



Doing Business through the U.S. Commercial Service

Industry:

Information and Communication Technology

Betty Alexandropoulou
U.S. Commercial Service
U.S. Department of Commerce

International Trade Administration

- n U.S. and Foreign Commercial Service — Promotes U.S. exports and provides commercial diplomacy support for U.S. business interests around the world.**
- n Manufacturing and Services — Strengthens U.S. competitiveness abroad by helping shape industry-specific trade policy.**
- n Market Access and Compliance — Assists U.S. companies and helps create trade opportunities through the removal of market access barriers.**
- n Import Administration — Enforces U.S. trade laws and agreements to prevent unfairly traded imports and to safeguard the competitive strength of U.S. businesses.**

The U.S. Commercial Service

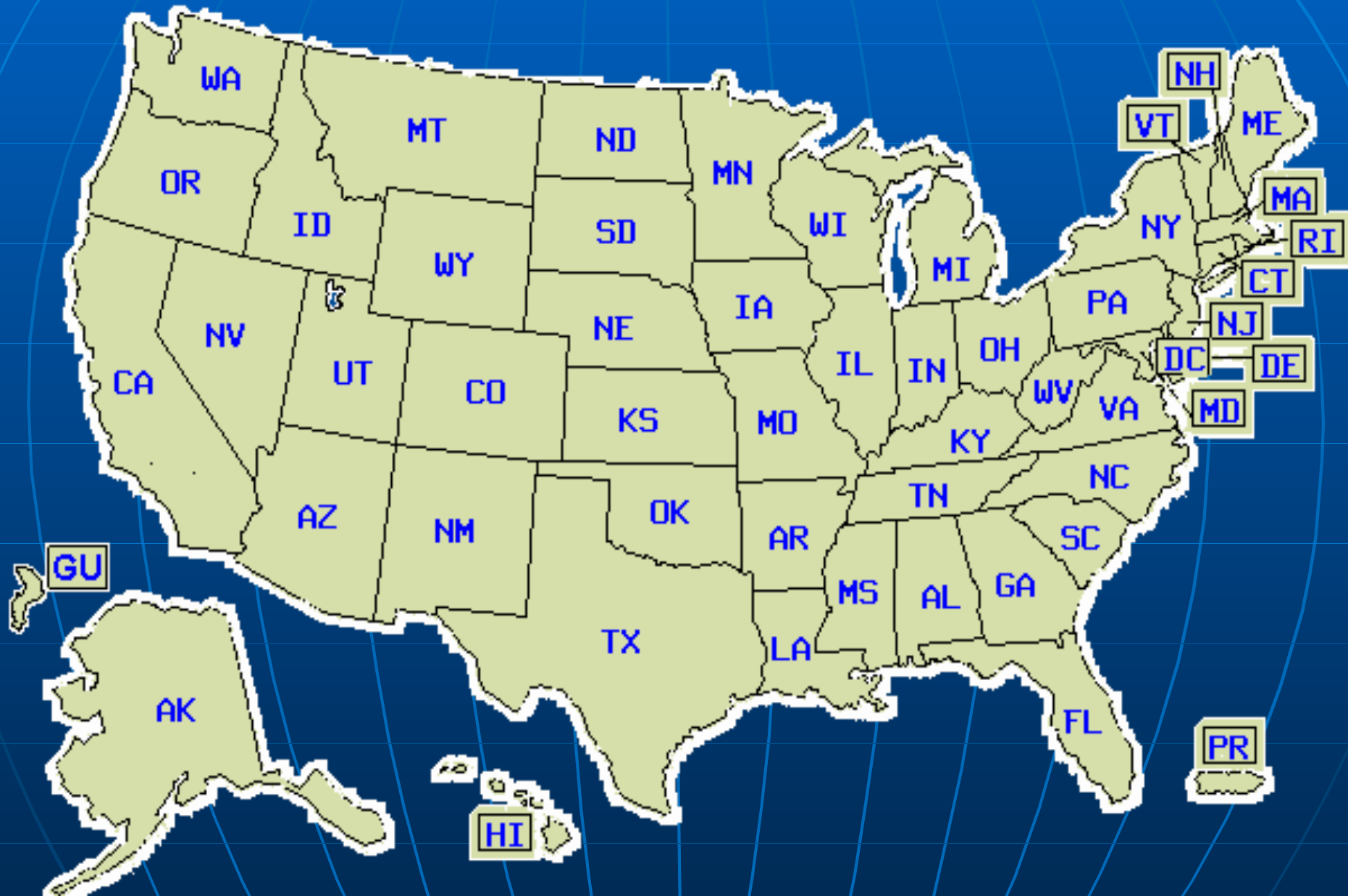
USCS as the trade promotion unit of the U.S. Department of Commerce's International Trade Administration (ITA)

- n Was established in 1980

- n Helps U.S. companies navigate foreign markets

- n Is present in 109 U.S. cities and in 80 countries worldwide

U.S. Commercial Service throughout the U.S.A.



