



SIA Export Assistance Guide

- U.S. Government Resources Available to the Security Industry
- Global Directory of Industry Associations



Dear SIA Member,

The global market for security products and services is dynamic and growing quickly, expected to expand more than 7% annually through 2021. As the security industry responds to the increase in global demand for safety and security, there is an enormous trade opportunity for U.S. businesses.

The SIA Export Assistance Guide was created to assist SIA member companies exploring export opportunities or expanding their participation in trade. This guide provides a listing and helpful information concerning available export assistance programs offered by the federal government, as well as a global directory of industry associations that that could offer assistance in navigating the security market in a specific country or region.

Please feel free to reach out to SIA staff with any questions you may have related to this guide. Also, we welcome your participation as part of the SIA International Relations Committee and the other SIA committees and working groups, which can help keep you informed of issues impacting your business and provide the opportunity to guide SIA efforts to support the security industry through public policy, education, standards, etc.

We wish you the utmost success in your business, and we hope that this guide proves useful to you as well as to furthering the goal of making our world safer and more secure.

Sincerely,

A handwritten signature in black ink, appearing to read "R Brent", is placed on a light gray rectangular background.

Richard Brent

Chair, SIA International Relations Committee

Member, SIA Board of Directors

CEO, Louroe Electronics



Federal Export Assistance Programs

U.S. Department of Commerce – International Trade Administration (ITA)

Export.gov is the U.S. government's portal providing market intelligence, practical advice and business tools to help U.S. companies expand in global markets, provided by the U.S. Commercial Service, the trade promotion arm of the International Trade Administration.

Security Market Intelligence – The most up to date information regarding countries where safety and security is considered a “best prospect industry sector” according to analyses conducted by the U.S. Commercial Service.

2013-2014 Global Safety and Security Resource Guide – A more detailed country-by-country analysis of safety and security markets in over 52 countries.

Initial Market Check – Provides preliminary information needed to evaluate market potential. Includes a preliminary snapshot of the market potential, feedback from local contacts including their questions/responses plus level of interest in product/service, and analysis and recommendations for next steps.

Cost: \$350 to \$1,300 depending on business size

International Company Profile – An International Company Profile is an investigation of the capabilities, legitimacy and financial strength of a potential overseas business partner. It includes a detailed background report, listing of key officers and management, a site visit, market information, and an opinion as to the viability and reliability of the company or individual.

Cost: \$350 to \$2,000 depending on profile scope

Customized Market Research – Use this to gain answers your international business questions. The US Commercial Service can help gauge sales potential, choose new markets, establish strategies, identify competitors, overcome impediments, and obtain pricing of comparable products.

Cost: varies based on size and scope of research, \$30 per staff hour plus any direct costs

International Partner Search – The US Commercial Service can help find potential agents, distributors, and other strategic partners. After receiving market materials and background information, they provide a list of potential partners.

Cost: \$750 – \$3,400 depending on business size

Gold Key Service – U.S. Commercial Service finds, vets, and arranges meetings with interested partners in foreign markets. The service includes market research and industry briefings as well as help with travel, accommodations, and interpreter services.

Cost: \$950 – \$3,400 depending on business size





Single Company Promotion – The US Commercial Service helps organize promotional events to reach target audiences in foreign markets.

Cost: \$800+ depending on staff hours required, as well as the size, scope, and market(s) of interest

Featured U.S. Exporter Directory – FUSE is an online directory of U.S. products and services featured on U.S. Commercial Service websites around the world. It gives opportunities to reach prospects in the local language of the target market.

Cost: ranges from \$150, depending on business size and number of markets

Strategic Partnership Program – Members of the Strategic Partnership Program are recognized on the ITA's website, gained enhanced collaboration with ITA's sector and market experts, support for joint marketing and outreach campaigns, and other benefits.

Trade Fair Certification – Trade Fair Certification program is a partnership between private sector show organizers and the U.S. government to increase US participation in overseas trade shows and US exports. Certification signals official U.S. support of an event to potential exhibitors and visitors and other benefits.

Cost: \$2,000

International Buyer Program (IBP) – IBP brings thousands of international buyers to the United States for business-to-business matchmaking with U.S. firms exhibiting at major industry trade shows. Additionally, products and services can be listed in the Export Interest Directory and distributed to all international visitors.

