



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# The World is Open for Your Business.

Let the U.S. Commercial Service  
connect you to a world of  
opportunity.

[www.trade.gov](http://www.trade.gov)



# Our Global Network of Trade Professionals Opens Doors that No One Else Can.



- 100+ offices throughout the U.S.
- Offices in almost 80 countries, located in U.S. Embassies and Consulates
- Global network of approximately 2,000 trade professionals to connect U.S. companies with international buyers worldwide.



# Commercial Service, New Jersey Offices in Newark and Lawrenceville

## Northern New Jersey

Newark, NJ

973-645-4682

- Susan Widmer, Director
- Tricia McLain, Senior International Trade Specialist
- Brin Beams, Senior International Trade Specialist



**Northern  
NJ**

**Central  
Southern  
NJ**

## Central-Southern New Jersey

Trenton, NJ

609-896-2731

- Janice Barlow, Director
- Lauren Platz, International Trade Specialist

# Who are our clients?

- We focus our work on small and medium-sized U.S. companies.
- Value of the products or services exported must contain **51% U.S. content** for fee-based services.
- Must have an **established company** with a product or service that is export-ready.
- We only assist companies with exporting, we do **not** assist with importing.



# Our Proven Expertise Makes Doing Business Internationally Easier.

## Let our global network work for you.

### Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

### Global Network

Our unmatched global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.

### Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



## The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

### Our Services



#### EXPORT COUNSELING

- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about U.S. government export controls, compliance and trade financing options.



#### MARKET INTELLIGENCE

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



#### BUSINESS MATCHMAKING

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



#### COMMERCIAL DIPLOMACY

- Address trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.

# Our Proven Expertise Makes Doing Business Internationally Easier.

Whether you are looking to make your first export sale or expand to additional international markets, we have the expertise you need to tap into lucrative opportunities and increase your bottom line.

- **Export Solutions** - Get the information and advice you need to succeed.
- **Research Center** - Target the best trade opportunities.
- **Regulations & Agreements** – Successful exporters must understand and comply with both U.S. regulations and foreign import requirements.
- **Resolve a Trade Problem** – Advocating, resolve a trade barrier, commercial diplomacy
- **Attend an Event** - By organizing trade missions and educational seminars; providing matching or export counseling services at trade shows; and recruiting buyer delegations to U.S. trade shows, the U.S. Government helps U.S. exporters expand global sales at trade events.

# Connecting You to Global Markets

<https://www.trade.gov/export-solutions>



Learn How to Export



Research Foreign Markets



Network and Learn at Events



Find Buyers and Partners



Explore eCommerce Resources



Obtain Financing



Negotiate an Export Sale



Navigate Shipping and Logistics



Comply with U.S. and Foreign  
Regulations



Perform Due Diligence

TM

Protect Intellectual Property



Resolve Export Problems

# Export Counseling

**Get the information and advice you need to succeed.**



- [Planning and Strategy.](#)
  - Create a comprehensive international business plan for entry or expansion into targeted markets.
- [Legal and Regulatory Issues.](#)
  - Determine export licensing needs for shipping products.
  - Understand and comply with global product standards, certification requirements, electricity regulations, and packaging laws.
- [Shipping and Logistics](#)
  - Learn about export documents, including Electronic Export Information filing, invoices, packing lists, and certificates of origin.
  - Verify [tariff rates and import fees](#); determine your product's [Schedule B](#) and HS numbers.



# Market Intelligence

## Target the best trade opportunities.

- [Country Commercial Guides.](#)
  - U.S. Embassy staff worldwide gather and analyze market intelligence yearly.
- [Background Reports.](#)
  - Learn about potential partners from our trade professionals working in your target markets.
  - Get detailed credit reports covering sales, profit figures, potential, liabilities, and other financial information.
- [Trade Data and Analysis.](#)
  - Obtain the latest annual and quarterly trade data by country, state, commodity, and year. Find industry-specific trade data and analysis.
  - Get country-specific tariff and trade agreement information.



