

Addendum 1

sectors and works to implement them as the leader or participant of a team that includes promotion, recruitment, and administrative staff (team may include Department of Commerce HQ staff, as well as trade associations and/or trade fair authorities). Specific responsibilities include recruiting suitable U.S. companies, identifying suitable local contacts, promoting the U.S. company and its products, coordinating logistics and event/meeting schedules, preparing promotional materials, drafting market research and briefing materials, preparing and monitoring budgets, supervising contractors, negotiating with vendors, and preparing end-of-show reports. He/she follows up with clients for all events, products, and services in assigned sectors to identify and report success stories. He/she also tracks client satisfaction and reports results for use in implementing improvements for future events, services, and procedures. The incumbent also identifies the most important trade shows in the U.S. and organizes groups of host country buyers to attend them. Briefs local buyer groups on U.S. business practices and advises them in partnering with appropriate U.S. firms.

MARKET RESEARCH:

20%

The incumbent prepares market studies in assigned sectors, including statistics and forecasting trends in trade, production and markets, assuring accuracy, completeness and reliability in the final report. Sources of information include official government contacts and reports, industry and trade association contacts and reports, trade directories, web sites. When formal statistical information does not exist, incumbent uses contacts in industry and government and own good judgment and analytical ability to estimate data. The incumbent also compiles analyses indicating the effect of local laws, policies, and business practices on U.S. trade and investment. Types of market studies produced include Industry Sector Analysis (ISA), International Market Insight (IMI), and sections of the Country Commercial Guide (CCG). Occasionally such reports are performed by outside contractors, in which case the incumbent monitors the contractors and reviews the final report for conformity with CS quality standards.

BUSINESS MATCHMAKING AND OTHER CLIENT SERVICES:

25%

The incumbent is responsible for recruiting U.S. companies and providing the Gold Key Service (GKS) and International Partner Search (IPS) matchmaking programs in assigned sectors. The incumbent is charged with making business appointments according to the client's marketing objectives. He/she seeks out and verifies current market information from industry and trade sources that match marketing objectives of participants; identifies distributors, representatives, or joint venture candidates for GKS clients; and solicits interest from local firms by conducting extensive outreach (telephone, email, personal visit) campaigns. He/she also contributes to developing and disseminating viable trade leads from host country companies.

BUSINESS COUNSELING, ADVOCACY AND OUTREACH:

25%

The incumbent counsels U.S. companies, as well as the SCO and other Commercial Service and USG officials, on sectors of assigned responsibility. He/she develops and maintains a significant range of host country contacts, including mid-level government officials, executives in banking, commerce, and industry, and trade associations. He/she uses these contacts to identify trade issues, resolve regulatory complaints, and develop trade opportunities and potential partners for U.S. firms. The incumbent monitors regulatory matters affecting assigned sectors as well as general trade issues -- including laws, regulations, standards, procedures, and other legal issues -- affecting the importation of U.S. goods and services. The incumbent applies this information when counseling U. S. companies on strategies for market entry and participation in major projects. He/she responds to trade inquiries from U.S. firms seeking to export, as well as requests from local firms and or government institutions interested in buying U.S. products and services. He/she prepares talking points and speeches in both English and host country language. The incumbent works with CS industry sector teams and domestic Export Assistance Centers to maximize market opportunities for U.S. firms and ensure proper coordination of programs and counseling. At International Buyer Program events, incumbent counsels U.S. exhibitors and visitors about market opportunities in host country.