

COMMERCIAL OFFICE

The U.S. Embassy's Commercial Office in Asuncion, Paraguay, staffed by one Economic & Commercial Officer, and one Commercial Assistant, concentrates mainly on promoting the export of U.S. goods and services to the Paraguayan market and the regional Mercosur market.

We work closely with our U.S. Foreign Commercial Service partner post in Sao Paulo, Brazil, <http://www2.focusbrazil.org.br/siteUSA/index.htm>, and offer assistance to U.S. firms through a variety of programs and services.

We also offer services to the [Paraguayan companies seeking contacts with U.S. manufacturers/suppliers/services](#) (*in Spanish*).

Our services include:

- [Country Commercial Guide - Paraguay](#)
- [Commercial Library](#)
- [International Company Profiles \(ICP\)](#)
- [International Partner Searches \(IPS\)](#)
- [Trade Lists](#)
- [Advocacy Services](#)
- [International Buyer Program \(IBP\)](#)
- [Magazine Commercial News USA](#)
- [Catalog Shows and Video-Catalog Shows](#)

The U.S. Embassy's Commercial Office also serves as a link between U.S. business seeking services not currently offered by this office, and local companies which can provide such services. Please check the below items:

- [Gold Key Type Service](#)
- [Market Research](#)

Our contact data, useful information and links, below.

- [Contact Us](#)
- [Useful Information](#)
 - o U.S. and Paraguayan Holidays
 - o Trade Shows in Paraguay
 - o Key Trade Associations in Paraguay
 - o Key Paraguayan Private and Government Institutions Related to Trade
 - o Travel Advisory
 - o Paraguayan Embassy and Consulates in USA
- [Useful Links](#)

U.S. business persons may also wish to contact a U.S. Department of Commerce Export Assistance Center, where trade specialists will be pleased to provide guidance on exporting U.S. products or services to international markets. Please visit the U.S. Commercial Service website, <http://www.buyusa.gov/home/us.html>, to locate the Export Assistance Center nearest you.

The Country Commercial Guides (CCG) provide a useful starting point for U.S. businesses pursuing overseas export and investment opportunities. These reports are prepared and updated yearly by the U.S. Embassies in foreign countries, and incorporate another report, the Investment Climate Statement, as Chapter 6 of the CCG. These two reports provide the foundation for a company's research to prepare or update international business plans or to respond to overseas market opportunities.

To access the CCG: <http://www.export.gov/mrktresearch/index.asp>

The U.S. Embassy's Commercial Library is located in the offices of the Paraguayan-American Chamber of Commerce in Asuncion, Paraguay. The Library is open to the general public and serves the U.S. and Paraguayan business community alike.

U.S. companies wishing to promote their products and services in the Paraguayan market may send their company brochures and promotional material to be placed in the commercial library, to be viewed by local business persons who visit the library seeking information or contact with manufacturers or suppliers of U.S. quality products or services.

For our mailing address please go to [Contact Us](#).

ICP--International Company Profiles are background reports on Paraguayan companies, with information on management, business activities, product lines, financial condition, credit worthiness, trading experience, market coverage, stature, and business connections in the country.

The U.S. Embassy's Commercial Office staff in Asuncion, Paraguay, will visit the local company to gather as much information as possible, will check public incorporation and other records, newspaper articles, our own company files, credit agencies, the firm's banks, customers, suppliers, business associates, and/or any other sources to obtain accurate, objective, up-to-date information, and to substantiate data provided by the company itself.

To order ICP reports on companies operating in Paraguay please contact a U.S. Department of Commerce Export Assistance Center in the USA. To locate the nearest EAC you may check the following website: <http://www.buyusa.gov/home/us.html>.

The IPS--International Partner Search promotes U.S. exports by helping U.S. firms gain effective representation abroad. The U.S. Embassy's Commercial Office staff in Asuncion, Paraguay, will conduct a personalized search to select the most promising agent/distributor prospects for each U.S. firm interested in entering the market.

Initially, potential local agents/distributors are screened, then the top prospects are contacted for them to review the U.S. firm's product line and marketing objectives, described in product literature and company brochures provided by the U.S. firm. Depending on interest expressed by the local potential agents/distributors contacted, a typical IPS report would identify up to five qualified reputable and interested prospects.