# Business Matchmaking

**Connect with the right partners and prospects.**

- [Partner Search](#). *International Partner Search* (no travel required)
  - Find pre-screened potential partners and get detailed company reports; determine the marketability of your product or service.
- [Personalized Business Matchmaking](#). *Gold Key Matchmaking Service* (requires travel):
  - Meet with potential buyers, sales representatives, and business partners.
  - Pre-vetted, qualified contacts.
- [Trade Missions](#).
  - Participate in business development missions led by senior U.S. government officials.
- [Trade Shows](#).
  - Connect with pre-screened buyers at major U.S. trade shows and exhibit in the U.S. Pavilion at our Certified Trade Fairs.
- [In-Country Promotions](#).
  - Leverage customized venues to reach potential partners and buyers.
  - Feature your company on our local-language Web sites.

# Commercial Diplomacy

**Level the international playing field for your company.**



## Advocacy

- Overcome trade obstacles to successfully enter international markets.
- Access U.S. government trade advocacy for your foreign government procurement bids.

## Trade Problems

- Get assistance with customs-related issues and foreign imposed trade barriers.
- Contact TANC to report a barrier by emailing [tanc@trade.gov](mailto:tanc@trade.gov), calling 202-482-1191, or by visiting our website at <https://tcc.export.gov>



Search website...

# U.S. Commercial Service India

Our network of trade professionals represents unparalleled global reach. Located in U.S. Embassies and Consulates, we provide market intelligence and business connections. Every day, we advocate on behalf of U.S. firms for easier market entry.



India

Country Commercial Guide

Market Intelligence

Experts in our seven offices across India can help U.S. exporters identify potential business partners, obtain valuable market research on India, and launch your company into the fast-growing and dynamic Indian marketplace.

Are you an Indian company? We can help connect you with U.S. suppliers.

[Learn about our services for Indian companies.](#)

Please follow CS India on social media: [Twitter](#) and [LinkedIn](#).

Feedback

Windows taskbar with search bar, taskbar icons (File Explorer, Word, Excel, PowerPoint, Chrome, Edge, OneDrive, Adobe Reader, Teams), system tray (Desktop, USD/JPY -1.29%, volume, network, date/time: 12:51 PM 11/15/2024, notification icon 35).



- India
- Country Commercial Guide
- Market Intelligence
- Events
- Our Services
- Country Contacts

The Country Commercial Guide (CCG) is your trusted source about how to do business in an international market. Authored by seasoned trade experts at U.S. embassies and consulates, the guides provide insight into economic conditions, leading sectors, selling techniques, customs, regulations, standards, business travel, and more.

**Country Commercial Guides** are available for 140+ markets.

## 7 Key Topics for Market Success

- **Doing Business in India:** Get an overview on market opportunities and entry strategies, key economic indicators and trade statistics, and other reasons U.S. companies should consider exporting to the country.
- **Leading Sectors for Exports & Investments:** Learn about sector-based industry trends, industry market overviews, export-import trade data, and key trade events.
- **Customs, Regulations & Standards:** Check the latest on tariff and non-tariff barriers, export controls, import requirements and documentation, product standards, and trade agreements.
- **Selling U.S. Products & Services:** Gain insight into the best market entry strategies using agents/distributors, other sales channels, pricing and methods of payment, financing, joint/ventures/licensing, and selling to the government.
- **Digital Economy:** Learn about trends, opportunities and challenges
- **Business Travel:** Find information on visa, travel and vaccine requirements, and get insight into local business



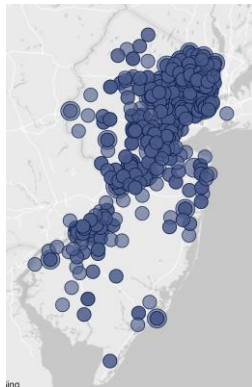


# GLOBAL MARKETS U.S. COMMERCIAL SERVICE

Helping New Jersey businesses increase exports, attract foreign investment and grow local jobs



