



# ADVISORY COMMITTEE ON INTERNATIONAL TRADE

Virginia International Gateway,  
Portsmouth

February 7, 2023

**VEDP** | International  
Trade  
ExportVirginia.org





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

# CONNECTING YOU TO GLOBAL MARKETS

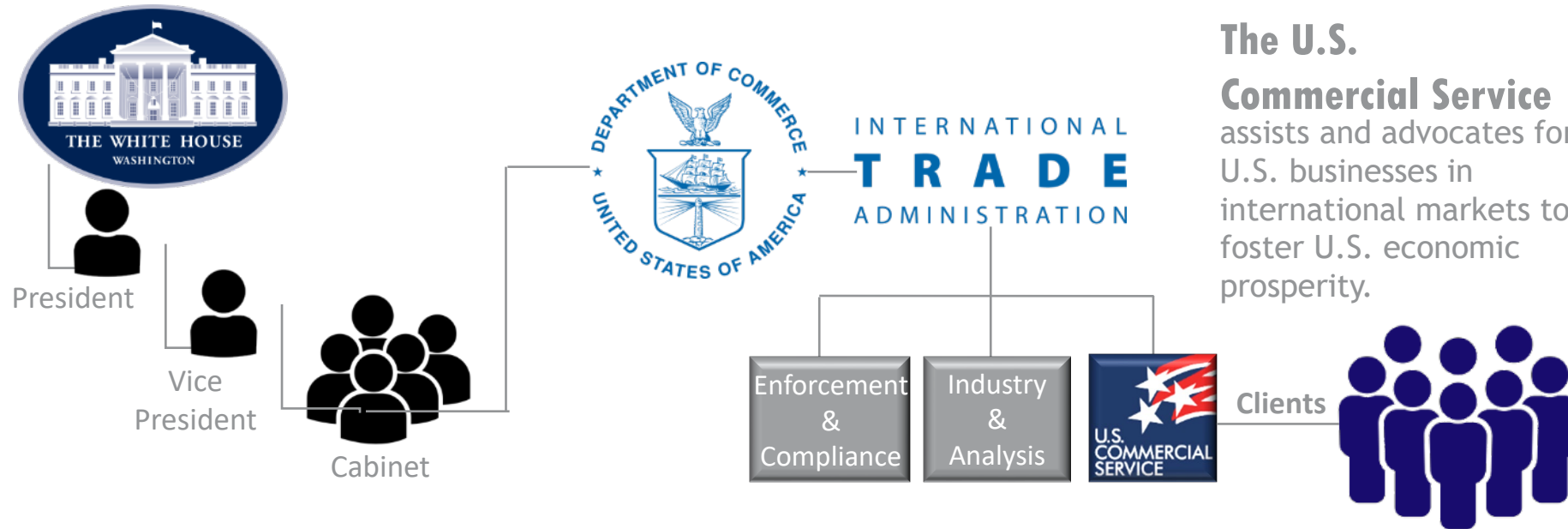


INTERNATIONAL  
**TRADE**  
ADMINISTRATION

U.S. Department of Commerce | International Trade Administration

# WHERE WE FIT IN THE FEDERAL MAZE

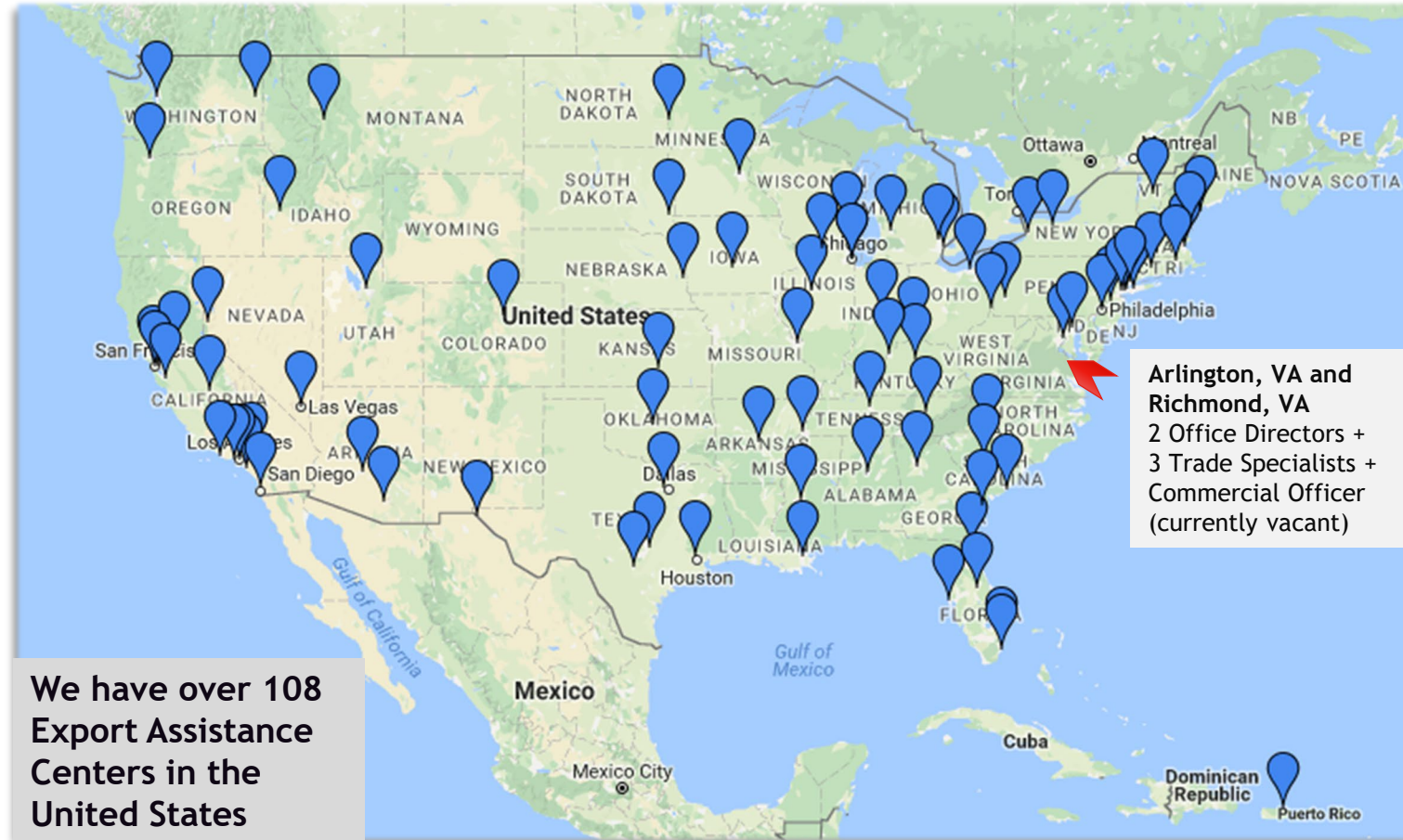
## Role of the U.S. Commercial Service







# U.S. Commercial Service Domestic Presence





# U.S. Commercial Service Overseas Presence

Overseas, we're part of U.S. Embassies and Consulates worldwide; in markets where U.S. business needs us most.







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

## How we are different



### 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.

# Let our global network work for you.

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# 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.



