Dear SIDO Colleagues,

Welcome to the 2019 SIDO Washington Forum! Thank you for making the trip to our nation’s capital. On behalf of our SIDO leaders, we sincerely appreciate your participation in our Washington Forum and for your ongoing support.

Our Washington Forum is an important platform for SIDO to come together to communicate our advocacy priorities with Congressional and federal policymakers, share best practices, and network with our private and international partners.

As you know, this is an important and critical time for international trade policy. From – the USMCA, tariffs, China, EXIM Bank, the State Trade Expansion Program (STEP) reauthorization, and other potential trade agreements – there is no shortage of trade activities in Washington. Moreover, with the new 116th Congress, we need to educate policymakers on the importance of our programs and resources to help increase exports. Your participation is vital to our ongoing mission to strengthen the role of state international trade offices.

Looking into 2019, we have a lot of exciting developments and new initiatives. We are thrilled to finalize our partnership with the National Governors Association and working together to share resources and coordinate our events and initiatives. This partnership will help increase our efficiency and create new opportunities for our state members. In addition, we are working with Thunderbird University to develop a certified training program for our members. This will be an important resource for our members, and we're looking forward to rolling it out in the next year.

Naturally, this forum would not be possible without the support of our partners and sponsors. They play an important role in providing insights on key markets, resources, and services to best assist our state trade offices. Please help me thank each of our sponsors for their ongoing support to our mission!

Finally, please mark your calendars for our 2019 Best Practices in Training Forum in Denver, Colorado on July 29-31. We’re looking forward to hosting you out west excited to work with the Colorado Trade Office and putting together a great program.

Thank you again for your ongoing support to SIDO. I am honored to serve as your current President and we’re looking forward to an exciting couple of days. Welcome to Washington, DC!

Sincerely,

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SIDO President
Export Trade Director, Delaware
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2019 Washington Forum

February 24 – 27

Conference Venue
Hall of the States
444 North Capitol Street NW
Suite 285
Washington, DC

Hotel
Phoenix Park Hotel
520 North Capitol Street NW
Washington, DC  20001

SUNDAY, February 24th

12:30 – 1:30 pm  SIDO Board and NGA Lunch *(invite only)*
*Marriott Marquis, 901 Massachusetts Ave NW*

2:00 – 3:00 pm  NGA Roundtable *(invite only)*
*Marriott Marquis, 901 Massachusetts Ave NW*

3:30 – 5:00 pm  SIDO Board Meeting
*Hall of States, Suite 401*

5:30 – 7:00 pm  Welcome Reception
*Dubliner, 4 F St NW, Washington, DC 20001*
MONDAY, February 25

7:30 am  Registration Open
Hall of States, Main Lobby

8:00 – 8:30 am  Breakfast

8:30 – 9:00 am  Welcome & Introductions
Hall of States, Suite 285

9:00 – 9:30 am  Current Trade Agenda – What’s Going on in Washington and in the World
John Murphy, U.S. Chamber of Commerce
Mark O’Connell, OCO Global

9:30– 10:15 am  2019 Federal Trade Strategy
Office of the U.S. Trade Representative
Trade Promotion Coordinating Committee
U.S. Department of Commerce, International Trade Administration
U.S. Department of Commerce, SelectUSA
U.S. Foreign Agriculture Service

10:15 – 10:30 am  Networking Break

10:30 - 11:00 am  Navigating Tariffs and the Exemption Process
U.S. Department of Commerce/Small Business Administration
Dr. Stephen Coelen, Wiser Trade

11:00 – 11:15 am  Here for America – International Auto Supply Chains
Global Automakers

11:15 – 11:30 am  Maintaining Strong Transatlantic Relations
Ambassador David O’Sullivan, EU Ambassador to the U.S.

11:30 – 12:00 pm  Transport to U.S. Chamber

12:00 – 5:00 pm  Investment Summit and Governor Roundtables
U.S. Chamber of Commerce, 1615 H Street NW

5:00 – 5:15 pm  Walk to Council of Foreign Relations (4 blocks or 5-8 minutes)

5:30 – 7:00 pm  The Council on Foreign Relations Reception
1777 F Street NW

7:00 pm  Transport to Hotel
Invest in America! 2019 Summit
February 25, 2019

12:00 – 1:30 pm  Keynote Speaker – Ivanka Trump (invited)

1:30 – 2:00 pm  Networking Break

2:00 – 2:30 pm  Panel 1: Workforce Development Opportunities
• Moderator: Jacob Schlesinger, Wall Street Journal
• Governor Eric Holcomb, Indiana
• Governor Steve Bullock, Montana
• David Etzwiler, CEO Siemens Foundation
• Shigeru Hayakawa, Vice Chairman of the Board of Directors, Toyota

2:30 – 3:00 pm  Panel 2: Infrastructure Opportunities for Foreign Investment
• Moderator: Ed Mortimer, U.S. Chamber of Commerce
• Governor
• Governor
• Macquarie Bank
• Qatari Investment Authority

3:00 – 3:30 pm  Panel 3: Trade as Multiplier for Investors
• Moderator: TBC
• Governor Matt Bevin, Kentucky
• Governor
• Mark O’Connell, CEO, OCO Global
• David Steel, Executive Vice President, Samsung Electronics America
• Bruce Andrews, Vice President, Global Public Policy, Softbank Group

3:35 – 3:55 pm  Closing Keynote – Wilbur Ross, U.S. Secretary of Commerce

4:00 – 5:00 pm  Ambassadors Reception

5:30 – 7:00 pm  The Council on Foreign Relations Reception
1777 F Street NW

7:00 pm  Transport to Hotel
TUESDAY, February 26

7:30 – 8:30 am  Breakfast with the European Union  
Jennifer Riccardi, Delegation of the EU to the U.S.  
Hall of States, Suite 285

8:30 – 8:45 am  Walk to Capitol Hill  
Senate Committee on Small Business & Entrepreneurship  
Russell Senate Office Building, Room 428A

8:45 – 9:00 am  Small Business Export Coalition  
Bill Cummins, Alabama SBDC  
Aaron Miller, George Mason/Virginia SBDC

9:00 – 9:30 am  Women in International Trade  
Lisa Schroeter, President of the Association for Women in International Trade (WIIT)  
Meredith Broadbent, Commissioner, International Trade Commission

9:30 – 9:45 am  Networking Break

9:45 – 10:45 am  Update on Trade Agreements  
Center for Strategic and International Studies (CSIS) Trade Guys

10:45 – 11:00 am  Networking Break

11:00 – 12:00 pm  Congressional Roundtable  
Small Business Committee

12:00 pm  Walk to Hall of States

12:00 – 1:00 pm  Luncheon Keynote  
Doug Hoelscher, Deputy Assistant to the President and Director of Intergovernmental Affairs  
Gil Kaplan, Under Secretary of Commerce for International Trade in the United States

1:00 – 1:15 pm  SIDO Mission to the UAE  
UAE Embassy
1:15 – 2:45 pm  **Intl. Market Updates – Around the World Sessions** (four 20-minute sessions)

**Room 383/385**

*OCO Global*  
*CIDEPE*  
*Global BMT Consulting*  
*IBG Group*  
*Tractus Asia*  
*PM&P*

2:45 – 3:00 pm  **Networking Break**

2:45 – 4:00 pm  **Industry Updates – Networking Sessions** (four 15-minute sessions)

**Room 285**

*Reed Exhibitions*  
*National Marine Manufacturers Association*  
*IBT Online*  
*Wiser Trade*  
*Research on Investment*  
*Great British Marketing*  
*Webport Global*  
*Bureau Van Dijk*

4:00 pm  **Conclude**
WEDNESDAY, February 27

7:00 – 8:00 am  Breakfast

8:00 – 8:30 am  SIDO Administration – Leadership Voting

8:30 – 9:30 am  STEP Update
Small Business Administration

9:30 – 9:45 am  Networking Break

9:45 – 10:15 am  Export Compliance and Training
Karen Nies-Vogel, Director of the Office of Exporter Services
Bureau of Industry and Security

10:15 – 10:45 am  Trade Finance
Aerek Stephens, Export-Import Bank

10:45 – 11:15 am  Protecting Intellectual Property
U.S. Patent and Trademark Office ™

11:15 – 11:40 am  Trade Development - Opportunities with USTDA and USAID
Dianne Quebral, U.S. Trade and Development Agency
Ned Rauch-Mannino, U.S. Agency for International Development

11:40 – 12:00 pm  Closing Remarks and Conclude
(others stay for STEP meetings)

12:00 – 3:00 pm  STEP 1-on-1 Meetings
Small Business Administration
How can Reed Exhibitions help build your Economic Development Strategies using Trade Shows?

**Research** - With global contacts and information at our fingertips we can help guide you on choosing the right market and trade shows.

**Maximizing Participation** - Our team will work with you on creating a customized package to meet the goals of your state and participating SME’s.

**Recruitment** – US based sales and service team dedicated to working with SME’s in your region to make the show a success - “Make our team a part of your team”

**On Site Support** - Committed support onsite to ensure you maximize all the opportunities offered for your state and participating SME’s.

**Post Show** - Helping you measure success with outreach to every SME to gather accomplishments and feedback.

**Who are we?**

We excel in creating brand leading, highly targeted events where people from around the world can come together to do business, network and learn. Exhibiting abroad is one of the quickest and most cost-effective ways to reach new export customers and rapidly grow your business.

The International Sales Group of Reed Exhibitions is your local partner in boosting international sales. Every year, we assist some 13,800 SME’s with the implementation of their export strategies, resulting in billions of dollars of export business.

**Industry Leading Events in:**
- Aerospace
- Healthcare
- Cosmetics
- Marine Technology
- Information Security
- Safety and Security
- Design & Construction
- Tool and Hardware
- Energy
- Franchising
- Travel and Tourism
- Alcohol & Bar

**Your Global Economic Development Partners**

Reed Exhibitions
A trusted partner to support your global business growth

**Trade**
- Partner of choice for 1000s of companies as they expand globally
- Generated over $100m of revenue for our clients in new international markets

**Investment**
- Partner of choice for leading economic development organizations across the world
- Created over 10,000 jobs for US clients since 2012

**Velociti**
- Only available technology platform that supports both Trade and Investment teams
- Advanced data-mining techniques combined with machine-learning algorithms calculate company ratings for FDI opportunities
- Export readiness algorithm segments trade clients and prioritizes resource towards securing export wins
OCO Trade Services

OCO’s International Trade Team follow a stepped process that will generate revenue for your clients.

**IN-COUNTRY REPRESENTATION**
e.g. OCO supported the incubation of multi-sector companies in Dubai and Middle East.

**BUSINESS DEVELOPMENT**
e.g. OCO supported a Maine based renewable energy company looking for lead generation in Colombia.

**CLIENT SEARCH**
e.g. OCO supported a Colorado based security company looking for distribution partners in the UK.

**MARKET ENTRY STRATEGY**
e.g. OCO supported an Ohio based food manufacturer exploring options to establish operations in Japan.

**MARKET RESEARCH**
e.g. OCO supported a Missouri based aerospace supplier researching industry regulations in France.

OCO can help you and your clients go global via:

- Prioritizing Trade and Investment leads with Velociti
- Site Selection Services
- Global Market Entry Strategies
- Distribution and Partner Identification
- Business Development Campaigns
- Trade Mission Matchmaking
- Sales Representation

We can have tailored solutions that support companies Assess, Enter and Grow into new markets. With offices in Latin America, Europe, the Middle East, Asia and here in the US, we can help you achieve success across the world.

www.ocoexporting.com
www.ocoglobal.com
IBT ONLINE GLOBAL PROGRAM
GO GLOBAL WITH WEBSITE LOCALIZATION & INTERNATIONAL ONLINE MARKETING

WORKING TOGETHER TO HELP YOUR STATE'S EXPORTERS GROW THEIR SALES, BRAND, AND BUSINESS GLOBALLY

Today the #1 marketing and sales tool for every company is their online presence, this is applicable in the US market as well as in every export market. IBT Online proposes the successful Online Global Program for your state. We will work with you to customize, establish, implement, market and manage the Online Global Program for your state, reporting to you every step of the way.