## U.S. STATE PROFILE New Jersey



### Our trade & investment impact



**1,635 Clients**  
Assisted in New Jersey. (FY21-23)



**13,706 Inquiries**  
Received by our trade & investment experts. (FY21-23)



**\$1.5 Billion**  
Value of export and investment impact. (FY21-23)



**87% SMEs**  
Clients who are small or medium-sized enterprises. (FY21-23)



**6,807 Jobs**  
Created or sustained through CS assistance. (FY21-23)



### In the words of our clients

*"As a small business owner, I know how important it is to receive support from the government. I cannot say enough good things about the value of the information from the Commercial Service; their services need to be advertised more! While we were struggling how to move forward, the support we received was like a lighthouse in a stormy sea, always leading the way forward with our next step. I would like to thank them for going above and beyond our expectations and being with us every step of the way."*

**— Monica Minjung Lee, VP, Route66 International**

*"Collaborating with the US Commercial Service has allowed us to have double digit growth with our export clients since 2015. They excelled in assisting us to find top quality distributors to partner with overseas and continue to assist with events in those territories. With their prompt and efficient service we are able to assist our clients aboard with any challenges that arise."*

**— Dawn Cecco, Director of Distributor Sales – Worldwide, Repechage**

*"Our export success has only happened because of the tremendous effort and support from all of the USCS and counterparts involved. For a company our size it has been invaluable. I have been in business for over 50 years in multiple industries and I have never experienced such a professional, caring and supportive group in my entire career. You all can be very proud of your accomplishments here and we continue to use the USCS to expand our footprint. I highly recommend anyone who is looking to enter the international market to work with this group."*

**— Kevin Mulvihill, CEO, JSH International**

# New Jersey District Export Council

[www.njdec.org](http://www.njdec.org)

The **New Jersey District Export Council (NJDEC)** is an organization of leaders from across New Jersey whose knowledge of international business provides a source of professional advice for local firms. Closely affiliated with the U.S. Commercial Service, New Jersey Offices, the NJDEC combines the energies of nearly 30 volunteers to supply specialized expertise to small and medium-sized businesses in their local community who are interested in exporting.



# New Jersey District Export Council

[www.njdec.org](http://www.njdec.org)

The mission of the NJ District Export Council is supported through activities such as:

- Counseling and mentoring of local businesses in exporting
- Creating greater export awareness in the local business community
- Identifying issues affecting export trade
- Advocating trade policy and legislation supporting the U.S. export sector
- Supporting programs and services of the U.S. Commercial Service
- Building local export assistance partnerships with other trade-related organizations
- Providing export training and education through local seminars and webinars <https://njdec.org/events/month/>





# New Jersey International Trade Awards 2025

## Award Nominations Open

The New Jersey District Export Council (NJDEC) proudly honors excellence among the state's top exporters across four categories.

The NJ International Trade Awards (NJITA) aim to honor New Jersey companies that have successfully expanded their export efforts. Through entering new markets or increasing their presence in existing ones, these companies have created jobs and enhanced the state's economic landscape.

### 2025 Award Categories

**Exporter of the Year:** Recognizes a New Jersey company that has made exporting a core part of its business and achieved export growth.

**Service Exporter of the Year:** Honors a New Jersey company successfully exporting services, such as architecture, engineering, legal, financial, construction, accounting, and consulting, as well as education (foreign students) and tourism (international visitors).

**New Exporter of the Year:** Awarded to Route66 International, this recognizes a New Jersey company that has started exporting in the past two years.

**Minority/Diverse Exporter of the Year:** Celebrates a New Jersey company with owners or leaders from underserved communities – such as African American, Asian American, Hispanic American, Native American, Veteran, Woman, or LGBTQI+ – that is successfully exporting.



**Nominate yourself  
or another**

<https://njdec.org/njita/>

### Ceremony Details

Date: May 13, 2025

Time: 8:30 am - 11:30 am  
Location: Galloping Hill Golf  
Course, 3 Golf Drive,  
Kenilworth, NJ 07033

*Access the Nomination Form:*



Not sure how to write a  
winning application? We  
have a best practices guide!

Email

[lauren.platz@trade.gov](mailto:lauren.platz@trade.gov) with  
questions

Contact us today  
to connect with a world of opportunity.

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<https://www.trade.gov/new-jersey-trenton>

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[www.trade.gov/new-jersey-newark](http://www.trade.gov/new-jersey-newark)

**U.S. Commercial Service—  
Connecting you to global markets.**