To order IPS reports in Paraguay please contact a U.S. Department of Commerce Export Assistance Center in the USA. To locate the nearest EAC you may check the following website: <http://www.buyusa.gov/home/us.html>.

Using miscellaneous sources, including in-country databases and local expertise, the U.S. Embassy's Commercial Office in Asuncion, Paraguay, can provide trade lists of selected local service companies or professionals, local manufacturers, or local firms operating as agents/importers/distributors for foreign manufacturers. The trade lists include basic contact information like company name, address, telephone and fax numbers, e-mail and website, if applicable. [Contact us](#).

The U.S. Embassy's Commercial Office in Asuncion can help U.S. firms resolve trade misunderstandings or disputes with their Paraguayan clients or partners, and advocate on behalf of U.S. firms to help overcome trade barriers, bureaucratic problems, or unfair practices, helping to settle differences through friendly negotiations and ensuring that U.S. firms have the best possible chance to sell their products or services, and participate on equal terms in government tenders in Paraguay.

For trade disputes please [contact us](#).

For advocacy services related to tenders please first contact the U.S. Government's Advocacy Center, <http://export.gov/Advocacy/assistance.html>.

The International Buyer Program (IBP) is a joint government-industry effort designed to increase U.S. export sales through the promotion and marketing of major U.S. industry exhibitions to overseas markets. The objective is to increase the number of foreign buyers visiting major U.S. industry exhibitions that include products of high export potential.

The U.S. Embassy's Commercial Office in Asuncion, Paraguay, promotes attendance of local entrepreneurs to U.S. trade fairs through mailings of brochures and miscellaneous material concerning IBP approved trade events. Local business persons interested in visiting trade fairs are encouraged to participate with the delegations organized by our U.S. Foreign Commercial Service partner post (Sao Paulo, Brazil).

For information on International Buyer Program trade events please check <http://www.export.gov/tradeevents/index.asp>.

Brochures and miscellaneous material received on all other U.S. trade events, exhibitions and conventions, are placed in the Embassy's [Commercial Library](#) for review by local business persons visiting the library.

***Commercial News USA (CNUSA)* is the official U.S. Department of Commerce showcase for U.S. products and services. The catalog-style magazine is designed to help U.S. companies promote their products and services to potential buyers in almost 150 foreign countries.**

In Paraguay, 500 copies of CNUSA are distributed free of charge every other month through local multiplier organizations like business chambers and trade associations, and direct mailings to local entrepreneurs.

To view past issues of CNUSA, advertising rates, and other information please check <http://www.thinkglobal.us>.

The U.S. Commercial Service's International Catalog Exhibition Program offers a convenient, affordable way to stimulate sales leads and find representation around the world, without leaving the office. These catalog and video-catalog events showcase product literature, videos, and other visuals in fast-growing export markets.

U.S. firms can showcase their product or service literature to the Paraguayan market through these events. The Embassy's Commercial Office will stage the shows and report the trade leads to each U.S. participant.

To learn more about this service, please go to the Catalog Exhibition Program website, http://www.export.gov/salesandmarketing/catalog_events.asp.

You may also contact one of the U.S. Department of Commerce Export Assistance Centers in the USA. To locate the nearest EAC you may check the following website, <http://www.buyusa.gov/home/us.html>.

Schedule meetings in advance of your business travel to Paraguay, with pre-screened potential clients and/or partners. Although to date the U.S. Embassy's Commercial Office in Asuncion does not offer the gold key service, we are always pleased to assist U.S. business persons in their efforts to enter the Paraguayan market. The local Paraguayan-American Chamber of Commerce has set up a program along the lines of the USDOC gold key service, and is willing to accommodate the firms wishing to contract their services. The Chamber may be contacted at the below address:

**Mr. Gerald C. McCulloch, Executive Director
Camara de Comercio Paraguayo-Americana
Calle Mayor Bullo y 25 de Mayo
Asuncion, Paraguay
Phone & Fax: (595-21) 221525, 221926, 222160
E-mail: pamcham@pamcham.com.py
Web: <http://www.pamcham.com.py>**

The Commercial Office at the U.S. Embassy in Asuncion, Paraguay, unfortunately, does not have the staff necessary to conduct market surveys. However, U.S. business persons may wish to contact any of the below listed selected local market research firms which will ably assist them in developing the information they require.