Cost: \$6,000 – \$9,800

Certified Trade Missions (CTMs) – CTMs are overseas events planned, organized, and led by private and public sector export-oriented groups and hosted by the U.S. Department of Commerce's overseas Commercial Service offices. The goal is to bring representatives of U.S. companies into contact with potential agents, distributors, partners, businesses, and government contacts.

Cost: no charge for trade mission certification, but the cost to participants depends on the services available as part of the CTM selected, in addition to travel costs

SelectUSA – While SelectUSA is primarily intended to attract Foreign Direct Investment into the US, it also offers access to a network of trade and investment experts in more than 75 international markets.

Special American Business Internship Training Program (SABIT) – SABIT enables U.S. companies to develop local knowledge by establishing partnerships and training local Eurasian management. These training programs generate valuable export and investment opportunities for U.S. industry.

To connect with U.S. Commercial Service staff, visit www.export.gov/locations to find an office near you, or contact Mathew Woodlee, Global Safety and Security Industry Team Leader, at Mathew.Woodlee@trade.gov.

U.S. International Trade Commission

Trade Remedy Assistance Program (TRAO) – TRAO provides small businesses and other small entities seeking relief from trade laws with general information and technical assistance. Technical assistance includes informal advice and legal support in obtaining remedies and benefits available under current laws.

Export-Import Bank of the United States (EXIM)

Working Capital Loan Guarantee Program – With the Working Capital Loan Guarantee Program, EXIM provides a guarantee to a private bank for loans. EXIM doesn't replace your private bank; it simply backs their loan and increases your borrowing power and access to global growth.

Export Credit Insurance – With Export Credit Insurance from EXIM for your foreign accounts receivable, you can receive protection against buyer nonpayment. With this protection, private banks may be more willing to lend against assets.

Structured & Project Financing – Provides financing for overseas projects in order to help US exporters compete.

Financing: no limit

Direct Loan – EXIM Bank's Direct Loan is to provide financing to international buyers purchasing US equipment or services.

Financing: 85 to 100% of eligible goods

Competitive Financing for International Buyers – EXIM Bank guarantees leases of US equipment and related services. Financing may also be available for refurbished equipment, software, certain banking or legal, and certain local costs and expenses.

Financing: 85% of the contract value or the actual US content amount

Regional Export Promotion Program (REPP) – REPP brings state, county, and local nonprofit entities together with EXIM to expand export opportunities. Local entities bring market knowledge while EXIM Bank offers trade finance products and expertise. EXIM provides support, resources, training and marketing materials at no cost.

U.S. Small Business Administration (SBA)

Export Express Loan Program – Export Express Loan Program can be used for business purposes that will enhance a company's export development. It can take the form of a term loan or a revolving line of credit.

Financing: SBA Export Express offers financing up to \$500,000

Export Working Capital (EWCP) – This loan provides funds for export transactions. It provides greater flexibility in negotiating export payment terms such as financing for suppliers, working capital to support foreign accounts receivable during long payment cycles, or as down payment guarantees.

Financing: up to \$5 million

International Trade Loan – The International Trade Loan offers loans for businesses that plan to start or continue exporting. The borrower may use loan proceeds to acquire, construct, improve, or expand facilities and equipment or to refinance an existing loan.

Financing: up to \$5 million

Internal Revenue Service (IRS)

Interest-Charge Domestic International Sales Corporation (IC-DISC) – If an exporter is categorized as an IC-DISC, may be eligible for substantial tax savings. Generally, an IC-DISC is not taxed on its income, but at least 95% of its gross receipts during the tax year must be qualified export receipts.





International Security Association Directory

All Pakistan Security Agencies Association

The All Pakistan Security Agencies Association prepares and promotes standards and parameters for private security companies within the security industry; participates in federal and state legislative policy and issues affecting private security companies; advocates for raising standards at the federal state and local level for the licensing of private security firms and the registration, screening and training of security guards; and increases public awareness of the important role and functions of private security as vital complement to public law enforcement and publicize services provided by hundreds of private security companies across the country. The association also suggests and implements welfare measures for the growth of the security industry and provides them with incentives to do well.

