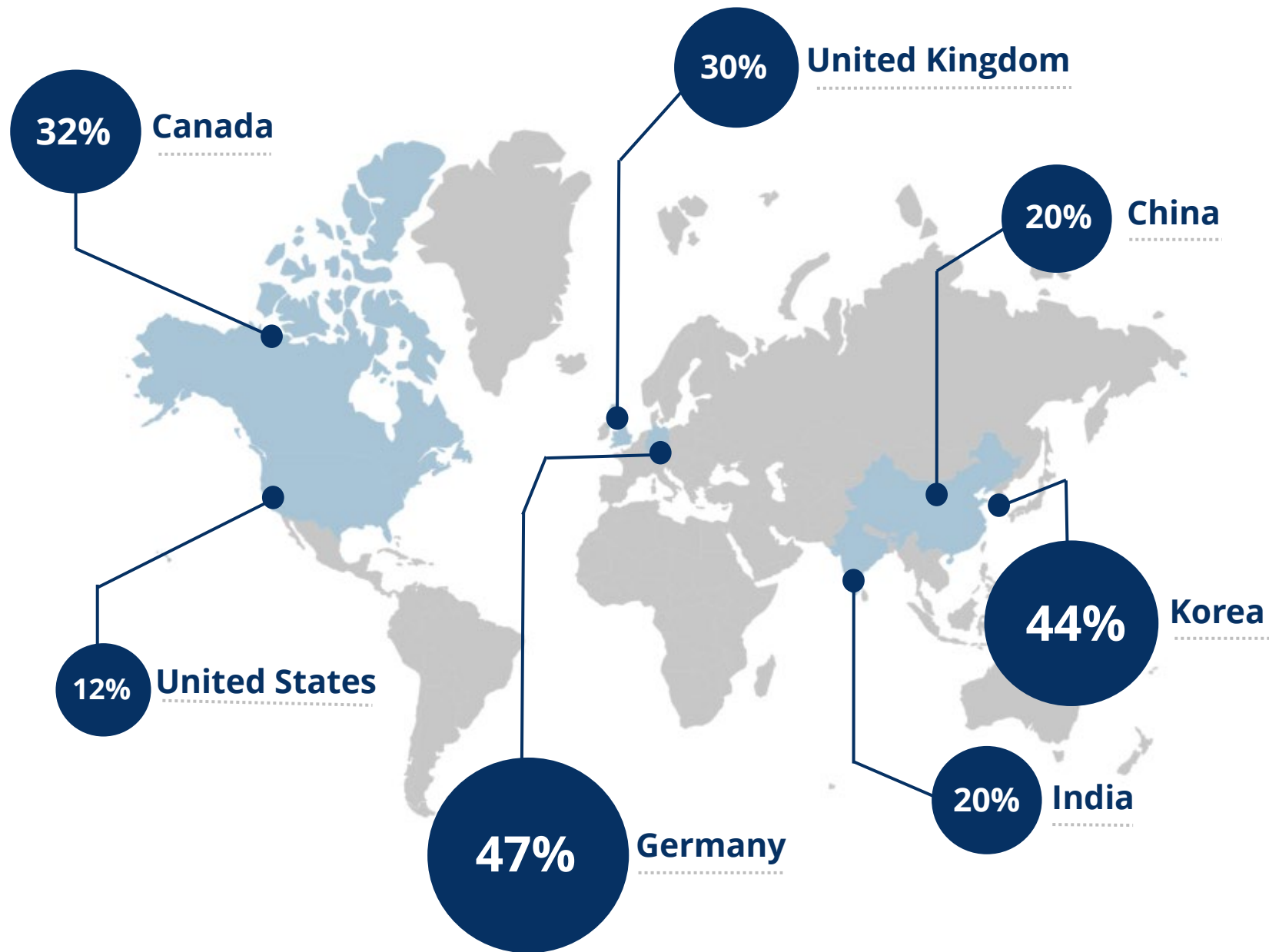
Exports Matter

More than **70%** of the world's purchasing power is **outside** of the United States.
Competitors are **increasing** their global market share while the U.S. is underperforming.