International Offices

Algeria	Hong Kong	Poland
Argentina	Hungary	Portugal
Australia	India	Qatar
Austria	Indonesia	Romania
Belgium	Iraq	Russia
Brazil	Ireland	Saudi Arabia
Bulgaria	Israel	Serbia
Canada	Italy	Singapore
Chile	Japan	Slovakia
China	Jordan	South Africa
Colombia	Kazakhstan	South Korea
Costa Rica	Kenya	Spain
Croatia	Kuwait	Sweden
Czech Republic	Lebanon	Taiwan
Denmark	Libya	Thailand
Dominican Republic	Malaysia	Turkey
Egypt	Mexico	Ukraine
El Salvador	Morocco	United Arab Emirates
European Union	Netherlands	United Kingdom
Finland	New Zealand	Uruguay
France	Nigeria	Vietnam
Germany	Norway	West Bank
Ghana	Pakistan	
Greece	Panama	
Guatemala	Peru	
Honduras	Philippines	

Promoting Trade & Investment

n ITA and USCS help U.S. companies navigate foreign markets via:

- Counseling and advocacy through the various steps of the export process
- Market Research (General and Client Specific)
- Participation in trade events in Greece and elsewhere or promoting U.S. products /services to qualified buyers and distributors which we identify.

CS/Athens is staffed with:

- 2 American Officers
- 7 Locally Employed Staff
(Greek Nationals)
- 2-6 Interns

CS Products & Services

- n Products and Services: (most are fee-based)
 - Business Counseling – Advocacy
 - Gold Key Service (GKS)
 - Quicktake
 - Single Company Promotion (SCP)
 - International Partner Search (IPS)
 - Developing/Providing Contact Lists
 - Matchmaking – trade missions
 - International Company Profile (ICP)
- n ITA/USCS web sites: www.export.gov
- n Country Commercial Guide:
<http://www.export.gov/greece>

Greek ICT Sector

- n 1,800 active companies within the Greek ICT sector,
- n 100,000 people employed
- n 4.5% of the country's GDP
- n Main customers: businesses (70%), consumers (20%), public sector (10%)
- n Through the EU Support Framework IV (2007-2013), €20,1 billion allocated for the modernization of IT infrastructure and communications network.
- n EU Directive for ICT to support the environment targeting a 20% increase in ICT efficiency and a 15% reduction in CO2 emissions.
- n European Commission's Task Force to facilitate the disbursement of about 15 billion Euros in EU structural funds over the next two years that would help Greek jobs and businesses.

Doing Business in Greece

- n Many U.S. firms are successfully doing business in Greece in conjunction with a good Greek partner
- n Having a local partner is essential, especially in doing business with the GOG. This becomes even more important when dealing with the government
- n Many issues have a political dimension - a local partner can help understand the problem
- n Generally, there is a strong affinity for U.S. products and services

Promising Industry Sectors

Information and Telecommunications Technologies

Energy (Renewable Energy)

Oil Exploration and Exploitation

Safety and Security

Tourism (Cruises)

Our Business Approach for U.S. Companies (& Local partners)



n Trade Counseling

n Business Matchmaking

n Market Intelligence

n Commercial Diplomacy

Our Business Approach for Greek Buyers



- n Find the U.S. suppliers that suit you best.
- n Promote your company.
- n Contact those U.S. firms that seek Greek business partners.
- n Visit International Events in the U.S. through the *International Buyers Program* and in Europe through *Showcase Europe*.
- n Inform yourselves for new U.S. Products through *Commercial News*.

Our Approach for Investment in the U.S.A.



Greek FDI in the U.S.



