



# U.S. Commercial Service

## Embassy of the United States of America

### San José, Costa Rica

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# Agenda

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- Central America at a Glance
- Why Costa Rica?
- Foreign Commercial Service - Global Marketing

# Central America



Why Export to CAFTA Region?

# Central America:



Population: 40 Million



On-Going Market Liberalization: CAFTA-DR  
FTA



40% of Region's imports are from the U.S.  
GDP Expected Growth: 3.5%



U.S. & Central American regional business  
structures

# Central America: Sizable Export Market



Data from International Trade Administration 2011

# US Total Exports to Central America

NEI<sub>2014</sub>  
= 38.4  
billions



# Central America: Business Challenges and Opportunities

Minimum Quantities



Geographic proximity and openness to U.S. goods.



Tenders & Bids:  
Spanish  
Language



Quality and long  
lifespan



Major Competition  
from Chinese  
products.



After care service



# Central America

## Best Prospects Industries



Sectors	ES	H	C	G	N	B
Auto Parts & Service Equipment	Red	Red	Red	Red	White	White
Medical Equipment	Red	Red	Red	White	Red	White
Food Processing/Packaging	White	Red	White	White	Red	Red
Hotel / Restaurant	White	White	Red	White	Red	Red
Safety/Security	White	Red	White	Red	White	White
Printing and Graphics	Red	White	White	White	White	White
Renewable Energy	White	Red	White	White	White	White
Forestry & Woodworking Machinery	White	White	White	Red	White	White
Building/ Construction	White	White	White	White	Red	White
Petroleum Equipment	White	White	White	White	White	Red
Agricultural Machinery	White	White	White	White	White	Red

**REGIONAL INTEGRATION AS A MARKET STRATEGY**

# U.S. Exports to Costa Rica



DESCRIPTION	2008	2009	2010	2011	2012*
Integrated circuits and micro electronic, parts	\$1,333,625.64	\$906,234.97	\$1,013,773.32	\$1,128,200.70	\$1,040,093.18
Medium oils and preparations, of petroleum or bituminous minerals	\$343,367.74	\$515,135.04	\$699,455.00	\$977,383.26	\$819,080.98
Corn (Exc For Sowing)	\$188,997.93	\$129,918.97	\$142,204.16	\$198,706.89	\$114,631.91
Parts and accessories of automatic data processing machines of information and other machines of heading 8471	\$128,086.94	\$76,622.53	\$160,546.57	\$143,023.45	\$24,797.99
Beans and Soy Beans incl. Broken	\$112,799.20	\$65,049.30	\$113,852.82	\$127,793.00	\$120,800.90
<b>TOTAL EXPORTS</b>	<b>\$6,150,261.44</b>	<b>\$4,758,073.42</b>	<b>\$6,333,695.05</b>	<b>\$7,720,376.27</b>	<b>\$6,494,238.35</b>

Note: Totals represent all US exports, not just the five principals categories. 2012 contains data until September 2012.

# Costa Rica

## Best and Active Sectors

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- **Auto Parts & Service Equipment**
- **Building/Construction Materials**
- **Medical Equipment and Supplies**
- **Safety/Security Products**
- **Packaging Materials and Equipment**
- **Hotel/Restaurant Equipment**

# Costa Rica Highlights



- \$40 billion GDP
- 4.5 million people
- 95% literacy rate
- English widely spoken
- Democratic Republic
- Poverty Rate: 18.5%
- Unemployment Rate: 7.9%
- US is biggest trading partner
- US is CR's biggest investor



# Costa Rica –The Better–

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- A strong, strategic partner in democracy
- Well-educated labor force
- Transparent institutions (but not necessarily efficient...)
- Business sophistication & innovation (with a big boost from US companies)
- Good governance standards
- Strategic geographic location
- Greater legal certainty, lower duties brought about by CAFTA

# Costa Rica –The Challenging –

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- Inefficient government bureaucracy (highly legalistic)
- Quality of the country's infrastructure
- Financing infrastructure, big-ticket items
- Security tops the list of US business concerns in CR
- Entrenched competitors
- Time & "Pura Vida": Things take longer than you expect.

# Our Mission

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- To promote the export of goods & services from the United States, particularly **by small- and medium-sized businesses**
- To represent U.S. business interests internationally
- To help U.S. businesses find qualified international partners

# Foreign Commercial Service

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- Offices
  - 112 Offices in the U.S. (USEACs)
  - 74 International U.S Commercial Service Offices



# How we market CS



## ● Marketing US

Webinars

USEACS

Web page

U.S. Trade Shows



## ● Marketing Costa Rica

Local Trade Shows

Chambers & Associations

Seminars

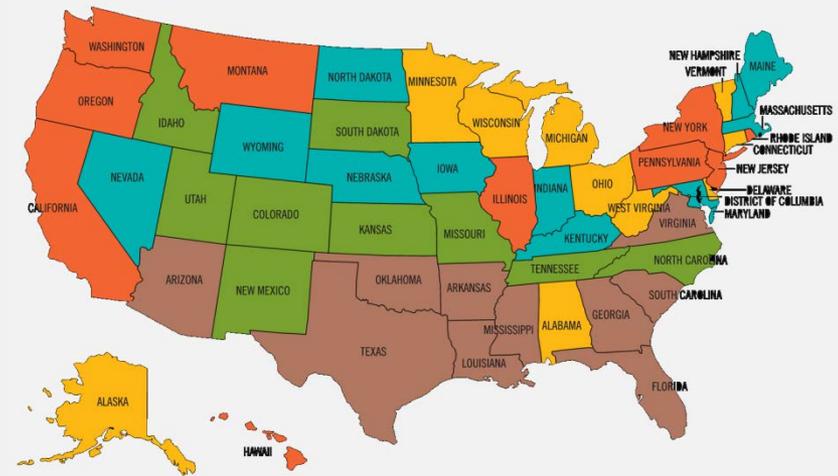
Web page

Target promotion

# Products & Services



- International Buyer Program
- Commercial News USA
- Gold Key Matching Service
- Trade Counseling
- Country Commercial Guide
- Trade Missions



# International Buyer Program



- Delegation coordination to major trade shows in the U.S.
- Including travel logistics and on-site business counseling
- Benefit from travelling with a U.S. government recognized group
- Over 30 shows a year



# Commercial News USA

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- Monthly trade magazine that lists U.S. products and services
- Distributed free to more than 400,000 buyers from around world
- Available by mail or online: <http://www.thinkglobal.us>

**Commercial News**  
The Showcase for American-Made Products and Services  
**USA**

# Gold Key Matching Service

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- Customized set of appointments arranged for you.
- Post-meeting debriefing with our trade specialists and assistance in developing follow-up strategies
- Help with coordination of local travel, accommodations, interpreter service, and clerical support



# Trade Counseling



- Identify U.S products and services that a local client is looking for
- Evaluate international competitors
- Identify and comply with legal and regulatory issues
- Learn about cultural issues and business protocol



**Thank you**



## CONTACT INFORMATION:



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