We have worked with over 400 companies and delivered over 1,000 successful Online Global Programs.

Online Global services deliver

<table>
<thead>
<tr>
<th>Online</th>
<th>Brand</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/7 Multi-lingual</td>
<td>Awareness Trust</td>
<td>Market knowledge</td>
</tr>
<tr>
<td>Search engine optimization</td>
<td>Credibility Experience</td>
<td>Distributors and clients</td>
</tr>
<tr>
<td>Social media marketing</td>
<td>Trust Protection</td>
<td>Logistics and trade shows</td>
</tr>
<tr>
<td>Geolocational</td>
<td>Experience Promotion</td>
<td>Sell to businesses (B2B)</td>
</tr>
<tr>
<td>Traffic</td>
<td>Value</td>
<td>Export and business growth</td>
</tr>
<tr>
<td>User experience</td>
<td>Local</td>
<td>Increase revenue and bottom line</td>
</tr>
<tr>
<td>Engagement</td>
<td>Global</td>
<td>Reports and analytics</td>
</tr>
<tr>
<td>Lead generation</td>
<td></td>
<td>Return on investment (ROI)</td>
</tr>
<tr>
<td>E/Commerce Community</td>
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</tr>
</tbody>
</table>

ONLINE GLOBAL STATE AGENCY CASE STUDY:

Enterprise Florida runs the Florida Online Global Program which has delivered export success for Florida companies.

Avionics Support Group exports doubled due to their localized sites in China, Japan, Mexico, Brazil, Russia, and the UAE.

“This is Enterprise Florida’s most valuable program for exporters”

-Hugo Fortes SVP

SIDO recognized IBT Online with the “Champion of Trade” Award for its successful Online Global program, working directly with small to medium-sized exporters, helping them grow their sales, brands and businesses globally.
THE IBT ONLINE PROGRAM FOR YOUR STATE

WORKING TOGETHER TO HELP YOUR STATE GROW ECONOMICALLY

IBT Online works for state international trade agencies delivering a customized Online Global Program that delivers export success.

ONLINE GLOBAL OPTION A: TWO MARKET EXPANSION

Deliver: A defined program of two country-specific websites that are fully localized to your top two international target markets (example Mexico and Germany...)

Statement of work:

✓ Kick-off conference call and program implementation plan
✓ Collaborative online “Teamwork” road-map and project management
✓ Assistance with localized domain names
✓ Site architecture, branding, and design (responsive), respecting your main corporate website
✓ Content management system, encrypted and secure, access and training
✓ For each of your websites; 12 web pages and localized content (2,000 words),
✓ Links to US website and/or ecommerce platform
✓ Local and secure hosting and Geolocation
✓ Search engine optimization (SEO)
✓ Reporting (set-up and access to Google Analytics)
✓ Website live conference call, review, and next steps

ONLINE GLOBAL OPTION B: MULTI-MARKET EXPANSION

Deliver: A customized program of multi-market country-specific websites and marketing that are fully localized for your top international markets (example Mexico, Germany, Brazil, the UK and China...).

Statement of work:

✓ Kick-off conference call and program implementation plan
✓ Collaborative online “Teamwork” road-map and project management
✓ Assistance with localized domain names
✓ Site architecture, branding, and design (responsive), respecting your main corporate website
✓ Content management system, encrypted and secure, access and training
✓ Localized content, currency, units, and regulatory information
✓ Links to US website and/or ecommerce platform
✓ Local and secure hosting and Geolocation
✓ Search engine optimization (SEO)
✓ Reporting (set-up and access to Google Analytics)
✓ Website live conference call, review, and next steps

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Online Business Development Manager
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CONTACT US TODAY
CHECK OUT OUR WEBSITE:
ibt.onl
Who We Are
A boutique consulting firm specialized in **FDI Attraction** and **Export Development Services** for US States and Regional EDOs

What we Do
✓ In-Market Representation
✓ FDI Attraction
✓ Trade Missions / Partner Search
✓ Trade Shows B2B Programs
✓ Market Studies / Export Training

**Our Methodology**

 IDENTIFY

 QUALIFY

 CONNECT

**Our Services**

 ![Venn Diagram: Export Development and FDI Attraction]

 2 Principals
Team of 12 professionals and local experts

**Our Clients**
✓ US States EDOs
✓ Counties in US & Canada
✓ Major Metro Areas
✓ European Countries & Regions

**National Coverage**
2 Offices.
Montréal.
Toronto.

12 years+. Founded in 2006

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T: +1 (514) 907-2350
@: l.ortuno@cidepiqc.com

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84 Notre Dame W #100
Montreal, QC
H2H 2G6 CANADA

Toronto
2 Bloor St. W #700
Toronto, ON
M4W 3R1 CANADA
Canada is the U.S.’s largest customer, purchasing US$340.7 billion in goods and services in 2018.

In fact, Canada buys more from the United States than does any other nation – including all 28 countries of the European Union.  Source: Government of Canada

**Canadian Market Opportunities : Trade & FDI**

**Key Canadian Trade Shows in 2019-2020**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event name</th>
<th>Location</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 16-18, 2019</td>
<td>Aeromart</td>
<td>Montreal, QC</td>
<td>Aerospace</td>
</tr>
<tr>
<td>June 11-13, 2019</td>
<td>Global Petroleum Show</td>
<td>Calgary, AB</td>
<td>Energy / Advanced Manufacturing</td>
</tr>
<tr>
<td>June 12-14 2018</td>
<td>Fabtech Canada</td>
<td>Toronto, ON</td>
<td>Advanced Manufacturing</td>
</tr>
<tr>
<td>June 16-18 2018</td>
<td>Ag in Motion</td>
<td>Saskatoon, SK</td>
<td>Agribusiness</td>
</tr>
<tr>
<td>Sept. 30 – Oct. 3, 2019</td>
<td>Canadian Manufacturing Technology Show</td>
<td>Mississauga, ON</td>
<td>Advanced Manufacturing</td>
</tr>
<tr>
<td>December 4-6, 2019</td>
<td>The Building Show</td>
<td>Toronto, ON</td>
<td>Construction &amp; Manufacturing</td>
</tr>
<tr>
<td>Oct. 9-10, 2019</td>
<td>Waste &amp; Recycling Expo</td>
<td>Toronto, ON</td>
<td>Clean Tech</td>
</tr>
<tr>
<td>February 2020</td>
<td>Restaurant Show</td>
<td>Toronto, ON</td>
<td>Food</td>
</tr>
<tr>
<td>April 2020</td>
<td>SIAL Montreal</td>
<td>Montreal, QC</td>
<td>Food</td>
</tr>
</tbody>
</table>
With Foreign Direct Investment

Workers in your region are going to need bigger piggy banks

**FACT:** Global companies pay their U.S. workers 24 percent higher wages than the economy-wide average.

Representing more than 200 international companies with operations in the United States, OFII promotes public policies that encourage global businesses to invest and create jobs that will grow America's economy.

**LEARN MORE:** OFII.ORG

@insourcejobsUSA
**Foreign Direct Investment Supports the JOBS AMERICA NEEDS**

**Record Number of FDI Jobs**

**6.8 MILLION**
Nationally, 6.8 million U.S. workers are employed by global investment.

**Strong Manufacturing Jobs**

**2.5 MILLION**
Nearly 2.5 million U.S. workers at global companies earn their living in the manufacturing sector. That is 20 percent of all manufacturing jobs.

**Good Paying Jobs**

**$79,000**
Across the nation, U.S. workers at global companies earn 24 percent higher compensation than the economy-wide average - making $79,040 annually.

**Innovation**
Global employers spend more than $57 billion on U.S. R&D activities, or 16% of all R&D performed by U.S. companies.

**Reinvestment**
Global employers reinvested $98 billion of their earnings into their U.S. operations last year.

**Exports**
U.S. workers of global companies produce 23% of U.S. exports, providing $353 billion in goods to customers around the world.

**Supply Chains**
Global employers purchase $1.4 trillion in goods and services from local suppliers, according to PwC analysis.

**U.S. Taxes**
Global employers pay 17% of all federal corporate income taxes despite representing less than 1% of all U.S. firms.

**From 2010 to 2015, America’s FDI employment...**

26%

**while the country’s overall private-sector employment**

11%

**Share of Foreign Direct Investment Jobs by State**

**Foreign Direct Investment in America by Country**

Percent of Total Private-Sector Employment Supported by Global Investment

- 1.9%-3.9%
- 4.0%-4.9%
- 5.0%-6.4%
- 6.5%-7.5%
- >7.5%

Figures are based on the Bureau of Economic Analysis (BEA), Survey of Current Business Activities of U.S. Affiliates of Foreign Multinational Enterprises in 2015, released in August 2017; IRS data

