

GLOBAL NETWORK

Market Information Directly from the Source



Forty-five international consultants in export trade at your service! That is the remarkable resource VEDP International Trade has assembled on behalf of Virginia's business community. These experts provide valuable in-country market research specific to your product or service. They develop market entry strategies and identify potential partners. They conduct due diligence and arrange "match-making" appointments with potential distributors and customers. Additional custom research is available. The possibilities are limitless.

WHAT AND WHERE IS THE GLOBAL NETWORK?

The Global Network is a comprehensive group of pre-screened in-country consultants who work with the Division of International Trade on behalf of Virginia companies. These consultants deliver top-notch market research specific to your industry and your target market. Best of all, VEDP will cover the cost of most of their services for qualifying companies, for one project per fiscal year (July 1 - June 30).*

TYPES OF RESEARCH

There are a number of different types of services a company might need. These are some common examples:

Company X is looking for a distributor in Argentina. It engages the Global Network to create an unqualified list of potential agents, and learns about the industry and how to enter the market in the process.

Company Y hears about a new environmental regulation in the EU, but is confused by all of the information available online and from its local lawyer. *Company Y* engages the Global Network to learn more about the regulation, how serious it is, and if it's possible for him to continue exports to the EU without changing the product.

Company Z has been contacted by a foreign company interested in partnering with them. *Company Z* has only been able to find limited information about this potential partner on the internet, but would like to get more details before agreeing to do business. It engages the Global Network to conduct full due diligence on this company to get a better sense for their reputation and sales history.

GET STARTED

For more information, please contact Lindsey Bertozzi, Global Research Manager, at lbortozzi@yesvirginia.org or (804) 545-5767, or your local Trade or Program Manager.

*Participants in the VALET program are not eligible for Global Network subsidies while enrolled in the program and must pay for Global Network services in full.

Americas

Argentina
Brazil
Chile
Canada
Costa Rica
Mexico

Asia Pacific

Australia
China
India
Japan
Malaysia
New Zealand
Singapore
Thailand
Vietnam

Europe - Eastern

Bulgaria
Czech Republic
Estonia
Hungary
Latvia
Lithuania
Poland
Romania
Russia
Slovakia
Turkey
Ukraine

Europe - Western

Belgium
Denmark
Finland
France
Germany
Ireland
Italy
the Netherlands
Norway
Spain
Sweden
UK

Middle East & Africa

Israel
Jordan
Qatar
Saudi Arabia
UAE
South Africa



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Task Description	Estimated Total Cost	You Pay
Market Entry		
Marketing Research: Local resources for market research, including periodicals, trade shows, associations, and advertising opportunities, specifically in your field of interest	\$350	\$0
Market Entry Strategy: An analysis of your company's best options for entering the market	\$2500	\$0
How to establish your company in the market, including information on the standard mark-up/commission for distributors or representatives, payment terms, stocking quantities, incoterms, delivery times, and transportation management	\$2500	\$0
Competition Analysis on up to 5 of your company's top competitors in the target market, including analysis of pricing information and current trends in the industry	\$1500 - 2000	\$0
Summary of the current trends in the target market, specific to your industry, such as new technologies introduced, new regulations or import fees, etc.	\$1500 - 3000	\$0
Finding a Local Partner		
List of Private Sector or Government Contacts - Let our in-country consultants identify a list of potential partners for you in your target market, including distributors, representatives, agents customers, or government officials.	\$1200 - 2000	\$0
Survey of Private Sector or Government Contacts - Our consultants will contact selected companies or government agencies to gauge their interest in partnering with your company.	\$1000 - 2000	\$500
Interviews & Screening of Private Sector or Government Contacts - Our in-country partners will conduct in-depth interviews with your prospects to further analyze your partnership opportunities in the target market.	\$1000 - 2000	\$500
Summary of government and military procurement procedures, including how to bid on foreign government contracts or sales	\$500	\$0
Due Diligence on a specific client, partner, or competitor of your company	\$500 - 1000	\$0
Market Visit		
Logistical Services - Our consultants will set appointments with contacts you have already identified in the target market, and arrange for transportation, lodging, interpreters	\$1000 - 2000	\$1000 - 2000
Consultant Assistance/Participation in Meetings - If you need more help on the ground, our partners in country can accompany you to your meetings and provide interpreter services, business facilitation, and transportation assistance.	\$100/hour	\$100/hour
3-day Independent Visit - Allow our consultants to set up 3 days of meetings for you with prospective partners. They will identify a list of prospects for your review and set up meetings for you with the most promising companies (additional days of meetings may be arranged for an extra fee).	\$3000 - 3700	\$3000 - 3700
In-Country Promotion or Symposium - Our consultants will identify and invite prospective local partners or customers to a symposium, during which you can promote and demonstrate your product or service.	\$2500 - 3000	\$2500 - 3000
Trade Show Support - We can provide assistance with walking the show, setting up and working your booth.	\$100/hour	\$100/hour
Legal, Shipping, and Payment Issues		
Identify in-country service providers, including lawyers, accountants, realtors, etc.	\$500	\$0
Explain and list warehousing options and/or FTZ or custom bonded warehouses for distribution of your products	\$700	\$0
Identify likely tariffs and duties, and calculate the landed cost for your product	\$500	\$0
Explain packaging requirements	\$500	\$0
Provide information on relevant local legislation and regulations	\$500	\$0
Assistance with extracting cargo stuck in customs	\$500	\$0

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