# Commercial Diplomacy

## Advocacy Center

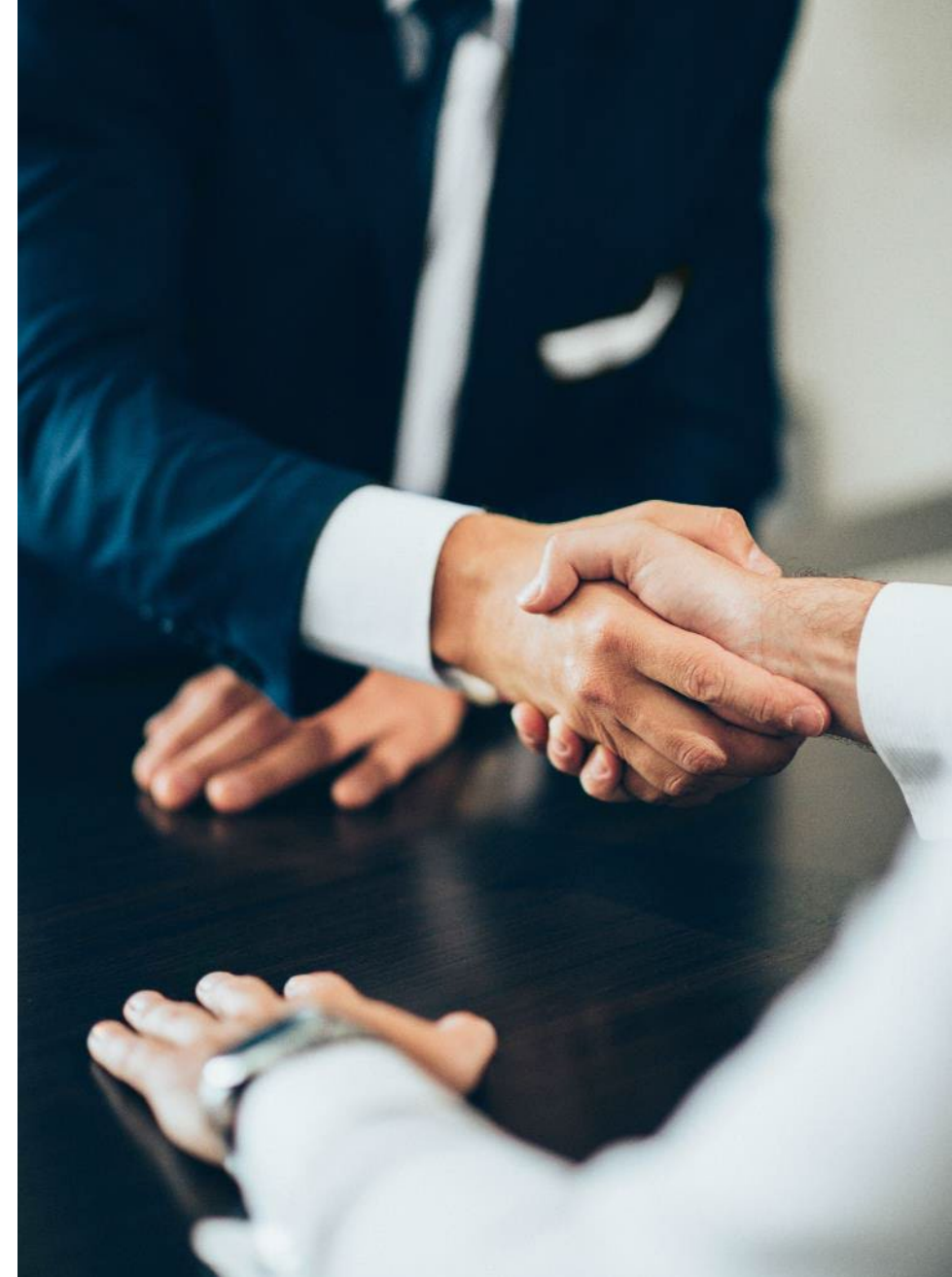
The Advocacy Center coordinates U.S. Government Advocacy efforts for U.S. exporters competing on foreign projects or procurement opportunities that involve foreign government decision-makers, including foreign government-owned corporations. U.S. Government Advocacy assistance helps level the playing field on behalf of U.S. exporters and workers competing for international contracts against foreign firms and to promote the growth of exports of U.S. goods and services around the world.

## Report a Trade Barrier

File a complaint with the International Trade Administration's Trade Agreements Negotiations and Compliance Office. This office works with U.S. businesses to help ensure that foreign governments adhere to and do not impose trade barriers inconsistent with their trade agreement obligations.

## Trade Dispute Resolution

We can provide information to help you resolve common trade disputes like customs issues. In some instances, we may be able to make inquiries directly with the foreign government.





## Commercial Service Presented Events

### DISCOVER GLOBAL MARKETS

Organized by the U.S. Commercial Service, these annual business development forums focus on an industry and/or world region. The conferences feature one-on-one meetings with U.S. Commercial Service diplomats visiting from abroad; panel discussions on the latest industry trends; export education; and extensive networking with U.S. trade officials and leading private sector experts.

### TRADEWINDS

Organized by the U.S. Commercial Service, Trade Winds missions include a business development forum in its host city, consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Diplomats representing commercial markets throughout the region. Participating companies can customize a business matchmaking schedule with multiple stops, based on input from our in-country Commercial Specialists, and grow their international sales through meetings with pre-screened potential buyers, agents, distributors and joint-venture partners during the mission.

## Trade Events

### Certified Trade Missions

Organized with select trade organizations, missions are customized to meet the needs of groups of U.S. companies participating. Missions may include activities such as market briefings, Gold Key Service, receptions, site visits, and technical seminars.

### Trade Show Representation

The Trade Show Representation Service provides U.S. companies and economic development organizations with the ability to increase their marketing exposure at an overseas trade show when they are unable to attend in-person. Multiple clients' products and services may be showcased by the Commercial Service at the event.

### International Buyer Program

At major domestic industry trade shows, the U.S. Commercial Service provides services including on-site introductions to foreign buyers; networking; export counseling; market analysis; and business matchmaking.