LEARN WHAT INSOURCING MEANS FOR YOUR STATE AT: OFII.ORG
ABB Inc.  
Ahold Delhaize  
Airbus Group, Inc.  
Air Liquide USA  
Akzo Nobel Inc.  
Alfa Laval, Inc. (USA)  
Alibaba Group  
Allianz of North America  
Anheuser-Busch  
APG  
APL Limited  
Aptiv  
Arca Continental  
Arup  
Astellas Pharma US, Inc.  
AstraZeneca Pharmaceuticals  
AVANGRID  
BAE Systems  
Balfour Beatty  
Barrick Gold Corp. of North America  
BASF Corporation  
Bayer Corp.  
BBA Aviation  
B. Braun Medical, Inc.  
BHP Billiton  
BIC Corp.  
Bimbo Bakeries  
bioMérieux  
BlueScope Steel North America  
BNP Paribas  
Boehringer Ingelheim Corp.  
Bombardier Inc.  
Bosch  
BP  
Bridgepoint Americas Holding  
Brookfield Asset Management  
BT  
Bunge Ltd.  
Bunzl USA, Inc.  
CEMEX USA  
CGI Group  
Chubb  
CN  
CNH Industrial  
Compass Group USA  
Continental Corporation  
Cosentino Group  
Credit Suisse Securities (USA)  
Daichi Sankyo, Inc.  
Daikin North America  
Daimler  
Danfoss  
Danone  
Dassault Falcon Jet Corp.  
Dassault Systemes  
Delphi Technologies  
DENSO  
Deutsche Telekom  
Diageo, Inc.  
Direct Energy  
Doosan  
DSM North America  
Electrolux North America  
EMD Holding  
Enel Green Power North America  
ENGIE  
E.ON North America  
Ericsson  
Eli Lilly USA  
Experian  
Ferguson Enterprises, Inc.  
Ferring Pharmaceuticals  
Fresenius Medical Care  
FULLFILM Holdings America  
G4S  
Garmin International, Inc.  
GE Appliances, a Haier Company  
Getinge Group  
GKN America Corp.  
GlaxoSmithKline  
Global Atlantic Financial Company  
Grifols  
Heineken USA  
Henkel Corporation  
Honda North America  
HSBC Bank North America Holdings  
Huhtamaki  
Husqvarna AB  
Hyundai Motor America  
IKEA North America Services, LLC.  
Infineon Technologies Americas Corp.  
InterContinental Hotels Group  
Indivior PLC  
Ipsen Biopharmaceuticals, Inc.  
John Hancock Life Insurance Co.  
Johnson Controls  
Johnson Matthey  
Kering  
Kerry  
Kia Motor Corporation  
Kudelski Group  
LafargeHolcim North America  
LANXESS  
The LEGO Group  
Lehigh Hanson  
L’Oréal USA, Inc.  
Louis Dreyfus Company  
Louisville Corporate Services, Inc.  
LVHM Moet Hennessy Louis Vuitton  
LyondellBasell  
Maersk Inc  
Mahindra  
MAHLÉ Industries  
Magna International  
Mallinckrodt  
Marvell Semiconductor  
Mazda  
McCain Foods USA  
Medtronic, Inc.  
Michael Kors  
Michelin North America, Inc.  
Mitsubishi Electric US, Inc.  
National Grid  
Nestlé USA, Inc.  
The Nielsen Company  
Nissan  
Nokia  
Nomura Holding America, Inc.  
Novartis Corporation  
Novo Nordisk Pharmaceuticals  
Oldcastle, Inc.  
ORIX  
Ørsted North America Inc.  
Panasonic Corp. of North America  
Pearson Inc.  
Permobil  
Pernod Ricard USA  
Philips North America LLC  
Philips Lighting North America Corporation  
Pirelli  
QBE the Americas  
Randstad North America  
Rassini International Inc.  
RELEX Group  
Restaurant Brands International  
Río Tinto America  
Roche Holdings, Inc.  
Rolls-Royce North America Inc.  
Royal Bank of Canada  
SABIC  
Safran USA  
Samsung  
Sanofi US  
SAP America  
Sasol Chemicals (USA) LLC  
Schindler Elevator Corporation  
Schlumberger  
Schneider Electric USA  
Schott North America  
SCOR  
Shell Oil Company  
Shire Pharmaceuticals  
Sibelco Group  
Siemens Corporation  
Smith & Nephew, Inc.  
Smithfield  
Sodexo  
Solvay America  
Sony Corporation of America  
SSAB Americas  
Standard Chartered Bank  
Suez North America  
Sumitomo Corp. of America  
Swiss Re America Holding Corp.  
Syngenta Corporation  
Takeda North America  
The Tata Group  
Tate & Lyle  
TE Connectivity  
Teva Pharmaceuticals USA  
Thales USA, Inc.  
Thomson Reuters  
Toa Reinsurance Company of America  
TOTAL Holdings USA, Inc.  
Toyota Motor North America  
Transamerica  
UBS  
UCB  
Umicore  
Unilever  
Vivendi  
Voith Holding, Inc.  
Volkswagen of America, Inc.  
Volvo Group North America  
Westfield LLC  
White Mountains, Inc.  
Willis Towers Watson  
Wipro Inc.  
Wolters Kluwer U.S. Corporation  
WPP Group USA, Inc.  
Zurich Insurance Group
After Initial Export Success in Asia, How Do You Scale?

Tractus Asia’s business Inc.ubator service allows you to have dedicated sales, marketing or technical support staff in Asia to grow your exports cost effectively and minimize risk. The situation is typical. You make a commitment to sell into Asia, achieve some initial export success after attending regional trade shows, and then you sign-on dedicated distributors in one or more markets. But, exports plateau or don’t meet your growth expectations. What’s wrong? Asia is the world’s largest market for your product, but you are underwhelmed by the performance of your distributors. The markets you are servicing, such as China, might have complexities that are frustrating your customers. Or perhaps, you are unable to operate your business model in Thailand in the same way as you would in the U.S. because of regulatory issues. If you can’t operate with the same business model, what do you do?

The simple answer is to have ‘boots on the ground’ in key markets - dedicated sales, technical support, or business development staff to troubleshoot these issues. The problem is the cost. To capitalize on opportunities in multiple markets in Asia - China, India, and Southeast Asia - you would have to incorporate in each of your key markets, hire staff to support your distributors, agents and customers, as well as manage operating a micro-multinational business across Asia. Not only is the investment and operating cost prohibitive, but how can you mitigate the costs and risk of needing to exit a market should you not be successful? The cost of closing a company in Asia can be 2 to 3 times what it takes to incorporate, and can take years to unwind. How do you balance your need for an in-market presence to grow your business with the costs and risks of operating a new business up to 10,000 miles away across the Pacific?

Tractus’ business Inc.ubator service is the answer. As a business Inc.ubator client you leverage Tractus’ network of offices throughout Asia to cost effectively support your business growth and minimize risk. Tractus works with you to recruit needed talent - technical sales, business development, customer support or marketing - based on a clear understanding of your needs. We conduct interviews, reference checks, and administer standardized tests as required. We then recommend a short-list of two or three finalist candidates that you interview in collaboration with our senior managers and directors. Once a finalist is selected, Tractus acts as the legal employer arranging for salary and statutory benefits to be paid and assists you to manage their performance. Your new Asia-based staff, while legally a Tractus employee, is dedicated full-time to your business. We provide office space, administrative support, and most importantly, oversight and guidance by one of our senior managers or directors. While your new staff reports directly to you, Tractus provides the needed indirect supervisory support to ensure they are not ‘out of sight and out of mind’.

Our clients come from a wide range of industry sectors and have leveraged Tractus’ business Inc.ubator to accelerate their market entry, scale their exports to key markets in Asia, and successfully grow their international business.

Please visit our website, www.tractus-asia.com, review our case studies and learn how Tractus’ business Inc.ubator can propel your Asia growth strategy or contact us on inc.ubator@tractus-asia.com for more information.
As you build your business in Asia from initial exports to full market entry, you can rely on our business Inc.ubator, strategy & execution and corporate finance services to ensure success.

China • India • Indonesia • Myanmar • Singapore • Thailand • Vietnam
Building business in Asia for 22 years • www.tractus-asia.com
Recreational Boating
AN AMERICAN PASTIME & ECONOMIC ENGINE

ANNUAL ECONOMIC IMPACT

$170.3 BILLION

INCLUDES MANUFACTURERS AND SUPPLIERS, SALES AND SERVICES, BOATING ACTIVITIES, AND BUSINESS TAX REVENUE

SUPPORTS

691,149 AMERICAN JOBS
$11,117 DIRECT JOBS & 180,032 INDIRECT JOBS

35,289 BUSINESSES

141.6 MILLION AMERICANS GO BOATING EACH YEAR

11.9 MILLION REGISTERED BOATS IN THE U.S.

U.S. BOATING IS A NET EXPORTER

$1.3 BILLION ANNUAL BOAT EXPORTS

ANNUAL U.S. SALES OF BOATS, MARINE PRODUCTS & SERVICES

$39 BILLION INCLUDING MAINTENANCE, STORAGE, FUEL, INSURANCE, TAXES & INTEREST

U.S. BOATING
AN AMERICAN PASTIME & ECONOMIC ENGINE

95% OF BOATS SOLD IN THE U.S. ARE MADE IN THE U.S.

62% OF BOAT OWNERS HAVE AN ANNUAL HOUSEHOLD INCOME OF $100,000 OR LESS

84% OF U.S. BOAT MANUFACTURERS ARE SMALL BUSINESSES

95% OF BOATS IN THE U.S. ARE SMALL, TOWABLE BOATS UNDER 26FT

SOURCES: Unless otherwise noted, data is from the NMMA 2017 Recreational Boating Statistical Abstract, NMMA 2018 Boating Economic Impact Study, and NMMA’s 2016 Recreational Boating Participation Study.

www.nmma.org

National Marine Manufacturers Association
PM&P
Frankfurt | Berlin | Munich | Chicago

Trade Promotion

FDI Attraction

Marketing Services

Contact

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980 N Michigan Ave, Suite 1400
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USA

Phone: +1 786 3342 9028
Email: Fred.Glickman@pmp-us.com
ABOUT PM&PARTNER MARKETING CONSULTING (PM&P)
PM&P is a global economic development firm that has been operating for over 44 years. Our headquarters are in Frankfurt, Germany with additional offices in Munich, Berlin and Chicago. A significant number of our clients are economic development organizations based both in the U.S. and overseas. Through our network of strategic partners we operate in South and Latin America, Asia, Africa, Canada, and Europe.

PM&P specializes in:
- Trade Services for Small and Mid-Sized Companies
- Foreign Direct Investment Lead Generation
- Business and Market Intelligence
- Strategic Marketing Programs for Trade Development and Attraction of Foreign Direct Investment
- International Representation Services
- Location Analysis
- Business Retention

PM&P possesses significant experience and expertise in Trade Services including:
- Assisting small and mid-sized companies to generate and grow foreign trade opportunities
- Market research on trade opportunities in key industry sectors in target countries
- Identification in each target country of strategic partners, distributors, representatives, customers and importers
- Organizing participation at targeted industry trade shows overseas
- Organizing trade missions and business matchmaking for participating companies

"The quality and number of organized meetings for our Delaware companies is impressive. We are very pleased with the performance of PM&P as our German trade development partner."

Baden-Württemberg International
INTRODUCING
GLOBAL BMT CONSULTING

We are a business, marketing and trade consulting firm with experience and proven methodology in delivering measurable results to economic development organizations (edos) as well as private and public sector companies seeking to access Latin American markets. Our business model provides an excellent platform through which we regularly access our extensive networks and strategic partnerships to rapidly augment our team with complementary talent and expertise in order to meet the needs of our clients. Our business experts have more than twenty years of experience offering specialized services to foreign companies and organizations to facilitate their success in new markets.

Services

TRADE & INVESTMENT PROMOTION
- Matchmaking /B2B Meetings
- Investment Attraction Missions
- Meetings with high level companies
- Seminars/Conferences
- Global Branding
- Go Global

MARKET INTELLIGENCE
- Market Research
- Competitive Environment
- Trends & Perspective Analysis
- Business Plan/Strategies for New Business Opportunities
- Market Access/Entry Strategies
- Due Diligence /Background Checks

BUSINESS DEVELOPMENT
- Start Up Operations/ Soft-landing
- Local Office
- Workspace: Business Center
- Training Courses
- Consulting Services

COMMERCIAL REPRESENTATION
- Personal Visits
- Legal and Customs formalities
- Shipping and Sample Storage
- Lead tracking
- Public Relations with buyers
- Marketing Campaigns
- Monthly Reports
- Customer Service line
Based in Mexico City, Global BMT knows and understands the Mexican market and provides integral and practical solutions in order to adapt and take advantage of the business environment. Established in 2004, Global BMT has excelled in helping our clients achieve economic development goals and internationalization targets. During our fifteen years of hard work, we have developed long term relationships with all our clients. Our core business is to provide tailored market entry consulting services to Federal, Provincial, Local and/or individual foreign companies.

**Sector Expertise**

- Aeronautics
- Agribusiness
- Automotive
- Construction
- Consumer Products
- Cosmetics & Fragrances
- Education
- Energy
- Environment
- Financial Services
- Food & Drink
- Gaming & Entertainment
- Graphic Arts
- HR & Business Management
- Health & Care

**LATAM Coverage**

Based in Mexico City, Global BMT knows and understands the Mexican market and provides integral and practical solutions in order to adapt and take advantage of the business environment. Established in 2004, Global BMT has excelled in helping our clients achieve economic development goals and internationalization targets. During our fifteen years of hard work, we have developed long term relationships with all our clients. Our core business is to provide tailored market entry consulting services to Federal, Provincial, Local and/or individual foreign companies.