CAM--Consultores Asociados de Marketing
Edificio La Encarnacion, Piso 9
Calle 14 de Mayo 563
Asuncion, Paraguay
Ph: (595-21) 441024
Fx: (595-21) 441164
Web: <http://www.cam.com.py>
Contact: Mr. Juan E. Cabala, General Manager

BCA--Benitez Codas y Asociados
Av. Brasilia 707
Asuncion, Paraguay
Ph: (595-21) 212593, 212505, 212562
Fx: (595-21) 212860
Web: <http://www.bca.com.py>
Contact: Mr. Oscar Benitez-Codas, Managing Partner

MONITOR S.A. CONSULTORA
Calle Mariscal Estigarribia 1731
Asuncion, Paraguay
Ph: (595-21) 207391 thru 207394
Fx: (595-21) 207395
E-Mail: monitor@pla.net.py
Contact: Mr. Andres Bendaña, Manager

PRICEWATERHOUSECOOPERS
Edificio Internacional Faro, Piso 6
Calle General Diaz 521, Piso 6
Asuncion, Paraguay
Ph: (595-21) 445003
Fx: (595-21) 444893
Web: <http://www.pwc.com/py>
Contact: Mr. Ruben Taboada, Partner

- **Stateside mailing address:**

**Economic/Commercial Office
U.S. Embassy (Asuncion)
Unit 4711
DPO-AA 34036-4711**

- **International mailing and courier address:**

**Oficina Comercial
Embajada de Estados Unidos de America
Casilla Postal 402
Av. Mariscal López 1776
Asunción, Paraguay**

- **Telephone: (595-21) 213715**
- **Fax: (595-21) 208315**
- **E-mail: schaererb@state.gov**

**Luis J. Hernández, Economic and Commercial Officer
Beatriz de Schaerer, Commercial Assistant**

The U.S. Embassy in Asuncion is closed on [U.S. and Paraguayan holidays](#).

- [U.S. and Paraguayan Holidays](#)
- [Trade Shows in Paraguay](#)
- [Key Trade Associations in Paraguay](#)
- [Key Paraguayan Private and Government Institutions Related to Trade](#)
- [Travel Advisory](#)
- [Paraguayan Embassy and Consulates in USA](#)

January 1 - New Year's Day - U.S. & Paraguayan
January (third Monday) - M.L.King's Birthday - U.S.
February (third Monday) - Presidents' Day - U.S.
March 1 - Heroes' Day - Paraguayan
March or April - Holy Thursday - Paraguayan
March or April - Good Friday - Paraguayan
May 1 - Labor Day - Paraguayan
May 15 - Independence Day - Paraguayan
May (fourth Monday) - Memorial Day - U.S.
June 12 - Chaco Armistice - Paraguayan
July 4 - Independence Day - U.S.
August 15 - Founding of Asuncion - Paraguayan
September (first Monday) - Labor Day - U.S.
September 29 - Victory at Boqueron - Paraguayan
October (second Monday) - Columbus Day - U.S.
November 11 - Veterans' Day - U.S.
November (fourth Thursday) - Thanksgiving Day - U.S.
December 8 - Virgin of Caacupe Day - Paraguayan
December 25 - Christmas Day - U.S. & Paraguayan

U.S. holidays falling on Saturday will be observed on Friday, and those falling on Sunday will be observed on Monday.

Please visit the following websites:

- http://www.mic.gov.py/images/DirectoriodeFeriasdelPy_2008.pdf, or
- <http://www.mic.gov.py> and choose on bottom left side of screen:
“Directorio de Ferias y Congresos - Paraguay 2008.”
- <http://www.paraguayfairs.com>

- **Paraguayan-American Chamber of Commerce, Asuncion**
Web: <http://www.pamcham.com.py>
- **Paraguayan-American Chamber of Commerce, Ciudad del Este**
E-mail: amcham@telesurf.com.py
- **Paraguayan National Chamber of Commerce and Services, Asuncion**
Web: <http://www.ccparguay.com.py>
- **Paraguayan Importers Chamber, Asuncion**
Web: <http://www.cip.org.py>
- **Paraguayan Customs Agents Chamber, Asuncion**
Web: <http://www.cdap.org.py>
- **Paraguayan Exporters Chamber, Asuncion**
E-mail: capex@telesurf.com.py
- **Federation of Production, Industry and Commerce**
E-mail: feprinco@quanta.com.py
- **Paraguayan Industrial Union**
Web: <http://www.uip.org.py>