Phone: +92 213 539 3041

Website: www.apsaa.com.pk

Email: info@apsaa.com.pk

Contact: Col. Nisar Sarwar

ANIE Federation (Italy)

ANIE Federation is the Confindustria member representing the electrotechnical and electronic companies operating in Italy. This is a high-tech globalized industry sector that invests substantial resources in research and development. With its 10 associations, ANIE unites strategic players to deliver significant support to the growth of the national industry network and to contribute to its success on international markets. The federation promotes the competitiveness of member companies with reference to different production factors. It maintains relations with Italian and international authorities and institutions to protect the sector's interests. ANIE cooperates with major Italian and international technical bodies. Among the European are:

CEN (European Committee for Standardization – www.cenorm.be)

CENELEC (European Committee for Electrotechnical Standardization – www.cenelec.org)

ORGALIME (The European Engineering Industries Association – www.orgalime.org)

Phone: +39 023 264 1

Website: www.ANIE.IT

Email: Info@ANIE.IT

Contact: Roberto Taranto

APSEI (Portugese Security Association)

The Portuguese Security Association (APSEI) was established in 2006 following the merger of two business associations: National Association of Fire Protection Companies (ANEPI), which represented companies working in fire protection only, and the National Association of Electronic Security Companies (ANESEL). APSEI is a non-profit organization with 200 members, operating in the main areas of fire protection, security and safety at work.

Phone: +35 121 952 7849

Website: www.apsei.org.pt

Email: apsei@apsei.org.pt

Contact: Maria João Pereira Conde

ARTS-Romanian Association for Security Technique

The Romanian Association for Security Technique (ARTS), is an apolitical, non-governmental and nonprofit legal entity that promotes and protects the specific interests of its members. It also assures their representation in relations with the public authorities, associations and various institutes and organizations.

Phone: +40 314 056 402

Website: www.arts.org.ro

Email: office@arts.org.ro

Contact: Horatiu Marinescu

Australian Security Industry Association (ASIAL)

Established in 1969, the Australian Industry Association (ASIAL) has grown from a small network of security companies to one that today represents approximately 85% of the security industry in Australia. ASIAL comprises enterprises from large corporate entities to small and medium sized operations.

Phone: +43 028 425 4300

Website: www.asial.com.au

Email: security@asial.com.au

Contact: Bryan de Caires

Belgian Electronic Security Association (ALIA)

ALIA Security unites the members of four associations: AIA, ANPEB-LVMEB, FEDELEC and NELECTRA. A security company or distributor that is a member of one of the four founding associations is also a member of ALIA immediately. ALIA counts about 500 members, who represent about 80% of the total market turnover. ALIA Security is the representative umbrella federation of alarm installers and manufacturers, importers and distributors. ALIA unites their activities in the electronic security.

Phone: +32 088 406 9183

Website: www.aliasecurity.be

Email: info@aliasecurity.be

Contact: Olivier Demoulin

Brazilian Electrical and Electronics Industry Association (ABINEE)

The Brazilian Electrical and Electronics Industry Association (ABINEE) is a nonprofit organization that represents the Brazilian electrical and electronic industry. Founded in September 1963, ABINEE has approximately 650 members comprised of Brazilian and foreign companies.

Phone: +55 112 175 0000

Website: www.abinee.org.br/ing

Email: roberto@abinee.org.br

Contact: Humberto Barbato

British Security Industry Association

The British Security Industry Association is the trade association for the professional security industry in the UK. Members are responsible for more than 70% of UK security products and services (by turnover) including the manufacture, distribution and installation of electronic and physical security equipment and the provision of security guarding and consultancy services.

Phone: +44 019 0534 2020

Website: www.bsia.co.uk

Email: info@bsia.co.uk

Contact: James Kelly

Bulgarian Association of Companies for Electronic Safety and Security Services (NAFOTS)

The Bulgarian Association of Companies for Electronic Safety and Security Services (NAFOTS), established in 2001, is a nonprofit association and incorporates trading companies that provide security services. NAFOTS is a recognized representative employers organization of the private security sector in Bulgaria.

Phone: +359 02 951 5130

Website: www.nafots.com

Email: office@naftso.org

Contact: Valentin Mitov

Canadian Security Association (CANASA)

Established in 1977, the Canadian Security Association (CANASA) is a national nonprofit organization dedicated to advancing the security industry. A recognized voice of the security industry in Canada with a growing membership of more than 1300 member organizations in 10 chapters and sub-chapters across the country representing all segments of the industry. CANASA supports members through a comprehensive network of services, including: education, industry trade shows, government relations and advocacy work, marketing and communications, and the latest industry information and news.

