



U.S. Commercial Service

Global Markets for eBooks

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U.S. Commercial Service

The U.S. Commercial Service is the export promotion agency of the U.S. Department of Commerce.

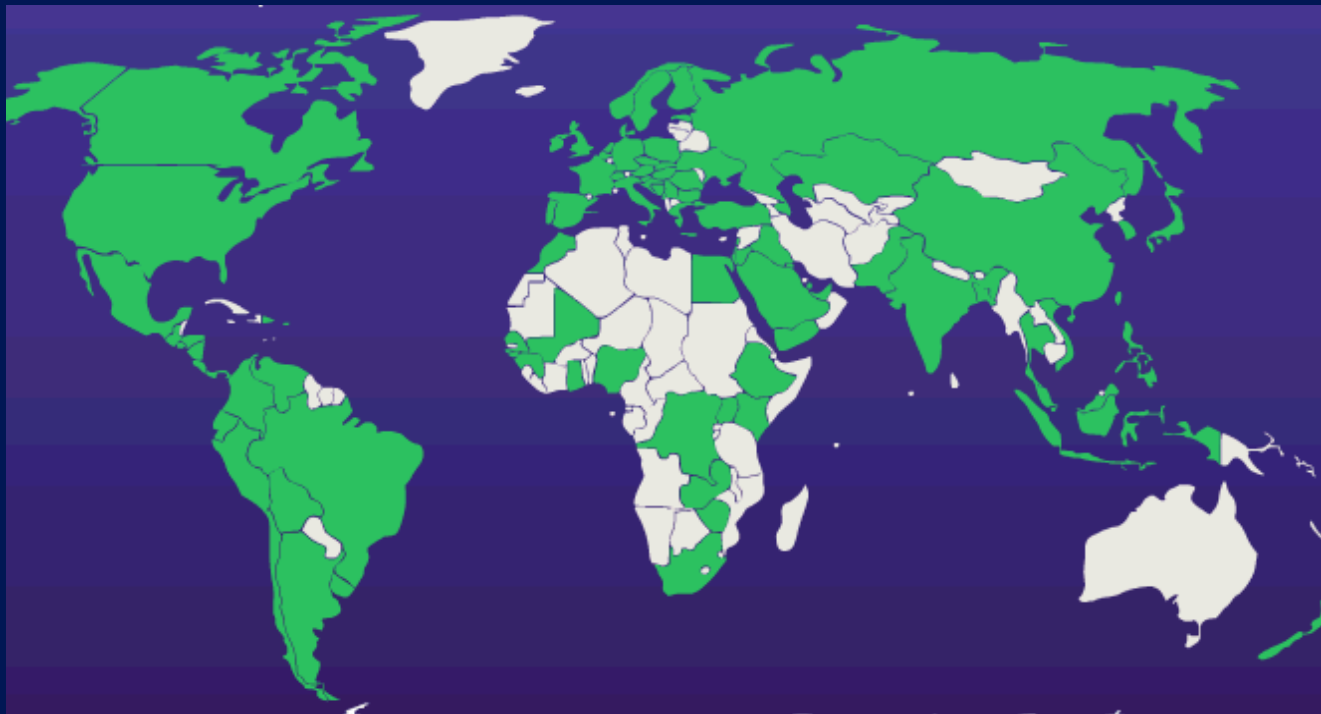
Why are we here?

- ▶▶ **To promote U.S. exports, particularly by small- and medium-sized businesses**
- ▶▶ **To represent U.S. business interests overseas**
- ▶▶ **To help companies identify qualified international partners**



Our Global Network

- International trade specialists in over 100 U.S. cities and 83 countries, located in U.S. Embassies and Consulates worldwide...