**OFFICES**

- Mexico
- Colombia
- Peru

**COVERAGE**

- Argentina
- Brazil
- Chile
- Panama
- Central America & the Caribbean
- Canada
Welcome to the business of certainty

understand globalization using the only tool that tracks greenfield foreign direct investment and M&A

americas@bvdinfo.com
bvdinfo.com
Orbis Crossborder Investment looks at globalization via projects and deals, and delivers information on the companies behind these investments – both listed and private. It tracks information daily, and monitors announced, completed and cancelled/withdrawn projects and deals, as well as rumours and intentions.

These include:

- Greenfield FDI projects – such as a company setting up (or expanding) a physical presence in a foreign market
- Crossborder M&A deals – defined as having more than 10% foreign ownership and including acquisitions, mergers, demergers, joint ventures and minority stakes

And covering:

- Details of the investor, acquirer or target companies including financial data, their structures and their people
- Project size estimates, when data isn't available
- An indication of a company's propensity to invest
- Deal comments and rationale and linked deals/projects
- Project financials, job creation, motives, incentives, sources of finance, comments, rationale, contacts and links to other relevant projects/deals

Join Bureau van Dijk for a lively discussion on global trends in FDI during the Industry Updates – Networking Session at 2:45p.m. on February 26
THE GLOBAL AUTHORITY ON INVESTMENT ATTRACTION

Founded in 2003, ROI Research On Investment is an award-winning global authority on investment attraction and lead generation for economic development organizations. We are economic development experts dedicated to driving investment to your region.

ROI IS COMPRISED OF:

- Over 60 research professionals certified in economic development, throughout Canada, the US and Europe.
- An experienced team of international In-Market Representatives, strategically located in key markets where they can build and foster relationships with expanding companies in targeted industries.
- A highly skilled team of data scientists, economists, researchers and economic development practitioners.

Collectively, we are a team with an exceptional understanding of global investment activities, a highly targeted lead generation process, and sustainable economic development strategies.

ROI’S CORE SERVICES:

- Modern Economic Development Training
- Target Industry & Benchmark Assessment
- Gazelle.ai
- Lead Generation
- In-Market Representation
- Business Retention & Expansion

www.researchoninvestment.com
Gazelle.ai is the first application designed to use AI and big data to solve many of the challenges faced by economic development, investment attraction and trade professionals. Gazelle's heuristic algorithms access vast pools of data across multiple data sources including industry, spatial, and firm-level data spanning more than ten years. Combining this rich data with AI techniques, Gazelle.ai can consistently identify companies poised for growth and expansion.

**Artificial Intelligence. Real Results.**

Gazelle.ai helps you identify growth companies in emerging industries and clusters that represent a strong fit for your region. Finding these fast-growing companies before anyone else allows you to turn first mover advantage into success.

**Designed to Solve Your Problems**

In our highly competitive market, economic developers face a variety of shared challenges. Gazelle.ai was built with these three challenges in mind.

**The need for more investment project wins**

Gazelle.ai’s algorithms are trained to rank companies based on their likelihood to expand. Plus, the Project Section highlights companies that have confirmed expansion plans. You also get a suite of engagement tools to help make a great first impression.

**Difficult to find new niches and industries to target**

Gazelle.ai helps you identify growth companies in emerging industries and clusters that represent a strong fit for your region. Finding these fast-growing companies before anyone else allows you to turn first mover advantage into success.

**Lack of Actionable Data**

With its advanced and proprietary features, Gazelle.ai empowers the investment attraction process. This unique platform enables you to find and engage with the companies poised for expansion, generating more opportunities for your region.

www.gazelle.ai
GET CLOSER TO YOUR MARKETS

IBG Global offers you key contacts and exclusive information in new global markets. IBG Global carries out high quality agent/distributor, end-buyer searches, research and in-country support specific to your company or organization, industry and target market requirements and corporate and government representation. You become closer to your sales objectives in the international business arena.

IBG Global is a Partnership of private commercial consulting firms with offices and staff in 60 countries, covering a total of over 150 country markets in the Americas, Europe, Asia-Pacific, Africa, and the Middle East.

IBG Global has completed business development and export assistance projects for over 45,000 different companies representing many corporate, national and sub-national entities engaged in export and global investment promotion. In terms of practical assistance to companies, IBG Global is a world leader in its dynamic results-driven approach.

IBG Global’s client base includes large, medium and small companies, national governments, state and provincial and municipal governments, multi-governmental organizations, and NGOs. The common element is to assist with business development in new markets. Our clientele represents hundreds of world class entities expressing an active interest in the global economy.

Our membership is composed of companies able to take on new projects using current global best practices. We are “outcome-based” and flexible in approach. In trade promotion, we assist firms with sales in new markets. In investment, our goals are focused toward locating ready investors for governmental investment outreach programs. Our track record speaks for itself. Our members are strongly measured on deliverables in terms of creating successful export sales and/or locating investors who chose to invest into a certain region.

We invite you to explore possibilities in creating a partnership environment where international success is possible.
Taking a new approach to UK business attraction, investment and trade marketing services...

Great British Marketing (GBM) is a UK and US-based business development organization, offering a new and innovative approach to UK market development for US clients.

Paul Snape, a marketing, media and digital entrepreneur, leads the US team with the support of a wholly-owned PR, marketing, events and business development agency in the UK.

With decades of experience working with organizations including Deloitte, Grant Thornton, DLA Piper, Barclays, Lloyds and Visa International as well as many local and national government departments, GBM consultants blend their extensive senior business network with online and offline lead-generation techniques.

The result is a compelling new approach to generating trade for US regions seeking inward investment, and US businesses looking to generate opportunities for sales and contracts.

“We have private sector clients and networks across the UK, in addition to an in-house UK media relations, digital marketing and event management capability that allows us to deliver a holistic approach to marketing for US regions and firms in the UK and the EU,” explains GBM Principal Paul Snape.

“Whether you want to stay in the US, but present your offering effectively at low cost over a long period to UK target audiences, or dive into the market with a high profile trade mission and a one to one curated program of meetings and events, we can deliver great campaigns with clear targets and measurable ROI.”

GBM’s regional US and UK networks come together to deliver ‘missions’, helping to shape the agenda and deliver ‘money can’t buy’ senior connections with business advisors, C-suite corporate executives and key stakeholders.

Whether your region or city wants to showcase a growing industry sector, increase tourism and travel spend from a new UK region, or attract high-growth UK firms to your location, we offer a unique blend of tools and techniques to provide a turnkey mission planning and delivery service.

For US firms aiming to win lucrative business from the UK, GBM’s networking, matchmaking, digital marketing and lead generation services offer initial strategic guidance, followed by creative campaigns delivered across a variety of traditional and digital media and sales activity.

“There are so many new opportunities to micro-target audiences, that this is a great time to be marketing to overseas buyers, and the current uncertainties offer as many opportunities as threats, if you look at the markets strategically,” concluded Snape.
GBM | UK & USA Market Consultancy

Specialist UK & US Business Development and Market Entry Services

- business development
- media relations
- PR
- advertising
- lead generation
- digital
- web localization
- exhibitions
- trade shows
- business development
- trade missions

UK and USA consultants with local market knowledge & experience

International profile projects delivered with tailored campaigns and service

GreatBritishMarketing.com
How WPG Accelerates Company Growth

WPG CUSTOMER JOURNEY

• WPG Concierge hosts platform orientation
• Trade development assessment is carried out
• Client profile needs reviewed and agreed

GET STARTED

• Concierge team commence bespoke research
• Trade opportunities are delivered for client
• Client advances the trade leads

LEAD GENERATION

• WPG Concierge facilitates warm customer introductions
• Ongoing bespoke business development and research for client continues based on evolving needs.

MATCHMAKING

"WebPort Global has brought significant value as we set up our new office in Washington, D.C. Their contacts are vast and valuable, including an introduction to the President of Panama, meeting with large U.S. firms such as Bechtel and General Dynamics, and a number of connections that will be useful as we grow our presence in the U.S."

Michael Hill, Founder & CEO, Sensipass Ltd.

"We began using WebPort Global and within a few months saw an increase in business- the German market reports they did allow us to focus on high-value leads and attain new customers - if you are exporting it is a great tool to use."

Conor Mulhall, GM, The Little Milk Company

"WebPort Global helped our company significantly as we explore potential export markets. They provided us with valuable contacts and trade research on countries from Poland to China. The team has been supportive, helped us to focus on high-quality leads as we continue to grow."

Darragh Reilly, CEO, Xtrupak Ltd.

"We'd like to thank you for making this trip to Ireland such a delight. We've been educated, informed and looked after wonderfully. We've fulfilled every objective of this professional mission and our trip to London was seamless. On a personal note, we'd also like to thank you for your kind recommendations on our ongoing vacation through your beautiful country. The service we received through your connections in Adare has been second to none."

Senator Thomas 'Mac' Middleton, Maryland State Senate

WebPort Global, 2 Seaport Lane, 9th Floor, Boston, MA 02210 USA
info@webportglobal.com
WebPort Global helps businesses grow globally.

Our service understands and analyzes your needs to deliver bespoke opportunities which aid international business development.

**WebPort Global Trade Development Tools Include:**

- Global Trade Data & Analytics
- Trade Education
- Partner Connections in 80 Countries
- Connection to 320 World Trade Centers
- Customized Market & Industry Analysis
- Focused Lead Generation
- Soft Landing Support

Get your Brand Noticed

- info@webportglobal.com
- www.twitter.com/webport_global
- www.linkedin.com/in/webportglobal
- www.webportglobal.com

WebPort Global drives the global trade journey by directly connecting SME’s to a captive audience of buyers, sellers, suppliers, intelligence and news through an always-on, live portal.
WISERTrade is the leading international trade database and premier tool for businesses monitoring world markets, State and regional trade service providers and cargo logistical organizations. WISERTrade has provided timely, reliable, and detailed trade information for more than 25 years. Its database encompasses monthly reports of much of the bilateral trade occurring across the entire world. The database is known for its market penetration reports, descriptions of global supply chain economics, U.S. and Canadian logistical providers as well as for its focus on developing/developed economy dynamics, showing growth and penetration into total world markets for detailed commodities.

- **WISERTrade** supplies more than just trade flow data. It provides unique, cutting edge analytics to support essential global strategic decisions with an easily used internet interface at low price.
- **WISERTrade** gives direct access to accurate, current data and intelligence on international trade. It has been the industry standard market leaders rely in an increasingly competitive global marketplace.
- **WISERTrade** is now set to provide data at sub-State geographies on exporter/importer operations.

**History**

THE WORLD INSTITUTE FOR STRATEGIC ECONOMIC RESEARCH was formed in 2004 to continue work of its predecessor, Miser of the University of Massachusetts, which produced the State origin of US exports for the Federal government in the National Trade Data Bank (NTDB).

**Technical support**

Complementing its extensive data and features, **WISER** offers outstanding technical support for both data and software. **WISER** is happy to share its expertise. Technical support is available by phone or email.

**Advanced features**

In increasingly competitive environments, sustained advantage can only be maintained by continuously searching for unique opportunities across the world. Data is available on every country in the world, with analytical techniques able to focus on commodities, customized commodity clusters, or parts of the world chosen by the user. **WISERTrade** offers great flexibility in searching and sorting the database. Query results can be displayed on the same page as the selection window or a new page to allow a larger view of the data. Results can be saved in multiple formats that are easily imported in other software for future manipulation. **WISERTrade** can graph the data to provide a quick snapshot of long-term and/or recent trends. All graphs are downloadable and can be easily inserted in word documents. **Market Penetration** graphs show state or province, country and regional shares of world markets, by 2, 4 and 6-digit HS commodity. **Transportation Logistics** graphs and tables show the extent ports capture commodity flows from producing regions and the relative penetration of ports into total export and import shipments **Winners and Losers** provide unique graphical representations of differential growth between the region and comparison geographies, by 2, 4 and 6-digit HS commodity. Such instantaneous visualization capability is unique in the industry and is a powerful tool to unlock and communicate the strategic information hidden in the ocean of numerical data. Customized lists of countries, industries, commodities, states, or ports that are tracked periodically can be saved and speed up data retrieval on repeated queries.