Opportunity

With only 12% of the United States' GDP generated by exports, it's safe to say we have a lot of room for growth.

The U.S. Commercial Service works to fill that space





Our Mission: Grow U.S. exports to increase U.S. jobs.

How we are different



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The background of the slide is a dark blue color. It features a faint, stylized world map in a lighter blue shade. Overlaid on the map are several shipping containers in red and blue, arranged in a way that suggests they are being loaded or unloaded from a ship. The containers are positioned in the lower-left and lower-right areas of the slide. A grid of small, light blue squares is also visible across the entire background.

31,000 Exporters

The number of U.S. export clients assisted last year. (FY20)
92% small and medium size businesses.

A group of five business professionals, three women and two men, are seated on a modern, light-colored metal bench. They are all dressed in professional attire, including blazers, button-down shirts, and trousers. The background is a bright, modern office space with large windows and a clean, minimalist design. The overall tone is professional and positive.

10.7 Million Jobs

Supported by U.S. exports of goods and services in 2019.

A hand with orange nail polish holds a black pen, pointing at a tablet. The tablet screen shows a business analytics dashboard with a donut chart at the top, a bar chart on the left, and a line chart at the bottom. A table of data is visible in the upper right corner of the screen.

Return on Investment

For every \$1 allocated to the Commercial Service,
about \$360 returns to the U.S. economy.



**Companies that
export, grow faster.**

And are less likely to go out of business.

Strong U.S.-German Business Ties

Trade:

Germany and the United States have one of the strongest bilateral economic relationships in the world: combined, they represent **over 25% of global GDP and over 40% of world trade.**

Germany is the largest market for the US in Europe, and the US is the largest market for Germany globally.

Foreign Direct Investment:

US and German companies have both invested heavily in one another's economies with **a total FDI stock that exceeds 700 billion USD.**

There are more than **1.5 million people** employed by subsidiaries of US companies in Germany and German companies in the US.

Strong U.S.-German Business Ties



- **640,000 employees* work for U.S. companies in Germany**
(*2022, KPMG)



- **860,000 employees* work for German companies in the U.S.**
(*2019, BEA)



Germany's Economy & Europe

- World's fourth largest economy
- Europe's largest economy
- 1/5th of the EU's GDP
- 5th largest trading partner of the USA after China, Canada, Mexico and Japan
- Third largest exporter worldwide after China and the USA

Doing Business with Germany

Advantages

- Good infrastructure
- Located in the heart of Europe
- Stable political/social environment
- High level of productivity
- Skilled labor force
- Quality engineering
- Knowledge of English
- Punctuality, dependability, integrity

Disadvantages

- High labor costs + benefits
- High energy prices
- Tax burden
- Bureaucratic procedures & slow, complex decision-making

SMM 2022

Support & Services available to US exporters

Free Services*

(*subject to availability of resources):

- Sign-up for our SMM 2022 US exhibitor database (published on trade.gov/Germany)
- Promotion to our network of industry contacts (buyers, multipliers)
- Free counseling on market access, strategies, compliance, etc.
- Introduction to an International Trade Specialist at your nearest U.S. Commercial Service office in the United States
- Information on how to protect your design and trademarks (IPR)
- Access to US Department of Commerce publications

Customized Services *

(*fee-based, please contact us for details)

- Customized Partner Search
- Matchmaking
- Customized Market Research
- Due Diligence (international partners/buyers)

Find Your Local Office

Companies can find assistance locally in more than 100 Commercial Service offices nationwide.

<https://www.trade.gov/us-commercial-service-office-map>

Your Maritime Export Team



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ITA Marine Technologies Team:

<https://www.trade.gov/marine-technology-industry>