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FUSE F.A.Q. and Guidelines

What is FUSE (Featured US Exporter)?

Featured U.S. Exporters (or FUSE) is a global series of directories featuring U.S. export products and services on U.S. Commercial Services websites around the world. It gives companies an opportunity to target specific markets in the **local language** of business. Currently, listings are offered to qualified U.S. exporters seeking trade leads or representation in over 50 markets around the world. The nominal participation fee (minimum \$25) is based on the number of markets selected and translation requirements. They are required to choose at least 5 English language markets, or some other combination totaling \$25 USD or more.

Why should you promote FUSE?

FUSE is a great entry-level product for Commercial Service. The low price allows you to introduce the entire catalog of services that CS has to offer as well as showing your client the international reach we have (based on the number of websites available) and to have the listing done in the local language of business. Most likely, if the client has an export success from FUSE (many have) they will be ready to purchase more CS services. Additionally, having your companies posted on CS OIO websites gives them credibility in the local market as reputable American exporters.

How does FUSE work?

It is quite simple. Your client fills in the form located at <http://www.buyusa.gov/home/fuse.html> and enters all information requested including your name as the USEAC contact (this is mandatory, so the client must contact you first). Then the application goes to the FUSE team where the PA is written. After you collect the payment, the FUSE team is notified and the FUSE postings will be published. Publishing takes some time because each OIO Post has its own Webmaster and scheduling, but in average it takes about 2 weeks from start to finish.

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5 Steps to a FUSE (Simplified):

- 1.) You and/or the client fill in the FUSE form: www.buyusa.gov/home/fuse.html
- 2.) The FUSE team receives the form and create/send the PA to the client for payment
- 3.) The client pays you at your USEAC post.
- 4.) When the FUSE team receives notification that the client has paid the PA, we alert the involved webmasters and start them in the process of (translating) posting the FUSE in the countries selected.
- 5.) After all the chosen posts have been completed we complete the PA.

Is there a FREE FUSE?

No! The FUSE program is a fully matured product in the CS product line. Following the directive of “cost recovery” there shall be no more free FUSE listings. Post may offer “Bundled” FUSE to clients that purchase a Gold Key service or more, for a short period of 3 months. If the client wishes to extend the FUSE beyond the bundled period, they will be charged the full rate.

How many export successes have come from FUSE?

In FY2005, there were **71** export successes totaling \$6,023,276 USD.

Can the client post an email address or website for direct contact?

Yes and No. We intentionally leave out the email address for your client’s protection. We prefer that the local company contact our OIO specialists first to make the sure that there is a match and then the client will be sent all information necessary to contact the importer directly. It is equivalent to quality control to make sure that enquires received are legitimate. All that said, some clients insist and some posts honor that request.

Who collects the funds for FUSE?

ODO (USEAC) posts (namely, you) collect the funds, just like any other Participation Agreement. Once the funds are collected the FUSE team begins the process of publishing the FUSE.

Where does the collected money go?

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All funds from FUSE are distributed quarterly to the OIO posts that host the FUSE program. Depending on translations, every post gets anywhere from \$5 to \$50 USD per FUSE published.

Can a company provide their own translation for a reduced fee?

Yes, they may. However, they will still be charged the duplication fee normally charged, \$10 USD per site. Normally, we charge the translation fee once, and then the duplication fee for each additional same language posting.

Can a company change the FUSE content after it is published?

Yes, they can change the content, but it is a very labor-intensive process that can take weeks to administer. All changes are done through the FUSE team at fuse@mail.doc.gov, but cannot be changed by the client himself/herself. Any change other than the picture requires each individual post to edit individually, so response time is relevant to the number of postings. There is no additional fee for changes.

What are the photo requirements for a FUSE?

FUSE clients are allowed to use one image with the following requirements: 200x200 pixels in size, JPEG format (.jpg). Generally, when a FUSE is processed the FUSE team searches the client website for an appropriate image to use. This image can be changed at any time, easily. If the client wishes to submit their own image they can do so by emailing it to fuse@mail.doc.gov with the company name in the 'Subject' of the email.

How should I approach US clients?

Below is suggested email text for you to send out to clients, please feel free to use any or all of it.

-----**Begin Recommended Text**-----

Looking for sales leads or potential sales representatives in *(list country or countries--you can choose any or all of the markets found [here](#).)?*

Selected U.S. Commercial Service offices in these countries are now offering a listing on their local websites, which target in-country importers and commercial buyers. For as little as \$25 USD you can reach 5 different markets.