**FEATURES**

- Easy to use
- No software/No CD-Roms to install
- Instant access to all data updates with coverage over long time series
- Aggregations for US and World regions
- Includes US values and weight data by air and vessel
- Outputs in PDF, spreadsheet, and text

**Contact us now**

WISER, P.O. Box 279
Athens, New York USA 12015
support@wisertrade.org
+1.413.282.8182
http://www.wisertrade.org
The WISERTrade database

Our extensive trade intelligence system allows information about a wide-ranging set of trade features and is updated monthly and quarterly depending upon the data source. The WISERTrade database consists of the following data:

- U.S. exports and imports by 2, 4, and 6-digit HS (Harmonized System) commodity codes or by 3- and 4-digit NAICS codes by country of destination/origin and by state of movement/destination
- U.S. exports by state of origin by port of exit and by country of destination
- U.S. exports and imports by most detailed, 10-digit HS commodity code by partner country and by both US districts of exit and entry and of unloading
- EU 28 countries exports and imports by 2, 4, 6, and 8-digit harmonized code by partner country and by mode
- Canadian exports and imports by province, by partner country and US state, by 8-digit HS exports and 10-digit HS imports and, unique to WISERTrade, by weight
- Japanese exports and imports by 2, 4, 6 and 9-digit HS commodity code by partner country
- Chile, Colombia, and So African exports and imports by 2, 4, 6 and 8-digit HS commodity code by partner country & port since 2010
- WISERTRADE World integrated database of 177 countries imports by partner country, by 2, 4 and 6-digit HS commodity
- More countries come on line as we negotiate with statistical departments of various governments
- Reexports and intermediary countries of export that confuse traditional data if Reexports and intermediary data is unavailable

Applications of the WISERTrade data

- Tracking products from inception to commercialization over time, for the entire spectrum of individual commodities.
- Value, supply chain optimization, and procurement management in a global context.
- Assisting economic development policy formulation.
- Understanding competition, consumption and production in world markets.
- Providing data and information on marketing and international business to the business students and researchers and understanding of political and economic changes for social and behavioral students and researchers.
- Identifying the entities and impact of new products, producers, sellers and buyers on the world order.

For information about our products, please download the products brochure at: www.wisertrade.org.
BIS Mission

Advance U.S. national security, foreign policy, and economic objectives by ensuring an effective export control and treaty compliance system and promoting continued U.S. strategic technology leadership.

“In the U.S. and globally, the pace and breadth of technology advancement is occurring at a breathtaking pace. And while the civilian benefits of these and other technologies are apparent in everyday lives, their impacts and applications in the national security space cannot be ignored and must be addressed.” – Richard Ashooh, Assistant Secretary for Export Administration
About BIS:

The Bureau of Industry and Security (BIS) administers and enforces the Export Administration Regulations (EAR), which control the export of commercial and less sensitive military commodities, software, and technology. BIS supports businesses’ endeavors by administering the legal export of their items, and assisting companies of all sizes to understand and follow the regulations.

While BIS’ paramount concern is the national security of the United States, our protection of U.S. national security includes not only supporting U.S. national defense but also ensuring the health of the U.S. economy and the competitiveness of U.S. industry. Through a robust outreach program and a transparent regulatory amendment process, as well as active technical advisory committees, BIS strives to work in partnership with the private sector, which better allows us to adapt our activities and regulations to changing global conditions and challenges.

BIS Outreach Services:

- Advises exporters about Export Administration Regulations to ensure compliance
- Conducts seminars for exporters and for export control practitioners
- Provides businesses assistance with establishing or improving internal compliance programs
- Provides web-based resources for new and advanced exporters, with special resources for small businesses

Contacts & Resources

- Washington, D.C. (202) 482-4811
- Northern California (408) 998-8806
- Southern California (949) 660-0144
- ecdoexs@bis.doc.gov
- Nationwide Export Enforcement Hotline (800) 424-2980

www.bis.doc.gov
FINANCIAL SUPPORT FOR U.S. SMALL BUSINESS

Grow exports sales with confidence!
EXIM Bank empowers exporters of U.S. goods and services to win sales that otherwise would go to its foreign competitors. As the official export credit agency of the United States, we provide financial support to ensure a level playing field for U.S. exporters competing in the intense global marketplace.

Whether a small business needs working capital to fulfill sales orders, protection against buyer nonpayment or the ability to extend credit to buyers, EXIM has a solution. In fact, small business transactions represent nearly 91 percent of all transactions. No deal is too small for the Bank and we provide support in more than 180 countries.

EXIM SOLUTIONS IN A SNAPSHOT

Nonpayment Protection
EXIM export credit insurance provides payment coverage for both commercial and political risks (up to 95 percent of the sales invoice). Small businesses can count on EXIM to protect their export sales to a single buyer or their entire foreign portfolio.

Extend Credit
This insurance also empowers exporters to offer competitive “open account” terms to its buyers (typically up to 180 days) instead of requiring them to pay cash-in-advance or secure letters of credit.

Working Capital
EXIM guarantees a lender’s loan providing exporters access to the vital funds to fulfill its sales orders. These funds can be used to purchase finished products, raw materials and equipment as well as cover labor and overhead costs and standby letters of credit used as performance or bid bonds.

Term Financing
EXIM’s 100 percent loan guarantees give lenders the assurance to provide loans to foreign buyers. With this support, the buyer can typically obtain lower interest rates and longer repayment terms to buy U.S. capital goods and services.

NEXT STEP: Contact EXIM’s export finance regional directors to answer your questions and expedite your EXIM application.

800.565.3946 [EXIM]
exim.gov/what-we-do

Work with Us to Grow Job Opportunities in the Communities You Serve

The Export-Import Bank of the United States (EXIM) created the Regional Export Promotion Program (REPP) to make more U.S. companies aware of its trade-beneficial products.

The program brings state, country, local, and non-profit economic development entities together with EXIM in an alliance designed to expand U.S. export sales. These REPP entities have market expertise and relationships with local businesses, so they can inform them about how EXIM financing can increase their export sales opportunities.

This teamwork should result in more EXIM awareness, more U.S. export sales and more jobs at home.

EXIM provides REPP Members with:
- Essential support and resources, including training and marketing material
- Trade finance specialists to speak at events
- Joint marketing and outreach campaigns
- One-on-one trade finance counseling and support for local exporters

In turn, REPP Members will:
- Conduct export seminars and share information about EXIM at seminars sponsored by U.S. Export Assistance Centers and other trade related organizations
- Keep current with EXIM’s products
- Connect exporters with EXIM regional directors
- Report on their export outreach

Bringing Better Jobs

“U.S. jobs supported by goods exports pay 13 to 18 percent more than the U.S. national average.”

— Source: International Trade Administration

Those eligible for REPP membership include state, county, city governments (either directly or indirectly funded); local nonprofit economic development entities funded through universities or colleges; small business development centers, and world trade centers.
About EXIM

The Export-Import Bank of the United States (EXIM) is the official export credit agency of the U.S. government. Its mission is to create and support American jobs by facilitating the export of U.S. goods and services.

EXIM Products

EXPORT CREDIT INSURANCE
to protect against nonpayment and extend open account credit terms to buyers;

WORKING CAPITAL FUNDS
to fulfill export sales orders; and

COMPETITIVE BUYER FINANCING
to purchase U.S. capital goods and services.

Become a REPP Member Now!

EXIM’s REPP application process is straightforward. Usually, only a copy of your organization’s comprehensive annual report, either to management, the board of directors, or governors will contain sufficient information to ascertain REPP eligibility. If your organization does not prepare an annual report, EXIM will request a marketing plan.

EXIM welcomes your inquiries and looks forward to working with you to increase jobs in your community. Once approved as a member, EXIM will train your staff at one of its regional offices or at its Washington, DC headquarters.

For more information contact

EXIM’s REPP Manager:

Aerek N. Stephens
aerek.stephens@exim.gov
202.565.3913
grow.exim.gov/aerek-stephens

EXIM EXPORT-IMPORT BANK OF THE UNITED STATES
exim.gov
SBA Office of International Trade

The U.S. Small Business Administration’s Office of International Trade (SBA/OIT) provides resources and programs to enhance the ability of small businesses to compete in the global marketplace. Through 21 U.S. Export Assistance Centers, SBA district offices and a variety of service-provider partners, we direct and coordinate SBA's ongoing export initiatives to encourage small businesses going global.

Export Expansion

- **State Trade Expansion Program (STEP)** provides financial awards to U.S. States and territories to support small businesses growth as new exporters, increase export sales, expand to global markets, and pursue significant new opportunities. To find out how STEP can help small businesses in your State expand globally, check out: [http://www.sba.gov/STEP](http://www.sba.gov/STEP).

- **Trade Promotion Coordinating Committee Small Business Working Group** - SBA OIT coordinates quarterly meetings with Federal export promotion agencies to network and leverage outreach and services on behalf of U.S. small businesses.

- **Training for Small Business Counselors** - SBA OIT works closely with SBA’s Office of Entrepreneurial Development to train and certify SDBC counselors on international trade.

Trade Finance

- **Export Counseling and Training** resources are available free and low-cost through a nationwide network of resource partners and OIT trade finance managers at U.S. Export Assistance Centers. To find one near you, visit: [http://www.sba.gov/Local](http://www.sba.gov/Local).

- **Export Express** provides you with a streamlined process that expedites an SBA guaranty and provides a line of credit up to $500,000.

- **International Trade Loan** offers you a combination of term and working capital loans to start or expand exporting, or if you have been adversely affected by import competition. The maximum amount is $5 million.

- **Export Working Capital Program** loans can provide you with working capital to support export sales. The SBA can guarantee up to 90 percent of the loan with a maximum account of $5 million.

International Affairs & Trade Policy

- SBA’s International Affairs & Trade Policy team helps ensure that trade agreements afford U.S. small businesses equal access to international markets.

- Whether a start-up is involved in international sales or a small business encountering a customs transaction problem or “behind the border” regulatory challenge, SBA’s International Trade Inquiry Point is available at **+1 (855) 722-4877** and [international@sba.gov](mailto:international@sba.gov) to connect small businesses to international trade-related answers, counseling, and resources at SBA and U.S. Federal Agencies.

For more information, please visit: [http://www.sba.gov/oit](http://www.sba.gov/oit)
The U.S. Trade and Development Agency is an independent agency that connects the U.S. private sector to priority infrastructure projects in developing and middle-income countries.

USTDA’s funding brings in U.S. industry experts to perform feasibility studies, launch pilot projects or provide a diverse array of technical assistance. The Agency also connects project sponsors with U.S. businesses through its reverse trade missions, which bring overseas decision-makers to the United States to introduce them to the design, manufacture, and operation of U.S. goods and services.

The Agency’s programming provides “win-win” results: U.S. companies gain access to high-level decision-makers, while overseas partners gain insight into the latest, most appropriate U.S. solutions to meet their infrastructure goals.

Investing Strategically for Impact

USTDA invests strategically in industry sectors where U.S. businesses are most competitive — energy, transportation, and ICT — and has prioritized its funding in 22 of the fastest-growing emerging economies, where U.S. goods and services are most in demand.