Phone: 905-513-0622

Website: www.canasa.org

Email: info@canasa.org

Contact: JF Champagne

China Security and Protection Industry Association (CSPIA)

The China Security and Protection Industry Association (CSPIA) is the trade umbrella association for the professional security industry in the People's Republic of China. It was founded in December 1992 by the governing body of the Ministry of Public Security of China.

Phone: +86 106 873 0588

Website: english.21csp.com.cn

Email: International@bizcspia.com

Contact: Jin Xiufeng

Electronic Security Association of India (ESAI)

The Electronic Security Association of India's (ESAI) mission is to represent and support electronic security systems manufacturers, distributors and system integrators. They encourage, support and organize training programs at local, regional and national levels.

Phone: +91 446 499 9999

Website: www.esai.in

Email: info@esai.in

Contact: R.Nanda Kumar

Euralarm

Euralarm represents the electronic fire and security industry, providing technical and market expertise for policy making and standardization. Main areas of activity include: fire detection and alarms, intrusion detection and alarm systems, access control, video surveillance, alarm transmission and alarm receiving center. Founded in 1970 Euralarm represents over 2500 companies having a total turnover of approximately 11 Billion Euro; 70% of the total European fire safety and security market. Members include national associations in 16 countries and individual companies.

Phone: +49 813 793 9655

Website: www.euralarm.org

Email: secretariat@euralarm.org

Contact: Glen Dale

Hong Kong Security Association (HKSA)

The Hong Kong Security Association (HKSA) was established in 1984, to promote a high level of security to customers and to bring together companies wishing to improve the standard and quality of security services offered to the public. The Hong Kong Security Association supports other professional associations on security related events, international exhibition companies and security events organizers that promote security products and concepts in international expos and conventions.

Phone: +852 2960 1142

Website: www.thehksa.com

Email: info@thehksa.com

Contact: Douglas Renwick

International Electrotechnical Commission (IEC)

The International Electrotechnical Commission (IEC) is the leading international organization responsible for the development and publication of international standards based within the field of electrotechnology, as well as a co-collaborator within the networking of complementary standards within other global sister associations. SIA is actively involved in various IEC technical committees, including TC-79 Alarm and Electronic Security Systems which prepares international standards to protect against fraudulent actions leading to a breach of secure premises or information through access control systems, alarm transmission, video surveillance systems and centers, fire alarms or social alarm systems.

Phone: +41 22 919 0211

Website: www.iec.ch

Email: info@iec.ch

Contact: Jean Marc Barriere

International Organization for Standardization (ISO)

The International Organization for Standardization (ISO) is an international magnate for developing and publishing voluntary standards for aspects of vast business and technology industries, facilitating the unification and harmonization of global industrial standards, and ranking standards met with superior quality, reliability, consensus and safety measures. With active involvement from the Security Industry Association on technical committee TC- 223 Societal Security, ISO is currently searching for interoperable solutions for crisis management and business continuity through the standardization of superior technical, organizational and functional instruction.

Phone: +41 22 749 0111

Website: www.iso.org

Email: central@iso.org

Contact: Stefan Tangen

Israel Association of Electronics and Software Industries (Security Systems Division)

The Israel Association of Electronic and Software Industries

is comprised of about 300 companies in the fields of telecommunication, semiconductor, medical devices, military and security systems, IT and software. The association was established for the purpose of enhancing and promoting the electronic and software industry and works to create administrative, industrial and financial cooperation to build an important balance with external elements on the one hand and lower costs on the other; to promote export and increase profits; to enlarge and establish the R&D infrastructure of Israel's electronic industry and knowledge; to cooperate with the Industrialists Association in order that members shall be adequately represented; to cooperate with similar associations abroad and in Israel; to act to enhance the industry image to Israel and abroad; and to act within the Association and on the outside to qualify adequate manpower in the present and in the future.

Phone: +972 3 519 8862

Website: www.iaesi.org.il/eng

Email: doronk@iaesi.org.il

Contact: Doron Kurtz

Korea Security Association

The Korea Security Association is nonprofit corporation that seeks for sound development in security service and protects security guards' interests, and conducts education and training for new security guards.

Phone: +82 023 274 1112

Website: www.ksan.or.kr/eng/main.do

Email: ksan@ksan.or.kr

Contact: Nam Ho Dong

Latin American Security Association (ALAS)

The Latin American Security Association is the principal organization which represents the companies in the security industry in Latin America and the Caribbean. With 20 years of experience, the association supports manufacturers, distributors, end users, integrators and service providers.