### International Trade Fairs

Certified trade fairs feature a U.S. Pavilion and represent a U.S. Department of Commerce endorsement that the fair offers a high-quality, multifaceted opportunity for American companies to successfully market their product/services overseas. Participating companies receive U.S. Commercial Service assistance with access to prospective foreign buyers, agents, and industry representatives. Other services include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.

# Exports Matter

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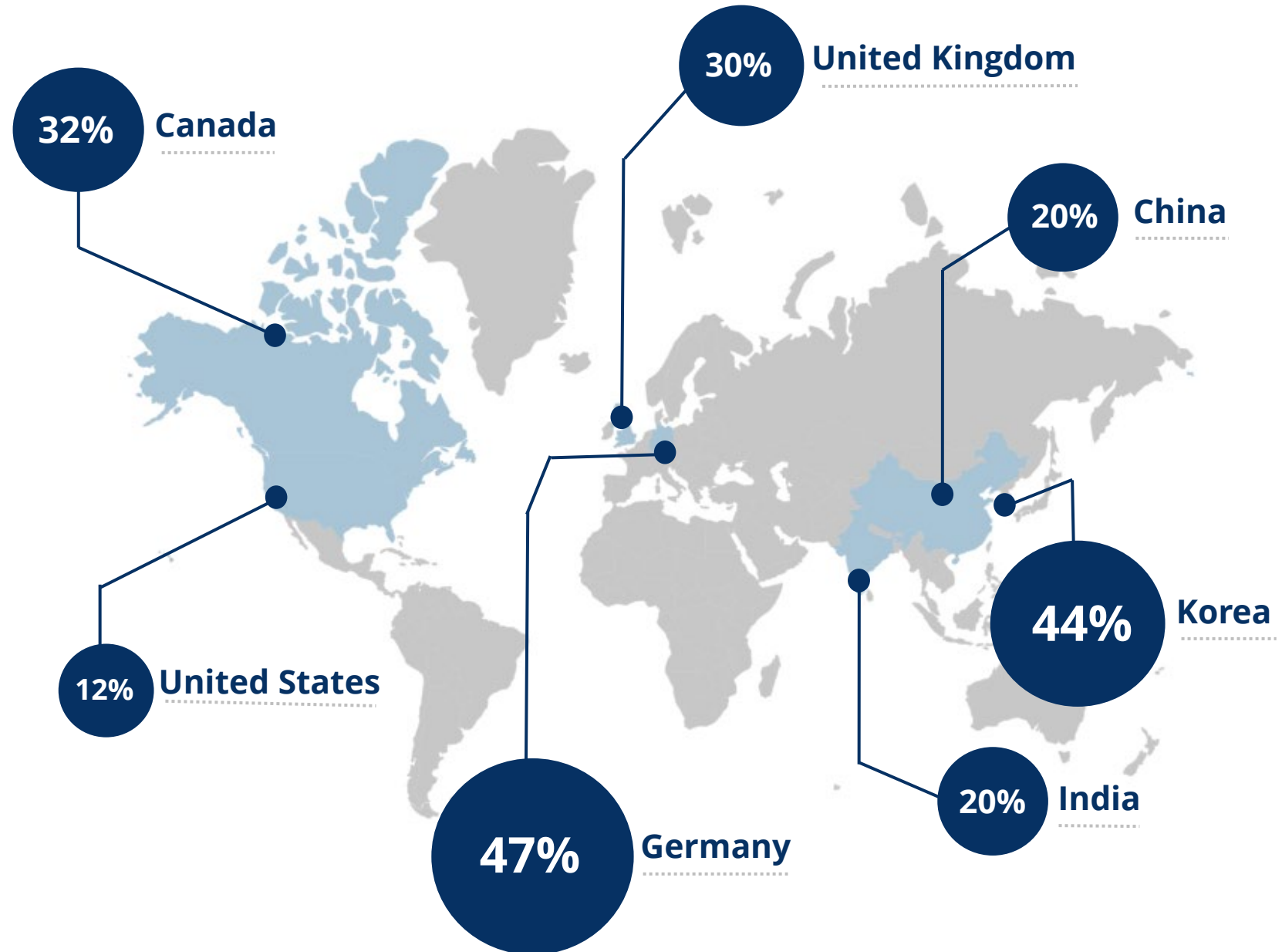
More than **70%** of the world's purchasing power is **outside** of the United States.  
Competitors are **increasing** their global market share while the U.S. is underperforming.



