



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

## Export Interest Directories

The key role of the International Buyer Program, as a promotional agency of the U.S. Government's export promotion mission, is to work with major domestic trade show organizers to maximize international attendance at client shows from targeted trade only populations abroad. The justification for using public funds for this effort stems from the public good to be derived from the maintenance and creation of U.S. employment through increased exports of US-made products and services.

Critical to this effort is providing the international buyer an Export Interest Directory – a list of U.S. firms who are exhibiting at the event, and who expressly are interested in finding export markets for the U.S.-made products and services. As such, the Export Interest Directory is the link that brings to fruition the worldwide effort to promote and recruit international attendees to the show, and thereby justifies the expenditure of taxpayer resources on the show's behalf, which is often considerable.

The Export Interest Directory is a vital part of our effort to ensure that the overseas audience we are attracting to the show has a value laden tool to target their visit to the exhibition by strategizing the time they spend at the show in arranging meetings with exhibitor representatives that are potentially interested in doing business with those attendees.

To the extent Department of staff available arrange one-meetings, or to visitors toward exhibitors who their specific interests vis-à-vis attendees, the Directory serves that need.



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The Memorandum of Understanding, cleared and approved by our General Counsel relative to our mandating legislation is very specific with regard to the development and distribution of the Export Interest Directories and specifies the following:

“(a) Develop an Export Interest Directory with information on export interests of U.S. exhibitors (paragraph “1) above.

- (1) One copy of the Export Interest Directory must be distributed to all domestic offices and all posts overseas, upon availability, prior to the show. Alternatively, text may be provided in electronic text (ASCII) or database format. Printed copies shall be provided to all international attendees at the show.
- (2) Where possible, a copy of the entire list of exhibiting firms will be provided in electronic form for the dissemination to overseas posts.
- (3) NOTE: The organizer may not charge exhibitors for inclusion in the directory.
- (4) In accordance with DOC policy, products and services included in the Export Interest Directory must be either: (i) produced or manufactured in the United States, or, (ii) if produced or manufactured outside of the United States, must contain at least 51 percent U.S. content and must be marketed under the name of a U.S. firm.”

The 51% content U.S. rule is interpreted as meaning 51% of the total pre-margin value of the product or service. Marketing, packaging, and domestic transportation charges that are included in the pre-margin cost may be included in the 51 percent.

In fulfilling these requirements, the organizer is expected to produce a stand-alone directory of U.S. firms that are exhibiting at the trade event, and are interested in finding export markets for their U.S.-made products and/or services. This precludes intermingling within the directory non-qualifying firms/products with qualifying firms/products and using identifiers such as “We Export”. If other non-qualifying firms/products are included in the same publication, they must be clearly separated from the Export Interest Directory list and the publication title must clearly identify the two separate listings on the publication’s cover.

Separate and aside from the foregoing requirements, the International Buyer Program does not object to an organizer having a firm provide sponsorship funding of the publication in lieu of organizer budgeting of the publication.

Given the purpose and intent of use of this publication as a marketing tool of the show it is our objective and goal to have all U.S. exhibitors seeking international business contacts included in the Directory as a value added benefit of their participation in the event.