Phone: 305-433-4765

Website: www.alas-la.org

Email: alas@alas-la.org

Contact: Pedro Duarte

Latvian Security Business Association

The Latvian Security Business Association, Ministry of the Interior Public Safety Advisory Board member, is one of the largest non-governmental organizations in Latvia that consolidates about 40 companies and firms working in the sphere of guarding, detective work and security, represents and defends rights and interests of its members at state, self-governmental and other institutions.

Phone: +371 6728 1413

Website: www.ldba.lv/public/?id=3&ln=en

Email: ldba@scgroup.lv

Contact: Jānis Zeps

New Zealand Security Association (NZSA)

The New Zealand Security Association (NZSA) is the largest industry representative body for the security industry in New Zealand and represents over 85% of the industry by revenue. Its voluntary members include security companies ranging from large multi-nationals to sole traders. The stated objective of the NZSA is to do all things necessary and lawful to ensure there is always available to the New Zealand public, a security industry comprising of persons and firms who are fit and proper. The NZSA is committed to the highest standards of professional and ethical conduct at all times.

Phone: +64 9 486-0441

Website: www.security.org.nz

Email: nzsa@security.org.nz

Contact: Greg Watts

Security Industry Alliance of South Africa

The Security Industry Alliance of South Africa is an active body which represents the interests of the Industry. The Security Industry Alliance has been instrumental in creating submissions to government on numerous topics affecting the interest of the Industry, and is committed to maintaining its watchdog status and representative role for the entire Industry.

Phone: +27 011 498 7468

Website: www.securityalliance.co.za

Email: info@securityalliance.co.za

Contact: Steve Conradie

The Spanish Association of Security Companies (AES)

The Spanish Association of Security Companies (AES) was created in the early 1980s to: insure professional ethics in the private security sector; promote the promulgation of rules and laws to promote research, development and improvement of equipment, methods and systems security; represent and defend its members to the Central Government and all kinds of people, entities, agencies and institutions; promote the interests of its members through print, radio and television and exchange information, opinions and experiences; mediate conflicts between companies in the security sector; and research in safety.

Phone: +34 91 436 1419

Website: www.tecnifuego-aespi.org

Email: gabinete.prensa@tecnifuego-aespi.org

Contact: Rosa Pérez Riesco

Ukrainian Security Industry Federation (USIF)

The Ukrainian Security Industry Federation (USIF) is an association of manufacturers, distributors, integrators and installers of security and automation systems.

Phone: +38 044 284 1216

Website: www.ufib.com.ua

Email: ufib@ufib.com.ua

Contact: Nataliya Dmitrenko

VBÖ Austroalarm (Austrian Security Association)

The leading providers in the security and fire alarm industry formed the association in 1972 to achieve the following objectives: standardization of quality and safety standards for fire alarm systems in Austria; to represent the interests of member companies; to create awareness of technological and regulatory developments in fire detection systems; and to provide information on standards, top issues in business and industry around fire prevention.

Phone: +43 676 544 2582

Website: www.austroalarm.at

Email: vboe@austroalarm.at

Contact: Josef GRÜBL

VEBON (Netherlands)

Founded in 1969, VEBON is a professional trade association which represents 155 member companies that provide fire-safety and security solutions. The organization supports the commercial and strategic interests of members, and is designed to represent quality firms in the Netherlands.

Phone: +31 079 203 5015

Website: vebon.org

Email: info@vebon-novb.nl

Contact: E. Schoemaker

Verband Schweizerischer Errichter von Sicherheitsanlagen (Switzerland)

The Swiss Association of Security System Companies (SES) is comprised of the leading security companies in Switzerland. All SES members undertake a variety of quality control and safety standards which must be observed. The security section is representative of access control and video surveillance systems (CCTV) providers.

Phone: +41 058 557 8777

Website: www.sicher-ses.ch

Email: info@sicher-ses.ch

Contact: Corinne George

ZVEI – Zentralverband Elektrotechnik- und Elektronikindustrie e.V. (German Electronic Security Industry Association)

The 90-member trade association "security" bundles the three lead markets "Safety" (protection of human life, technical safety of installations and buildings), "Security" (protection of infrastructure such as airports, energy, ICT and disaster control and civil protection) and "Defense" (external security).

Phone: +49 696 3020

Website: www.zvei.org

Email: zvei@zvei.org

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