# 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





# \$71.5 Billion

Exports facilitated by U.S. Commercial Service.  
Additional \$20.3 billion facilitated by inward investment. (FY21)





# 31,500+ Exporters

The number of U.S. export clients assisted last year. (FY21)  
86% small and medium size businesses.



A group of five business professionals, three women and two men, are sitting on a row of white chairs in a modern office setting. They are dressed in professional attire, including blazers, shirts, and trousers. The background is a bright, open-plan office with large windows and a metal railing. The overall tone is professional and positive.

# 1.3 Million Jobs

Supported by U.S. Commercial Service trade and investment efforts. (FY 19-21)

376,000 jobs supported in FY21 alone.



A hand with orange nail polish holds a black pen over a tablet. The tablet screen shows a business analytics dashboard with a bar chart, a line graph, and a table. The table has columns for 'CLIENT NAME', 'ADDRESS', and 'PHONE'. The text 'Return on Investment' is overlaid in large white font.

# Return on Investment

For every \$1 allocated to the Commercial Service, about \$268 returns to the U.S. economy.

# Results for U.S. Small Businesses

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Exporting can be profitable for businesses of all sizes.

A photograph of a business meeting. In the foreground, a person's hand holds a black pen, pointing at a line graph on a document. The graph shows a fluctuating line with red and blue bars. In the background, another person in a dark suit is seated at a desk with a laptop and a calculator. The scene is dimly lit, with a soft light source from the right. The overall tone is professional and analytical.

# \$2.2 Million

Average annual revenue increase over the last three years reported by CS clients (7%).



A person wearing a blue denim shirt is sitting at a wooden desk, using a black handheld stapler to secure a cardboard box. The desk is cluttered with several other cardboard boxes, a roll of yellow tape, and a laptop. The background shows a blurred office or warehouse setting with more boxes and a window. The overall lighting is warm and slightly dim, creating a focused and industrious atmosphere.

**Companies that  
export, grow faster.**

And are less likely to go out of business.



# State Impact

Investing in exports means more jobs in Virginia.



**75,364 Jobs**

Supported by exports from Virginia companies.



**5,098 Companies**

In Virginia sell to customers all over the world.



**84 Percent**

Of Virginia's exporters are small or medium sized companies.



**\$20.0 Billion**

Goods exports from Virginia in 2021.



# Collaboration with VEDP

We can't do it alone! VEDP is a very important partner to the U.S. Commercial Service!



## Trade Shows

We collaborate at major international and domestic trade shows, such as the Paris Air Show, Farnborough International Air Show, DSEI, InfoSecurity, IDEX, ExpoDefensa, and AUSA, among others. This includes pre-show and at-show programming, on-site assistance, and networking receptions.



## Nat'l and International Programs

Sometimes we have the opportunity to work together on national and international events where the strength of Virginia's international trade resources and industry sectors can be highlighted.



## Trade Missions

The U.S. Commercial Service supports VEDP's trade missions through organizing U.S. Embassy briefings for its delegations and sometimes through the hosting of U.S. Embassy networking receptions. We also promote VEDP's trade missions to our client base.

# Collaboration with VEDP

We can't do it alone! VEDP is a very important partner to the U.S. Commercial Service!



## Client Referrals and Assistance

We refer U.S. Commercial Service clients to VEDP for their award-winning programs, services, trade missions, and grants. Congress asks us to partner with State and Local entities, so we encourage Virginia businesses to utilize both federal and state resources. **“It was great to see the Federal Government and the Commonwealth of Virginia team up together to help us export!”** –River Front Services

## Local Events

We partner often on local trade events throughout Virginia. At our Feb. 28<sup>th</sup> Building Bridges event in Norfolk, VEDP will be a featured panelist on export assistance resources with our Assistant Secretary and will have one-on-one meetings with participants. We also jointly plan and organize local webinars and workshops for Virginia exporters and co-present at chamber and economic development events.

## Monthly Strategy Calls/Federal-State Plan

The U.S. Commercial Service and VEDP hold monthly calls with our Virginia trade partners to discuss upcoming events, how we can lend support to each other, and ideas for future collaboration. We also develop a Federal-State Plan each year to outline areas of synergy and plan programs to better assist Virginia's exporters.