**Key Paraguayan Private and
Government Institutions Related to Trade:**

Return to: [Useful Info](#)

Private:

- **Center for Business Cooperation and Industrial Development**
Web: <http://www.cedial.org.py>
- **Paraguay Vende**
Web: <http://www.paraguayvende.com.py>

Government:

- **Ministry of Industry and Commerce**
Web: <http://www.mic.gov.py>
- **Industrial Property Bureau, under the Ministry of Industry and Commerce**
E-mail: dpi@mic.gov.py
- **Investment and Export Promotion Bureau**
Web: <http://www.rediex.gov.py>
- **National Maquila Industry Bureau**
Web: <http://www.maquila.gov.py>
- **Public Contracting Bureau**
Web: <http://www.contratacionesparaguay.gov.py>
- **National Customs Bureau**
Web: <http://www.aduana.gov.py>
- **National Institute of Technology and Standards**
Web: <http://www.intn.gov.py>

To travel to Paraguay, U.S. citizens require a passport and a Paraguayan visa for tourist and business visits. For longer stays, a temporary residence visa, valid for one year and renewable, can be obtained once in Paraguay. Travelers can contact the Paraguayan embassy and consulates in the USA to obtain the required visas.

Travel advisories can be found at:

http://travel.state.gov/travel/warnings_consular.html

State Department Consular Info Sheet for Paraguay website:

http://travel.state.gov/travel/cis_pa_tw/cis/cis_997.html

U.S. Department of State visa website:

<http://travel.state.gov/visa/index.html>

UnitesStatesVisas.gov website:

<http://www.unitedstatesvisas.gov/>

U.S. Embassy Asuncion Consular Section website:

http://paraguay.usembassy.gov/information_for_travelers.html

Paraguayan Tourism Bureau website:

<http://www.senatur.gov.py>

Embassy of Paraguay in Washington, D.C.

2400 Massachusetts Avenue, N.W.

Washington, D.C. 20008

Phone: (202) 483-6960

Fax: (202) 234-4508

E-mail: consular@embaparusa.gov.py, secretaria@embaparusa.gov.py

Web page: <http://www.embaparusa.gov.py>

Consular Section with jurisdiction in the States of: District of Columbia (DC), Maryland, Delaware, Virginia, West Virginia, Illinois, Iowa, Minnesota, North Dakota, South Dakota, and Kansas.

Consulate General of Paraguay in New York, NY

211 East 43rd Street, Suite 2101

New York, NY 10017

Phone: (212) 682-9441, (212) 682-9442

Fax: (212) 682-9443

E-mail: consulparny@aol.com

Web page: <http://www.consulparny.com>

With jurisdiction in the States of: Maine, New Hampshire, Vermont, New York, Massachusetts, Rhode Island, Connecticut, Pennsylvania, New Jersey, Ohio, Indiana, Michigan, and Wisconsin.

Consulate General of Paraguay in Miami, FL

25 South East 2nd Ave., Suite 705

Miami, FL 33131

Phone: (305) 374-9090

Fax: (305) 374-5522

E-mail: paraguay@bellsouth.net

Web page: <http://www.paraguaymiami.org>

With jurisdiction in the States of: Florida, Georgia, North Carolina, South Carolina, Alabama, Tennessee, Kentucky, Mississippi, Louisiana, Oklahoma, Arkansas, and Missouri, also Puerto Rico, Bahamas, and Caiman Islands.

Consulate General of Paraguay in Los Angeles, CA

6033 West Century Boulevard, Suite 985

Los Angeles, CA 90045

Phone: (310) 417-9500

Fax: (310) 417-9520

E-mail: consulpar@sbcglobal.net

Web page: <http://www.paraguayconsulatela.com>

With jurisdiction in the States of: Texas, New México, Arizona, California, Nevada, Oregon, Washington, Idaho, Montana, Wyoming, Utah, Colorado, Alaska, and Hawaii.

Under Consulate of Paraguay in Houston, TX
4707 Welford Dr.
Bellaire, TX 77401
Phone: (713) 592-6498
Fax: (713) 798-2720

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