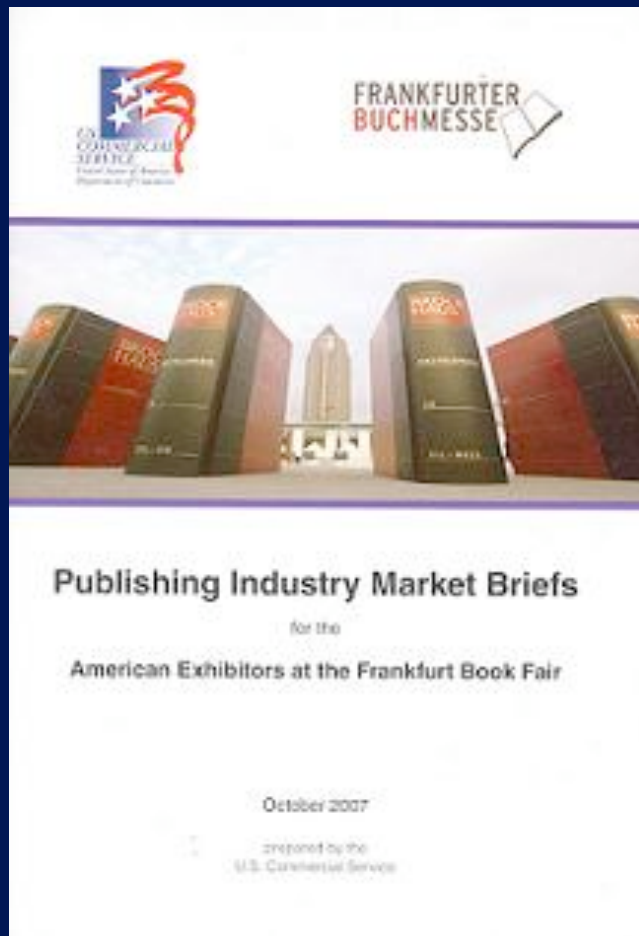


Why the U.S. Commerce Department?

- **Industry expertise and market intelligence**
- **Help finding overseas partners/agents/distributors**
- **Assistance navigating international IPR challenges**
- **International contacts, access to foreign governments**
- **Advocacy and trade complaint assistance**
- **Due diligence**



Publishing Resources



- Market research on overseas business conditions, risks, duty/taxes, localizing content, etc
- Issue-specific webinars: IPR Challenges in China, Maximizing Your Time at the Frankfurt Book Fair, the Indian Publishing Market, etc



Our work in the digital publishing arena

- Collaborating with IDPF
- Work with the European Union in watchdog capacity for the digital publishing industry
- Intellectual property rights protection for e-content
- We already work with content-based industries, like the software industry. We want to do more with digital publishers...



Case Study: Increase market visibility

- **A well known reference publisher needed help launching a new product line in Japan. They have an in-country distributor but wanted to maximize their publicity and target a specific audience.**
- **Our staff coordinated the event and worked with the distributor to invite key industry contacts. The event was held at the U.S. Embassy in Tokyo, with press coverage.**
- **According to the company, “We were very satisfied with what the Embassy did for us.” They are now looking into using this service in China.**



Case Studies: Identify international partners or distributors

Our network of international specialists will identify qualified potential partners/agents/distributors for you:

- A popular science magazine needed help expanding its reach into Hungary. We successfully identified a distributor – and the company is us again to enter the Scandinavian markets**
- A California-based bookseller used our office to gauge the marketability of their products, and successfully found a qualified importer in India who is a repeat customer**



Case Studies: Gold Key Service

- **A long-time publishing client worked with our China publishing specialist to arrange 3 days of appointments with local publishing companies and key players in the Chinese higher education field. The company reported success in signing multiple translation rights agreements**
- **An educational publisher credits our matchmaking services at the Frankfurt Book Fair, as well as market research, one-on-one counseling and market research for helping them make extensive overseas sales**



Meet with us at BookExpo America

- **Commercial Specialists from our Embassies in China, Czech Republic, Germany and across the U.S. to meet with publishers at BEA**
- **Meetings take place at your booth, at your convenience**
- **To schedule a meeting, email Dawn.Bruno@mail.doc.gov**



Frankfurt Book Fair

- **Jointly offering the Educational Publishers Pavilion with the Association of Educational Publishers**
- **Appointment-setting services for participating companies**
- **Match exhibitors with international partners, agents, distributors, publishers**
- **Meet with our publishing specialists from various countries**



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