# Virginia

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

## **U.S. Commercial Service, Virginia and Washington, D.C.**

1501 Wilson Blvd., Suite 1225  
Arlington, VA 22209  
[trade.gov/virginia-arlington](http://trade.gov/virginia-arlington)

## **U.S. Commercial Service, Richmond**

400 N. 8<sup>th</sup> St., Suite 1028  
Richmond, VA 23219  
[trade.gov/virginia-richmond](http://trade.gov/virginia-richmond)

## State & Local Partnerships

**Virginia Economic Development Partnership**  
[exportvirginia.org](http://exportvirginia.org)

**Virginia/D.C. District Export Council**  
[Vadcdec.com](http://Vadcdec.com)

**Virginia Small Business Development Center**  
[Virginiاسبdc.org](http://Virginiاسبdc.org)

**Virginia Manufacturers Association**  
[Vamanufacturers.com](http://Vamanufacturers.com)

## Your U.S. Commercial Service Export Team



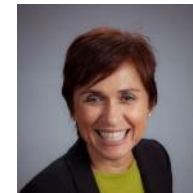
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# VIRGINIA EXPORT AND IMPORT DATA

Lumber Liquidators, Sandston



## EXPORTS FROM VIRGINIA ARE UP 29% FROM THE SAME PERIOD LAST YEAR

Rank	Commodity	Export Value, Jan. – Nov. 2022 (\$)	Growth YTD 2021 - 2022 <sup>1</sup> (%)
1	Fuel	5.6B	102
2	Mechanical Appliances	1.9B	8
3	Plastics	1.6B	9
4	Electrical Machinery	1.6B	2
5	Seeds and Fruit	1.5B	58
6	Vehicles	1.1B	4
7	Meat	820M	-18
8	Scientific Instruments	640M	13
9	Woodpulp	580M	108
10	Paper	530M	11
<b>Total Exports</b>		<b>23B</b>	<b>29</b>

<sup>1</sup>This measure calculates the change in exports from January – November 2021 compared to January – November 2022.  
Source: IHS Markit, Global Trade Atlas, 2-digit level

## EXPORTS FROM VIRGINIA IN A MORE DETAILED VIEW

Rank	Commodity	Export Value, Jan. – Nov. 2022 (\$)	Growth YTD 2021 - 2022 <sup>1</sup> (%)
1	Coal Briquettes	5.4B	109
2	Soybeans	1.4B	60
3	Integrated Circuits	660M	-9
4	Sulfate Chemical Woodpulp	470M	161
5	Polyamides	370M	41
6	Tractor Parts	350M	13
7	Pork	350M	-40
8	Self-Adhesive Plastics	320M	-17
9	Tractors	320M	3
10	Printing Machinery	310M	-15
<b>Total Exports</b>		<b>23B</b>	<b>29</b>

<sup>1</sup>This measure calculates the change in exports from January – November 2021 compared to January – November 2022.  
Source: IHS Markit, Global Trade Atlas, 4-digit level

# IMPORTS INTO VIRGINIA ARE UP 17% FROM THE SAME PERIOD LAST YEAR

Rank	Commodity	Import Value, Jan. – Nov. 2022 (\$)	Growth YTD 2021 - 2022 <sup>1</sup> (%)
1	Mechanical Appliances	8.9B	3
2	Electrical Machinery	3.1B	19
3	Vehicles	2.8B	62
4	Furniture	1.9B	18
5	Plastics	1.8B	18
6	Aircraft	1.4B	62
7	Toys and Games	1.2B	9
8	Steel	950M	14
9	Knit Clothing	930M	43
10	Textiles	910M	-10
<b>Total Imports</b>		<b>37B</b>	<b>17</b>

<sup>1</sup>This measure calculates the change in imports from January – November 2021 compared to January – November 2022.  
Source: IHS Markit, Global Trade Atlas



# VIRGINIA'S TOP EXPORT DESTINATION IS CANADA WHILE THE TOP SOURCE OF IMPORTS IS CHINA

## Top export destinations

Rank	Country	Export Value, Jan. – Nov. 2022 (\$)
1	Canada	3.1B
2	China	2.4B
3	India	2.2B
4	Netherlands	1.3B
5	Mexico	1.1B
6	Germany	890M
7	Brazil	750M
8	Japan	720M
9	Taiwan	650M
10	United Kingdom	600M

## Top import markets

Rank	Country	Import Value, Jan. – Nov. 2022 (\$)
1	China	7.0B
2	Mexico	3.5B
3	Canada	2.6B
4	Germany	2.5B
5	India	1.9B
6	Malaysia	1.8B
7	Vietnam	1.6B
8	United Kingdom	1.2B
9	Italy	1.1B
10	Taiwan	950M