The United States: A Great Return on Investment

Ø Strategic Market & FTAs

Ø Population of U.S. and Free Trade Agreements is 610 million; U.S. 42% of Global Consumer Goods Market¹

Ø Center for Global Innovation and Entrepreneurship

Ø U.S. Responsible for 40% of Total World R&D Expenditures; 11.5% of Americans are Entrepreneurs²

Strong Intellectual Property Right Protections

n 52% of the Patents Granted in 2011 by the U.S. Patent Office Originated from a Foreign Country³

• A Leader in Higher Education

n Six of the Top Ten Universities in the World are in the U.S.⁴

• Highly Productive Workforce

n U.S. leads world in labor productivity per person; productivity gap between U.S. and most developed economies growing⁵

• Open to People, Cultures, and Ideas

n U.S. has more Irish than Ireland, Filipinos than Manila, Chinese than Hangzhou* and Poles than Warsaw⁶



- Encourages, facilitates, and accelerates business investment to create jobs, bring economic growth, and promote American competitiveness
- Remains geographically neutral in the United States
- Engages in international and domestic business investment
- Provides information to foreign firms to help them *Incorporate a business in the U.S.; Understand basic U.S. tax and legal concepts; Learn about incentives available to businesses in the U.S.; Connect with U.S. state, city, or regional economic development offices to learn about investment opportunities; Apply for a business-related visa*

Foreign investors can communicate with SelectUSA by phone or email in Washington, DC, or meet with members of the U.S. Foreign Commercial Service around the world.

CONTACT INFORMATION



Christopher Clement
Manager, Global Business Attraction
SelectUSA (Washington, DC)
Tel: +1 202-482-0929
Email: cclement@doc.gov
Web: <http://selectusa.gov/>

Conclusion

n For assistance in issues pertaining to:

U.S. Company
Subsidiary or
Partner/ Agent/
Representative

Greek Buyer of
U.S. Products
& Services

Investment
in the
U.S.A.

U.S. Commercial Service
U.S. Embassy Athens
Betty Alexandropoulou
Tel: +30 210 720 2346 - +30 210 720 2302
Email: betty.alexandropoulou@trade.gov

Appendix

http://export.gov/greece/eg_gr_024705.asp

The screenshot shows a Windows Internet Explorer browser window displaying the export.gov website. The address bar shows the URL http://export.gov/greece/eg_gr_024705.asp. The website header features the "export.gov" logo and the tagline "Helping U.S. Companies Export". A navigation menu includes links for Opportunities, Solutions, Locations, FAQ, Blog, and Connect. On the right, there is a search bar and a link to "Information in Greek for Local Importers". The main content area is titled "Exporting to or Investing in the United States?" and lists "United States-based web resources".

export.gov
Helping U.S. Companies Export

Information in Greek for Local Importers
Register | Manage Account
Search Our Site

↑ Opportunities Solutions Locations FAQ Blog Connect

Home > Greece Local Time: 4:43 PM | [Print](#) | [E-mail Page](#)

Greece Home

- ▶ [Greece Home](#)
- ▶ [Doing Business in Greece](#)
- ▶ [Market Research on Greece](#)
- ▶ [Services for U.S. Companies](#)
- ▶ [Business Service Providers](#)
- ▶ [Trade leads from Greece](#)
- ▶ [Trade Events](#)
- ▶ [Internship](#)
- ▶ [Links](#)
- ▶ [Cyprus: our Partner Post](#)
- ▶ [Contact Us](#)

Our Worldwide Network

- ▶ [About Us](#)
- ▶ [Press Room](#)
- ▶ [Other European Markets](#)
- ▶ [Other Worldwide Markets](#)

Exporting to or Investing in the United States?

United States-based web resources

- Embassy of Greece and Consular Office of the Embassy: <http://www.greekembassy.org/dc>
- Invest in America: <http://trade.gov/investamerica/>
- Designated investment officials of the 50 States: http://www.trade.gov/investamerica/contact_list.pdf
- American Importers Association: <http://www.americanimporters.org>
- Association to invest in U.S.A.: <http://iiosa.org/>
- Council of American States in Europe: <http://www.invest-in-usa.org/>
- U.S. Food and Drug Administration: <http://www.fda.gov>
- U.S. Chamber Of Commerce: <http://www.uschamber.com>
- Greater Philadelphia Chamber of Commerce: <http://gpcc.com>
- Greek-American Chamber of Commerce: <http://www.greekamericanchamber.com>
- Greek-American Business internet directory: <http://www.greekamericanbiz.com>
- Greek-American Directory: <http://www.yasas.com>