The results speak for themselves: the Agency currently generates $104 in U.S. exports for every $1 programmed.

Preparing Bankable Projects

USTDA is unique among federal agencies in that it is mandated to engage the U.S. private sector in infrastructure projects at the critical early stages when the projects’ technology options and requirements are being defined.

Technical Assistance

Filling the Gaps

USTDA-funded technical assistance offers assessments, recommendations and technical support to meet industry requirements and to seek implementation financing.

- Execution details
- Technical design
- Tender documents
- Packages

Feasibility Studies

Getting It Right from the Start

The Agency’s feasibility studies, which are performed by U.S. firms, provide comprehensive analysis at the critical early stages when a project’s technology options and requirements are being defined.

- Technical
- Financial
- Legal
- Environmental
- Life-cycle cost analysis

Pilot Projects

Showcasing U.S. Capabilities

The Agency pilots U.S. equipment or technology in an overseas setting to:

- Highlight the effectiveness of U.S. solutions
- Provide the analysis and empirical data required to move a project forward
- Identify opportunities for scalability and replicability throughout a market
USTDA provides much-needed assistance for private sector-led development in emerging markets and directly supports U.S. exports to those markets, promoting sustainable economic growth here and abroad.”

— Dominic Barton
GLOBAL MANAGING DIRECTOR, MCKINSEY & COMPANY

Supporting U.S. Gas Sector Jobs

USTDA and U.S. industry launched the U.S. Gas Infrastructure Exports Initiative to connect American companies to export opportunities across the gas value chain in emerging economies. The Initiative aims to advance gas infrastructure in partner countries by connecting project sponsors to cutting-edge U.S. technologies, equipment, and solutions.

Powering Africa

USTDA grantee Amahoro Energy recently completed construction of the Musarara hydropower project on the Gaseke River in rural Rwanda. By supporting a feasibility study, USTDA helped Amahoro Energy achieve their development objectives at Musarara. Estimates suggest more than 100,000 Rwandans achieved access to reliable electricity in this remote corner of the country as a result of the project. A regional hospital that had previously generated its own electricity with expensive and polluting diesel generators was also electrified as a result of the project. “Power Africa, besides connecting us with funding for a feasibility study, also helped us speed up our timeline to break ground on the project,” said Amahoro Energy CEO Dr. Caleb King. With USTDA support, Dr. King and the Amahoro Energy team are now beginning construction on the Nyundo hydropower project on the Mukungwa River.

Leveling the Playing Field

USTDA’s Global Procurement Initiative: Understanding Best Value (GPI) helps public procurement officials evaluate the total cost of ownership of the goods and services they acquire for their infrastructure investments. The GPI is advancing value-based procurement policies that integrate tools like life-cycle cost analysis in a transparent manner that levels the playing field for international competition, thereby opening up markets for U.S. exports.

Advancing Smart Cities

USTDA has strongly backed Prime Minister Modi’s call for 100 smart cities in India. Leading the U.S. government effort to position U.S. companies and technologies at the forefront of this Initiative, USTDA’s program introduced Tata Power Delhi Distribution Ltd. to Honeywell Building Solutions (Golden Valley, MN) automated demand response system technologies. By partnering with Tata Power-DDL, USTDA assistance positioned U.S. companies to help modernize its electrical grid by introducing U.S. technologies that provide modern, scalable solutions to reduce outages, curb losses, and help utilities better engage with their customers. As a result, Tata Power-DDL has nearly doubled its grid connections and emerged as one of India’s leading electricity distribution utilities.

Reaching U.S. Industry

USTDA’s Making Global Local program is connecting businesses in communities across America with the Agency’s export-promotion programs. USTDA has established partnerships with over 80 export promotion organizations in over 30 states and the District of Columbia under the Making Global Local banner.

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OFFICE OF TRADE AND REGULATORY REFORM

Trade can have a profound effect on an economy, and inclusive private sector growth is a necessary component of sustainably alleviating poverty. By increasing trade and helping grow large and small businesses, countries can create new economic opportunities for men, women and youth—and lay the groundwork for greater stability and a more prosperous future.

USAID’s Office of Trade and Regulatory Reform (TRR) works with governments, the private sector and other donors to expand overseas markets, create economic opportunities and build strong, stable partners. By modernizing markets and attracting outside investment to the developing world, TRR is helping create shared prosperity in the United States and abroad.

OUR WORK

Around the world, TRR applies its expertise in trade facilitation, growing small and medium enterprises and e-commerce. TRR works to strengthen and streamline enabling environments, business regulations, commercial law, competition policy, standards and more. TRR creates business-friendly markets and ultimately builds greater opportunities for both USAID’s partner countries and American firms looking to sell overseas.
Trade

Trade capacity building assistance helps developing countries remove trade barriers, improve customs procedures, modernize markets and implement trade agreements that level the playing field and create economic growth for their citizens. Trade capacity building also helps the United States by allowing American firms to more easily export or expand to overseas markets, resulting in increased employment at home and abroad.

TRR monitors trade projects and shares best practices from these activities across the agency, as well as provides technical expertise during the design and implementation phases of projects to ensure effective programs. TRR provides intellectual leadership about the role trade plays in international development—including its importance in food security, health, and democracy and governance—and advocates for USAID’s position among U.S. Government agencies through the Trade Policy Staff Committee and other fora.

Private Sector Development

Employment is a critical issue in USAID’s partner countries, with significant impacts on emigration, stability and poverty. To decrease the current high unemployment rates among youth, more than 5 million new jobs must be created globally every month. Private sector development is an important aspect of creating jobs where lack of economic opportunity is a key motivator for emigration. Employment is also vital for stability and preventing anti-Western radicalization of youth.

TRR supports activities that grow enterprises, align workforces with industry demand and support adaptation of international standards—with the goal of making partner countries’ economies more competitive and attractive to outside investors. These projects help increase employment and incomes, expand the consumer class and strengthen potential markets for U.S. businesses. TRR provides technical expertise in sectors important to private sector development, such as food security, financial inclusion, resilience, fragility, urbanization, women’s empowerment, and youth engagement.

E-commerce

The ability to sell goods and services online is expanding exports and entrepreneurship while promoting inclusive economic growth and development. TRR builds upon USAID’s global leadership in digital development by accelerating e-commerce and digital trade of goods and services in developing countries—ultimately helping cultivate an inclusive, responsible and sustainable digital ecosystem that can benefit partner countries and the American people.

Contacts

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Ned Rauch-Mannino
Advisor for Intergovernmental Affairs
nrauchmannino@usaid.gov
The 2019 survey was distributed electronically and received responses from Nov. 15, 2018 – Feb. 5, 2019. Responses were received from 45 states for the 2019 survey. Responses from an additional three states (Arizona, Delaware and Illinois) are included in this analysis using responses from the 2018 survey for a total of 48 states represented.

*One state from the 2019 survey remained anonymous

Q2. Is your state international trade director appointed?

11 Yes

34 No
Q3. Where in state government is your office located?

- 4 Governor’s Office
- 8 Public-Private Organization
- 10 Dept. of Commerce or equivalent
- 23 Dept. of Economic Development or equivalent

Other:
- World Trade Center
- Department of State
- We are not part of the state government; however, the trade division is located in the Department of Commerce.

Q4. Is your state trade office responsible for the promotion of agricultural exports?

- 14 Yes
- 34 No

Q5. Is your state trade office responsible for FDI attraction?

- 39 Yes
- 8 No
Q6. Which of the following trade promotion services does your state trade office currently offer?

- Licensee, joint venture, partnership contract review
- Import counseling
- Foreign student recruitment to your local colleges or universities
- Competitive analysis/pricing information
- Identifying suppliers abroad for companies in your state
- Marketing/promotional literature reviews
- Inbound buying missions
- Foreign company background checks
- Agent distributor searches
- Market entry strategy development
- Export readiness training
- Market research

Continued on next page
Q6. Which of the following trade promotion services does your state trade office currently offer?

<table>
<thead>
<tr>
<th>Service</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overseas offices or representatives</td>
<td>33</td>
</tr>
<tr>
<td>Training programs and seminars</td>
<td>36</td>
</tr>
<tr>
<td>Client export counseling</td>
<td>37</td>
</tr>
<tr>
<td>Trade missions</td>
<td>41</td>
</tr>
<tr>
<td>Trade shows</td>
<td>41</td>
</tr>
</tbody>
</table>

Other:
- Certificates of Free Sale and other Regulatory Documents
- Coordinate with other organizations for resources as needed; sometimes work with partners on training programs and seminars
- Facilitate trade promotion resource information to California business constituents looking to expand their business in foreign markets as well as to statewide EDO network seeking foreign direct investment.
- State trade grants.
- Trade policy
- We do not offer trade promotion services except within our Small Business Development Center which offers export assistance counseling to small businesses who have buyers identified
- We hire a team of consultants in 16 International markets that provide the above services. We also partner with the World Trade Center that assists with import counseling and some of the above services. USEAC is also a strategic partner in our International efforts.
- While our state office focuses on export training, federal grants, etc our close partnership with US Commercial Service completes the needs and requests for overseas offices, background checks, agent distributor searches, etc.
- Our Office of International Commerce will initially counsel any person/entity with an international business interest. Further, OIC works closely with the extensive port network in Louisiana to increase and promote trade.
Q7. What size company do you consider to be your primary clients for export promotion?

<table>
<thead>
<tr>
<th>Size of Company</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-19 employees</td>
<td>5</td>
</tr>
<tr>
<td>20-99 employees</td>
<td>34</td>
</tr>
<tr>
<td>100-249 employees</td>
<td>8</td>
</tr>
<tr>
<td>250-499 employees</td>
<td>1</td>
</tr>
</tbody>
</table>

Q8. What role does your office play in trade policy? (Select all that apply)

<table>
<thead>
<tr>
<th>Role Description</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No role</td>
<td>6</td>
</tr>
<tr>
<td>Advises the legislature on trade policy</td>
<td>18</td>
</tr>
<tr>
<td>Serves as a state point of contact for the U.S. Office of Trade Representative</td>
<td>25</td>
</tr>
<tr>
<td>Advises the governor on trade policy</td>
<td>32</td>
</tr>
</tbody>
</table>

Other:
- A combination of advising our commissioner and governor on trade policy and updating on trade policy developments
- Advises governor’s office as needed.
- Advises the Commissioner
- At the request of the Governor or the State Legislature, we provide data and analysis that supports decision-making without advocating for specific policies.
- Respond if requested by the Governor’s office or our marketing/communications team
- Responds to press inquiries
- We are considering adopting a more formal role in trade policy, but that determination won't be made until 2020.
- We participate in trade policy discussions with Governor, but don't advise directly
Q9. What role does your office play in assisting companies with IMPORT inquiries? Check all that apply.

- Advise on financial transactions (4)
- Assist in identifying unfair trade issues (6)
- Advise companies on the customs and duty collection process (9)
- Identify/understand import regulations (10)
- Help identify foreign supplier companies (11)
- Recommend logistic services (16)
- No role (25)

Other:

- Do not actively promote these services.
- Only on active projects for investment.
- Provide general information in importing on our web site and refer inquiries to appropriate service providers.
- Referral to appropriate government agencies
- Referral to other sources of assistance.
- Support existing industry through referrals to other entities in the state as it relates to import inquiries, as a rule.
- This work is very limited.
- We are considering establishing a formal import assistance program, but that determination won't be made until 2020.
- WTC provides these services
Q10. Has your state trade office’s budget increased, decreased or stayed approximately the same the past 12 months?