If the local language of business is other than English, they will even translate a description of the product or service (at additional cost) for which you are seeking representation, distribution or sales prospects.

This description, along with an image of your choosing, will be added to each office's on-line directory of U.S. exporters. Interested foreign importers will reply to our overseas offices. After confirming the importer's interest and contact information, we will forward the trade inquiry to you.

In FY2005 alone, there were **71** export successes (totaling \$6,023,276 USD) based on FUSE listings.

Do not get left out of the global market!

-----**End Recommended Text**-----

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How well do OIO posts promote FUSE on their sites?

Most OIO posts have FUSE on their mainpage as a teaser that randomly chooses a different FUSE everytime the page is loaded (seen here on the HK page <http://www.buyusa.gov/hongkong/en/>). The local OIO posts also use FUSE to generate local contacts amongst importers.

Is there any due diligence done at the OIO post to ensure the credibility of the importer?

Yes, when a FUSE is responded to, the OIO post collects all the contact data from the importer and screens the importer to make sure that they are a correct fit with the FUSE client. No International Company profile is done.

How long will the listings be posted on the websites for the initial fee?

The initial fee allows the FUSE to be published for **one year** from the date of the completed PA (that is all FUSE published on all chosen sites).

How long does the publishing process (FUSE appearing on the site) take?

The process could take from days to weeks depending on the reaction time of the client and the post webmasters. After payment is made, the FUSE is released for publishing on post websites, but in some cases the translation may take a week or two; multiply that by however many posts are chosen and you can see the cause for delays. We are working to improve response time, but suggest you tell the client 2-4 weeks after payment is made.

How do I check the status of a FUSE registration for a client?

The easiest way to do this is email fuse@mail.doc.gov; however, you can also check the post website directly. For example, each FUSE site has a “What’s New” page that generates the last 30 entries on one page. (Hong Kong’s example: <http://www.buyusa.gov/hongkong/en/fuse.html?latest=30>)

Is there a marketing effort conducted by the foreign posts to drive int'l companies to the websites/FUSE listings?

This varies from post to post, but yes there are efforts to promote FUSE to international buyers. Such as: having random FUSE listings appear on the post-main page (seen here on the HK page <http://www.buyusa.gov/hongkong/en/>), flyers at local shows and word of mouth from specialists. Currently, the FUSE page of some sites get the more hits than any other on that particular sites (contact fuse@mail.doc.gov for specific market statistics). Also, each post notifies local importers everytime a new FUSE product is posted.

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What can the client expect as far as notification on FUSE postings?

The client will get an email (ODO specialist CC'd) from each post that includes a link to the post FUSE page allowing them to view the final product. This is the last step in the FUSE process. When all posts have been published, the PA will be marked as completed by the FUSE team.

How many hits does a FUSE page get?

FUSE company profiles are the most popular pages on our overseas websites and we receive lots of traffic through search engines. The popularity of the listing varies by market, industry sector and product. The number of visitors is not as high as on B2C websites, because we are in the B2B business. Here is one example from November 2005: The Chinese FUSE listings on the BuyUSA.gov/taiwan/zh websites had 47638 page views in November 2005 alone. They had 833 companies listed in the directory. This makes an average of 57 page views per listing. The point here is to explain to your customers that we do not regard page hits as a measure of success.

Can a client have different objectives in each market?

Yes, no problem.

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FUSE GUIDELINES

- 1.) Paid FUSE listings are good for **one year** starting at the date that the PA is closed and all paid-for FUSE are posted on OIO websites.
- 2.) There are **NO FREE** FUSE listings (see guideline on BUNDLING)
- 3.) Original PILOT FUSE members may maintain their FUSE record for \$20 USD for the first year of renewal; after which they continue to renew at regular prices.
- 4.) FUSE records may only use JPEG or GIF images 200x200 pixels in size.
- 5.) All posts must use the REPLY FORM method of posting FUSE on their website.
- 6.) All BUNDLED locally generated FUSE listings must be entered through the main FUSE interface for Export Success tracking purposes.
- 7.) BUNDLED FUSE listings should not be posted longer than 3 months; after 3 months the client may purchase a whole year at regular rates.
- 8.) OIO Post may generate BUNDLED FUSE for: Gold Key or higher service purchasers.
- 9.) Paid FUSE listings can be renewed;
Renewal Offer
 - Renewal with no changes to the text or image: 50% discount
 - Renewal with changes to the image only: 30% discount
 - Renewal with changes to the text or target market require full payment