

## 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, most of their services are free to qualifying companies up to \$3,000 per fiscal year (July 1-June 30).\*

Currently, there are 44 countries included in the network:

REGION	COUNTRIES
<b>Americas</b>	<ul style="list-style-type: none"> <li>Argentina, Brazil, Chile, Canada, Mexico</li> </ul>
<b>Asia Pacific</b>	<ul style="list-style-type: none"> <li>Australia, China, India, Japan, Malaysia, New Zealand, Singapore, Thailand, Vietnam</li> </ul>
<b>Europe – Eastern</b>	<ul style="list-style-type: none"> <li>Bulgaria, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Russia, Slovakia, Turkey, Ukraine</li> </ul>
<b>Europe – Western</b>	<ul style="list-style-type: none"> <li>Belgium, Denmark, Finland, France, Germany, Ireland, Italy, the Netherlands, Norway, Spain, Sweden, UK</li> </ul>
<b>Middle East and Africa</b>	<ul style="list-style-type: none"> <li>Israel, Jordan, Qatar, Saudi Arabia, UAE, South Africa</li> </ul>

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## What types of research can the Global Network provide?

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.

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## How does a company get started?

If your company would like to benefit from our Global Network, it's easy to get started! Simply contact your Trade or Program Manager for more information. He or she will work with you to determine which market(s) to focus on and which specific service will best fit your needs.

Task Description	Estimated Total Cost	You Pay
<b>Market Entry</b>		
<b>Marketing Research:</b> Local resources for market research, including periodicals, trade shows, associations, and advertising opportunities, specifically in your field of interest	\$350	\$0
<b>Market Entry Strategy:</b> An analysis of your company's best options for entering the market	\$2500	\$0
<b>How to establish your company in the market,</b> including information on the standard mark-up/commission for distributors or representatives, payment terms, stocking quantities, Incoterms, delivery times, and transportation management	\$2500	\$500
<b>Competition Analysis</b> 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
<b>Summary of the current trends</b> in the target market, specific to your industry, such as new technologies introduced, new regulations or import fees, etc.	\$1500 - 3000	\$0
<b>Finding a Local Partner</b>		
<b>List of Private Sector or Government Contacts</b> – 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
<b>Survey of Private Sector or Government Contacts</b> – Our consultants will contact selected companies or government agencies to gauge their interest in partnering with your company.	\$1000 -2000	\$500
<b>Interviews &amp; Screening of Private Sector or Government Contacts</b> – 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
<b>Summary of government and military procurement</b> procedures, including how to bid on foreign government contracts or sales	\$500	\$0
<b>Due Diligence</b> on a specific client, partner, or competitor of your company	\$500-1000	\$0
<b>Market Visit</b>		
<b>Logistical Services</b> – 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
<b>Consultant Assistance/Participation in Meetings</b> – 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
<b>3-day Independent Visit</b> – 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
<b>In-Country Promotion or Symposium</b> – 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
<b>Trade Show Support</b> – We can provide assistance with walking the show, setting up and working your booth.	\$100/hour	\$100/hour
<b>Legal, Shipping, and Payment Issues</b>		
<b>Identify in-country service providers</b> , including lawyers, accountants, realtors, etc.	\$500	\$0
<b>Explain and list warehousing options</b> and/or FTZ or custom bonded warehouses for distribution of your products	\$700	\$0
<b>Identify likely tariffs and duties</b> , and calculate the landed cost for your product	\$500	\$0
<b>Explain packaging requirements</b>	\$500	\$0
<b>Provide information on relevant local legislation and regulations</b>	\$500	\$0
<b>Assistance with extracting cargo</b> stuck in customs.	\$500	\$0

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