- Increased: 10
- Decreased: 5
- Same: 31

Q11. Do you anticipate your state trade office’s budget will increase, decrease or stay the same over the next 12 months?

- Increased: 6
- Decreased: 3
- Same: 36
Q12. If your office anticipates a budget increase, how do you anticipate those additional funds will be spent? (Check all that apply)

- Open a new office: 2
- Provide new services: 2
- Purchase new technology: 3
- Staff training: 3
- Hire new staff: 5
- More trade events: 5

Other:
- Expand representatives in key international markets

Q13. Does your state maintain international trade offices in foreign countries?

- Yes: 33
- No: 11

NOTE - Two states that responded no above said the following:
- We hire consultants that work with client companies in international markets, but they are not formally a state trade office.
- The Trade Division does not have offices, but does maintain contracts with reps in Mexico and China.
Q14. If your state maintains international trade offices in foreign countries, please list the countries where your state maintains a presence.

27 Countries were represented among the states that reported that they maintain an international trade office in a foreign country.

Countries Listed

Australia  Belgium  Brazil  Canada  Chile  China  Colombia  Czech Republic  France

Germany  India  Ireland  Israel  Japan  Malaysia  Mexico  Netherlands  Peru

Saudi Arabia  Singapore  South Africa  South Korea  Spain  Switzerland  Taiwan  United Arab Emirates  United Kingdom

Comments:
- We maintain a cadre of consultants that we use on a "pay-as-we-use-them" basis. None are on retainer. We have these consultants in 75+ countries.
Q15. Does your state plan to expand the number of overseas offices in the next 12 months?

- Yes [6]
- No [38]

Q16. How many total full-time equivalent (FTE) employees are currently employed by your state's trade office?

- 1-5 employees [23]
- 6-10 employees [15]
- 11-15 employees [4]
- 15+ employees [3]

Q17. Has the number of total full-time equivalent (FTE) positions increased, decreased, or stayed approximately the same over the past 12 months?

- Increased [4]
- Decreased [8]
- Same [34]
Q18. What is the median annual salary for your trade staff?

<table>
<thead>
<tr>
<th></th>
<th>Entry level trade specialist</th>
<th>Senior trade specialist</th>
<th>Director</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Low</strong></td>
<td>$32,000</td>
<td>$45,000</td>
<td>$65,000</td>
</tr>
<tr>
<td><strong>High</strong></td>
<td>$75,000</td>
<td>$125,000</td>
<td>$180,000</td>
</tr>
<tr>
<td><strong>Avg.</strong></td>
<td>$54,067</td>
<td>$73,803</td>
<td>$105,316</td>
</tr>
</tbody>
</table>

Q19. Do you have staff dedicated SOLELY to FDI attraction?

- Yes 14
- No 29

Comments:
- A separate group in our agency works on FDI attraction. It is not connected to our trade/small business export assistance activities.
- Dedicated staff for both domestic and FDI recruitment.
- Different department within organization.
- Director covers both trade promotion and FDI recruitment.
- FDI attraction is handled by separate division in the agency.
- FDI attraction staff located in the business development segment of our agency.
- FDI is handled by another division.
- N/A - that is handled by the state office of Economic and Community Development.
- Our Industry Development Managers work on both FDI and domestic recruitment efforts.
- Our office's primary responsibility is FDI attraction. Currently, export promotion is still under a separate office in the Business Action Center, located in the State Department.
- PA’s Office of International Business Development (OIBD) handles both export development (trade) and FDI. Both teams have dedicated staff and a network of international offices.
- Breakdown of personnel in HQ: Executive, Global Operations, Administrative Support: 4 Trade: 4 full time + 1 part-time FDI: 5
- The agency has dedicated staff for FDI attraction (in another division) responsible for both domestic and FDI recruitment.
- The Economic Development Partnership has staff dedicated to FDI attraction, but they are part of another division within the Partnership. The International Trade Division is solely focused on export development.
- The whole organization.
- This is an area we’re hoping to remedy in the next budget cycle (July 1) to hire a FTE dedicated to FDI activities for the state.
- We work on FDI promotion jointly with our Business Attraction Team.
- Our team works both trade and fdi. The cross-responsibilities work well and provide some synergies and cost savings.
Q20. Please identify the primary obstacles that your agency faces in accomplishing its trade promotion goals.

- Support from executive branch: 8
- Support from legislature: 9
- Integration of international with other state economic development programs: 10
- Organizational structure: 11
- Awareness of services: 28
- Insufficient staffing/ internal capacity: 31
- Funding/budget: 33

Other:
- All are continuous battles in trade promotion. We are always educating and advocating.
- Lack of awareness of international/FDI attraction and its importance from senior staff.
- Our budget and resources have been reduced by over 50% during the last 10 years. There is no indication of significant support internally to rebuild our small business export assistance program. If we did not have funding from STEP on a regular basis we would essentially not be able to offer any significant support to small business exporters.
- Trade is not considered an economic development initiative at the state’s Department of Economic and Community Development. This may change with the new administration.
- We do not have trade promotion goals.
Q21. Which of the following are significant barriers for businesses in your state that currently export or wish to export? Check all that apply.

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>Navigating domestic export license requirements</td>
</tr>
<tr>
<td>26</td>
<td>Obtaining export capital</td>
</tr>
<tr>
<td>30</td>
<td>Understanding foreign regulations</td>
</tr>
<tr>
<td>32</td>
<td>Identifying foreign buyers</td>
</tr>
</tbody>
</table>

Other:
- Competing domestic business goals
- Global geopolitics and uncertainty
- Individual company capacity needs
- Intellectual property protection in some export markets; costs of certifications in some export markets
- Internal capacity to initiate and manage international business development
- Shipping and logistics costs
- Understanding the resources available to them
Q22. What is the MOST significant obstacle for businesses in your state regarding access to export capital?

- **Political risk**: 1
- **Risk from foreign buyer**: 6
- **Profitability requirements**: 8
- **Lack of participation from private lenders**: 17

**Other:**
- We do not have enough visibility on this issue
- Many in our state simply don't want to take out loans; they would rather use the capital/cash within the company to make new things happen
- We hear from companies that the export finance programs are too slow to process in the business world. And US banks don't finance as much or as often. Most exporters that need the capital are smaller and may work with community banks. Those community banks don't provide export capital, or have knowledge of export finance programs. Our programs has made this a priority, becoming ExIm Bank's regional partner to stay abreast of services and promote them in our state. As the ExIm rep working with local bankers is easier.
- Lack of understanding risks and navigating terms to insure cash flow.
Q23. Which of the following areas of potential state-federal cooperation on trade assistance programs are important to your agency? Check all that apply.

- Joint administration of grants (12)
- Joint performance measures (13)
- Success sharing/information sharing (31)
- Client sharing (32)

Other:
- We work independently and don't rely on any of the above.
- Joint promotions of programs and events
- Working on joint projects - missions, exhibits, foreign buyer programs
Q24. How often does your agency refer exporters to the federal resources available through export.gov and/or trade.gov?

1 Rarely
14 Sometimes
30 Frequently

Comments:

- Considering the small size of our state, it is critical for us in the export ecosystem to work efficiently and effectively. Therefore, we have always taken the approach of identifying each other’s strengths and serving clients with those strengths, i.e. clients who have yet to set up a company but are interested in import/export. They would be referred to SBDC for business planning and establishment, SBA for financing options, my office for export training, and when ready with an export ready product tap into US Commercial Service for information on market development.
- We refer hundreds of times a quarter to many services. One of the most frequent is to USDOC/FCS services. We work daily with our USEAC directors.
- Our Commerce office is sorely understaffed so we try to assure referrals that have the ability to take advantage of the tools DoC offers.
- Try to utilize government services as a first priority before working with contractors and other service providers.
- We work closely with our local USEAC representative
- The New Orleans Office is excellent and collaborative.
Q25. Which of the following services/programs offered by the U.S. Department of Commerce did your state use or participate in during the last 12 months? Check all that apply.

<table>
<thead>
<tr>
<th>Service/Program</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feature Your Company on the U.S. Commercial Service site – FUSE</td>
<td>1</td>
</tr>
<tr>
<td>Trade Fair Certification Program – TFC</td>
<td>5</td>
</tr>
<tr>
<td>Trade missions – USDOC Executive Led</td>
<td></td>
</tr>
<tr>
<td>Customized market research</td>
<td>8</td>
</tr>
<tr>
<td>Advocacy Center</td>
<td>10</td>
</tr>
<tr>
<td>International company profile</td>
<td>14</td>
</tr>
<tr>
<td>Single company promotion</td>
<td>16</td>
</tr>
<tr>
<td>International partner search</td>
<td>22</td>
</tr>
<tr>
<td>Market research reports</td>
<td>22</td>
</tr>
<tr>
<td>Gold Key</td>
<td>29</td>
</tr>
</tbody>
</table>

**Other:**

- Our office did not personally use any services; out state refers clients to these services; state export clients are pleased with their services.
- Select USA
- The state has signed up for a Single Location Promotion, but numerous clients have signed up for all other options listed.
- These services are primarily provided to state businesses by referral to US Commerce.
- Trade Mission Programming through US Embassies and Consulates
- Trade Mission Support (assistance with business reception and market briefing)
- Training, seminars
- We refer companies to USDOC trade specialists, participate in TradeWinds. We participate each year in Select USA
- We refer to all of the checked above. We are a recipient of STEP funds, and we promote the opportunity to companies along with many other partners in our state
- We use so infrequently, we do not track.
Q26. Please rate your level of satisfaction with the U.S. Department of Commerce services provided overseas during the past 12 months.

Average rating between slightly satisfied and moderately satisfied

![Graph showing satisfaction levels]

Comments:

- In state service is outstanding. Staffing levels in certain markets is causing issues with lack of resources.
- Long lead time required for projects
- Our office did not personally use any services; our state refers clients to these services; state export clients are pleased with their services.
- Our USCS Officer is highly capable and effective. However, we need more officers to help handle the large number of companies we work with together.
- Overseas offices are very understaffed and it hard to find office that are able to deliver services
- Overseas offices seem to have bandwidth issues to take on trade missions for example.
- Provided services as contracted.
- Satisfaction is related to level of service and dependent on timing and staff availability. Variability in level of service is likely reflected in staff capacity/sector/etc.
- US foreign commercial staff located in key international markets typically do not have adequate experience in the sectors they are assigned and the quality of work provided is extremely variable and often times not available when requested because of claimed heavy workloads.
- Varies from post to post. Some see their position as largely ceremonial or diplomatic than actual promotion of US goods and services.
- We couldn't do what we do at the state level without our strong partnership with Commerce. I'm biased, but I think we're one of a handful of great examples of how agencies can leverage each other's expertise and resources to efficiently and effectively serve the clients of our state.
- We have an excellent working relationship with our local USDOC!
- We have set aside slots for USDOC to use for its clients in our STEP grant each year, and it has failed to deliver any participants.
- We rely heavily on the services of the US Department of Commerce to accomplish our goals
- We're very happy with our domestic office. The overseas offices are hit-and-miss, and now we've had to scramble on an overseas mission because the posts we're working with are shut down.
Q27. Which of the following do you anticipate organizations in your state may need assistance with to increase exports/international outreach over the next 12 months, including assistance not currently offered by the U.S. Department of Commerce?

