

## Tips for Completing Your Trade Mission Application

The U.S. Department of Commerce will review your application to determine if your company is qualified to participate in this trade mission. There will be limited space, and more applications than we will be able to accommodate, so we will select the candidates that best fit the markets we are visiting. The review process will be conducted on a rolling basis, with applicants reviewed and notified of their status first come first served.

Because participation in this trade mission is competitive, it is important that you provide concise but detailed answers in the limited space provided to help ensure that we understand what your company offers and how it would fit into the markets on the mission itinerary. Please read over the following guidance for completing the Trade Mission Application.

Once you are notified that you are accepted, we will work closely with you to identify business contacts in the target markets that are appropriate to your business interests, and at that time we may ask for additional information.

### **Boxes 2-4:** Participant details.

- Under company address in box 3, please use the U.S. company address. You may list an additional address in box 4 if it is different than the main U.S. address.
- For the company details, please provide a non-toll-free telephone and fax number (as U.S. toll-free numbers generally cannot be used from abroad). You may list a toll-free number in addition if you wish.
- Please list a company website in box 4. If you have no website, please indicate that there is none available.

**Box 7:** Information about your firm's business and product lines goes here. There is limited space so you will need to be brief, but please be specific. Below are some tips on what types of information we need to best review your application.

- Please tell us exactly what you sell, and indicate the industry. More useful the "medical equipment" would be "medical equipment: small x-ray units typically used in small private clinics." "X-ray equipment" alone is not sufficient, as it does not specify if it is for patient care or for baggage scanning.
- What are your company's market advantages that distinguish it from the competition? Please include 1-2 short comments, e.g., "We offer the top selling product in the U.S. because it is the only product line featuring interchangeable probes that can be used for a variety of patient surgeries." Please give us some idea of the features and benefits to help us understand how you might fit into the markets on this mission.
- Who uses your company's products and services? For example, if you sell access controls, are they mostly for small private offices or homes, or for large industrial compounds needing perimeter fences, or mostly banks and financial institutions? Other examples: "Our end users are security engineers responsible for complete physical security of industrial factories"; or "Our end users are security information engineers responsible for maintaining ATM security access for the bank." Be as specific as possible in a few words.

**Box 8:** What are your main objectives? Please elaborate on your top three objectives for participating in this trade mission. There are two lines below the check boxes for short comments. Examples:

- If you want to meet with distributors, please expand, e.g., "We want to meet with distributors who have a technical service staff of engineers who are able to calibrate and repair x-ray units."
- If you would like an introduction to buyers and already have a distributor selling in this area, try to specify buyers that you would like us contact. If you are not sure of specific names, please list titles, e.g., "chief of police," "purchasing manager for the largest hospital in town," or "manager of baggage handling at the airport."
- If you want government meetings, please specify desired contacts. For example, if you sell PAP smear tests, you might note, "We would like to meet someone at the FDA-equivalent who can explain regulatory and product labeling requirements. We would also like to meet with someone in the Ministry of Health who determines purchases for the 5-year plan to improve women's health."

**Special Note:** Information provided to the Department of Commerce in connection with this trade mission may be made publicly available. However, to the extent allowed by law, including the Freedom of Information Act, the Department will withhold any information that it determines to be confidential commercial information, the disclosure of which would be likely to cause Company/Participant substantial competitive harm. To assist our determination, please identify the information you believe meets those criteria.