



AEC Services, BIM and Green Building Export Opportunities: **The U.S.** **Commercial Service Network**

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What's Our Experience?

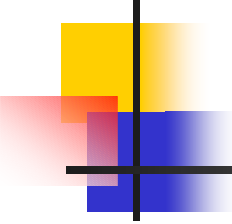
- We are the export promotion arm of the U.S. Federal Government
- We have over 150 offices in the U.S. and in 80 countries
- We specialize in the following sectors: *A/E/C services, green buildings, sustainable design, interior design, BIM, intelligent/smart buildings, global real estate, building products, construction equipment, district cooling*
- We identify overseas project opportunities in many sectors: *healthcare, hospitality, tourism, airports, commercial buildings, transportation/roads, water and power sectors*
- We work with key trade associations: *AIA, DBIA, USGBC, IDEA, OSCRE, buildingSmart Alliance, and others*



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Why is BIM Important to Us?

- U.S. firms have some of the best BIM expertise and experience
- U.S. firms are utilizing BIM for developing some of the most creative and innovative projects: design, structural, concrete, and facility management applications
- U.S. Commercial Service also assist overseas clients in identifying U.S. firms and companies that have the best products, services and technologies
- BIM enables one to conduct cutting-edge architecture 3-D and 4-D visualization techniques
- BIM has demonstrated cost savings, team collaboration, increased ROI and fast-track delivery of projects



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Global Construction Outlook

Top AEC export markets for our clients:

- United Arab Emirates
- Saudi Arabia
- Kuwait
- Qatar
- China
- India
- Japan
- S. Korea
- Vietnam
- Singapore

Second group of target markets

- Brazil
- United Kingdom
- Mexico
- South Africa
- Russia



What is My Job?

- Understand your immediate business needs
- Ask the smart questions
- Organize the CS team that advises you in developing customized strategies
- Collaborate with key strategic partners and trade associations
- Connect you with the right experts and decision makers “quickly”
- Introduce overseas clients looking for best products, services and technologies
- Guide you in building overseas relationships



Seven Key Programs That Meet Your Exporting Needs

- Trade advocacy at the highest levels
- Gold Key Service
- International Buyer Program - Showtime
- Trade Missions and U.S. Pavilions
- Country-specific & Industry Expertise expertise
- Customized Market Research
- Single Company Promotion



Typical Client Request's

- Can you set up meetings with decision makers, owners, real estate property developers and advise us in building those key relationships?
- Can you assist in locating upcoming projects and guide us through the maze of doing business in our target markets? Who are the key players, where are the opportunities?
Saving us time here is a high-value service for our firm.



Keys to Your Success

- Develop a local presence
 - Your own presence
 - Partner with local firm
- Relationships are the most important
- Attend major real estate & property events
- Research the markets, key cities, competition
- Develop an “exploratory” budget to get started
- Research the regulatory and financial issues and opportunities
- Utilize CS staff in your target markets



Research Portals: Middle East

- <http://www.ameinfo.com>
- <http://www.zawya.com>
- <http://www.gulfnews.com>
- <http://www.cpi-industry.com>

The Big Project magazine

Climate Control Middle East

- <http://www.cityscape-magazine.com>
- <http://www.acwmag.com>
- <http://www.arabianbusiness.com>
- <http://www.gulfinteriors.com>



How Do You Find Us?

- <http://www.buyusa.gov>

Click on “the complete list” for our international offices and “local U.S. offices” for a list of over 100 domestic U.S. Export Assistance Centers (USEACs)

- <http://www.export.gov/>

Call or e-mail me and I'll help you find the “gems” on this web site



My Mission Statement

I will personally assist you in developing global solutions that identifies and solve your international AEC services, green building/ sustainable project design needs.

I will also personally assist you in meeting with owners and real estate developers that can result in successful business for your firm or company.



Don't Leave Home Without

- Asking me to introduce you to the Senior Commercial Officer and our overseas Commerce staff in each of your target markets
 - This market briefing can provide you with valuable contacts you can e-mail when you return home
 - It is all about building an overseas network of contacts and developing relationships

Commerce works as a Team in meeting your exporting objectives



How You Can Reach Me

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