- Competing for a foreign government procurement: 20
- Modifying products/services/practices for foreign markets: 22
- Obtaining export financing and insurance: 23
- Obtaining export funding & grants: 26
- Completing export documentation: 26
- Overcoming a market access barrier/unfair trade practice/intellectual property issue: 27
- Enhancing marketing/media exposure overseas: 28
- Developing a strategy to begin exporting, enter new markets, or expand in existing markets: 29
- Obtaining market and competitive intelligence: 32
- Foreign (and domestic) regulation, standard, and license compliance: 33
- Identifying foreign partners and buyers: 34

Other:
- All of the above and more.
- How to manage the impact of the tariffs
- Services in markets where the state has no representation.
- Setting up SLP events
Q28. Do you feel that your state’s working relationship with the U.S. Department of Commerce has improved in the last year?

Yes 33

No 10

Comments:
- About the same
- Our relationship has always been a mutually solid and valuable one.
- Our state office's relationship has always been strong, but I'd say in the last 6 years it's become even stronger, more transparent and collaborative than it ever has.
- Remained consistent
- Same; we've always worked well with USDOC. Can't comment on Trade Division's relationship.
- Stayed about the same (good).
- Stayed consistent- we are located and the relationship with the Providence USDOC is very beneficial. It is overseas where we have run into obstacles due to short staffing.
- The State relationship with the USDOC continues to enjoy continual growth.
- We continue to have a great working relationship with our local USDOC!
- We have always had a very good relationship with our Federal partners.
- We have always had and continue to maintain a close working relationship with our USEAC.
- We've had a good working relationship with our USEAC for a number of years.

Q29. What are your top advocacy priorities?

1. Elimination of trade tariffs. 2. Movement back towards multilateral free trade agreements, as bilateral FTA's put the U.S. at a competitive disadvantage.
- Continuing to promote services available and demonstrate to companies that opportunities exist despite global trade discussions (tariffs, etc.)
- Ex-Im Bank; Ratification of USMCA; Trade impact due to imposed tariffs
- Export Promotion
- FDI Export Promotion; Trade Missions
- Federal grants
- Free trade agreements, tariff issues - section 232 and 301
- Free trade/foreign trade agreements
- Greater company participation and results.
- Increase exports to our state; Increase number of exporters
- Intellectual Property
- Intellectual property; Tariffs and Trade Agreements (new and considered); Foreign buyer nonpayment collection
- Intermodal logistics improvement; Tariff barriers; US Dollar policy
- Joint promotion and expanded outreach to potential exporters in the state.
- Promoting FDI attraction to state in the life science/biotech, logistics, adv. manufac., artificial intel, cybersecurity, film and TV, sectors
- Properly funding and staffing; Commercial Service posts abroad; STEP 2.0.
- Remove US tariffs on foreign goods, especially the aluminum and steel tariffs; Ensure SMEs and state SMEs are represented in US Trade Policy actions, including FTAs with EU, Japan & the UK; Mitigate non-tariff barriers - pushing for mutual recognition of standards and harmonization; Raise the Customs de minimus to $2500

Continued on next page
**Q29. What are your top advocacy priorities?**

- Securing funding from our legislature; Resolving trade disputes with key trade partners; Restoring EximBank funding; Enhancing US government support for small exporters; Expanding Federal-State partnership
- STEP
- STEP
- Strengthen allocation and delivery of state and federal resources to assist businesses
- TBD
- Trade
- Tariff issues and uncertainty.

**Q30. How often do you meet with your state’s U.S. Export Assistance Center (USEAC)?**

- 0 / Never
- 8 / Infrequently
- 15 / Somewhat frequently
- 22 / Very Frequently
Q31. How often has your state engaged with the Department of Commerce SelectUSA?

- Never: 2
- Infrequently: 6
- Somewhat frequently: 23
- Very Frequently: 12

Comments:
- At least one Select USA event per year and multiple conversations.
- Mainly regarding the SELECT USA Expo
- Need dependent, so approx. 1-2 times a year.
- Only at SelectUSA Summit; We have not received potential leads information from SelectUSA
- Primarily we engage with SelectUSA for the summit in DC

Q32. How often does your state refer to SelectUSA.gov?

- Never: 3
- Infrequently: 20
- Somewhat frequently: 14
- Very Frequently: 4
Q33. Please rate your level of satisfaction with the services provided by SBDC(s) in your state during the past 12 months.

Average rating between slightly satisfied and moderately satisfied

<table>
<thead>
<tr>
<th>State</th>
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Comments:

- Don’t really work closely with them.
- Our interaction is minimal with SBDC since they do not offer international services.
- Our state’s SBDC clients are not typically exporters so we have a referral network between our organizations for when the situation arises.
- SBDCs could be more proactive in expanding outreach to rural companies throughout the state.
- The quality of SBDCs can vary widely. Some we work with closely, others we don’t.
- Our state’s SBDC prepares a handful (approx. 6 per year) international market research plans for companies. These are micro-companies largely incapable of pursuing international markets. While we appreciate the effort, the clientele of SBDC’s is such that it is not a meaningful pipeline of export-ready, export-capable companies.
- This is regarding export assistance. Having SBDC’s advise SMEs on exports has been and still is ill-advised. However, our regional SBDC is the go to for SME development and does a fairly good job of exports - usually they refer them to us or the USEAC. In KC area, the SBDCs are much more active in export assistance, and seem to produce higher quality work.
- We could interface on a more regular basis.
- We work closely with our SBDC in our [largest city] to assist small businesses.
Q34. How often does your office refer to your state SBDC(s)?

- **2** Never
- **15** Infrequently
- **11** Somewhat frequently
- **14** Very Frequently

Comments:

- Usually refer client companies that need a basic business plan, typically newly formed companies.
- We contract with our main SBDC for market research for small businesses.
- We have a formal strategic alliance with our SBDC network that provides Export marketing Strategic Plans for SME exporters.
- We refer and new exporters to SBDC. Typically we receive inquiries from existing exporters seeking STEP grant assistance.
- We refer startup companies to SBDC that aren't export ready.
Q35. For states with STEP and a SBDC, how important is the SBDC as a partner to the overall success of your STEP grant mission?

Comments:

- Many SBDC client companies are only in the formative stages and not quite ready to export. They require more assistance in developing and implementing their business concept.
- The SBDC plays no role in our state trade development programs.
- They provide us with a valuable referral network to new STEP clients.
- We can't quantify how many or if any new to exporting companies are working with SBDC prior to being referred to the STEP program to submit an application. Our STEP program has limited new exporters.
- We contract for market research reports to assist our ESBCs.
- While our local SBDC is part of our ecosystem and are familiar with STEP, they do help in some aspects in marketing the program but not a great deal. The local SBDC has also recently undergone leadership change, so as the new routine sets in, I imagine more collaboration will happen.
Q36. Do you use a formula or methodology to identify estimated return on investment (ROI) results for your trade promotion program?

Yes

If yes, please explain:

- 1. Amount of actual sales vs. actual event expenses
- 2. Amount of projected sales
- 3. Satisfaction rates of services provided
- Actual and forecasted sales directly tied to STEP funding
- ASBDC Form 641 reporting methodology
- State Step ROI formula
- Clients provide us with estimated export sales as a result of STEP funded activity.
- Cost/Benefit Ratio; ie. $1 of funding leads to X in exports
- Expenses vs. Sales
- Measure both client satisfaction and export sales program results. State Bureau of Economic & Demographic Research conducts a formal ROI analysis every 3 years
- Our clients self report
- Reported sales divided by budget.
- ROI calculation as determined by SBA STEP Grant Management
- Self-determination and estimation by each business
- STEP formula "Trade Event ROI Formula-Cost of mission/show:$3000 Airfare:$1500 Hotel: $1700 Meals: $600 Misc.: $100 Fee: $1000 Total $6550; Total actual sales: $50,000 Total expected sales: $20 million Net Total: $20,500,000 less total participants costs ($131,000) = $20,368,000 divided by 20 participating companies = $1,018,450 average combined export sales per company. The ROI per company is $1,018,450 divided by participants total cost = 155 to 1 or $155 generated for every $1 in cost."
- We do calculate ROI, based on actual export sales reported by clients as a direct result of assistance from our agency. After service delivery, clients are sent e-surveys every 6 months for 4 years in order for our office to track export sales.
- We use actual sales results of companies achieved due to participation on our project and actual expenses incurred by us in regards to the project.
- We use formula for STEP.
- We use IMPLAN to estimate the economic impact of client-reported export sales (actual) in terms of state and local tax revenue and jobs supported.
Q37. If your state received STEP grant funds, what was the ROI reported to SBA for the most recent fiscal year?

- 3.1
- 4.6
- 7.3
- 9.9
- 28.5
- 29
- 52.3
- 74.3
- 105
- 168.3
- 200
- 229
- $22 to 1
- $27 to $1 Federal dollar spent

- 1.8 to 1
- 1:30
- 110:1
- 22.5%
- 25x
- 35:1
- 58:1
- 72:1
- 78.1%
- Actual = $11.00; Projected = $177.00
- Around 40:1
- Basically $40 return for every dollar invested.
- In excess of 10%
Q38. How important is STEP (State Trade and Export Promotion) to the success of your export promotion efforts?

Comments:

- STEP has helped our program to strengthen our support of exporters and incentivize more companies to begin exporting or grow their exports in additional markets.
- STEP helps defray the cost of international marketing activities for ESBCs.
- STEP is our only source of funding at the moment.
- The SBA's management of the STEP program continues to be an issue.
- This is based on our observation. It is one piece of the puzzle, and important piece, but the amounts available aren't that significant per company. So, it's good for messaging, but not that great for converting to exports.
- We use 100% of our STEP funds to support a financial assistance program (micro-grant) for clients.
- We would be unable to assist as many companies without the dollars from STEP.
Q39. What percentage of your export promotion budget comes from STEP (State Trade and Export Promotion) funds?

- 11 States (0-20%)
- 9 States (21-40%)
- 7 States (41-60%)
- 8 States (61-80%)
- 7 States (81-100%)

Q40. Please identify which programs or resources you would like to receive information on from SIDO to assist you in your work.

- 32 States: Staff Training
- 33 States: Federal grant programs
- 35 States: Statistical information/market research
- 44 States: Best practices of other states

Comments:
- Advocacy such as the STEP initiatives
- Advocacy with state’s executive and legislative leadership.
- info/trainings on tariffs and how to convey info to the businesses
- Would love to be able to get export information at the county level.
Q41. General feedback/comments:

- As we become a more active member of SIDO, we look fwd to partnering with you on a number of our initiatives.
- Have enjoyed prior SIDO Director's meeting in D.C. and was truly rewarding to compare notes with fellow trade directors to see and learn of their experiences and how they might be applied to our state. SIDO has been a terrific tool for us to stay engaged and harness the full potential of international trade. Of great specific value has been their outreach to the Congressional delegation to advocate for international trade as a valuable economic development tool.
- Keep up the great work SIDO! We hope the annual STEP federal budget can continue to grow, as SIDO has targeted.
- Many thanks to SIDO for providing an excellent platform to best practice share.
- Please continue to have FDI attraction of part of SIDO programming and activities. Would be great to solicit feedback or have SIDO leadership who also represents FDI attraction interests.
- SIDO has done a tremendous job in building a cohesive organization that shares information relevant to making our program a success. It is much appreciated and a big thank you for the work and success on STEP for all the states that are provided these funds.
- SIDO is critical to the success of state's trade and investment programs.
- Some of the questions are pertinent to the state agency in which the state trade office resides, but are not pertinent to the the trade office operations.
- We appreciate SIDO and the support the organization provides to the states.
- We are looking forward to continued delivery of services to our companies and public understanding and support for trade towards the national, state and local economies.
Preliminary Registration
List as of 2/12/2019

ALABAMA
Mr. William Cummins
Executive State Director
Alabama SBDC Network
The University of Alabama

Mr. Beau Lore
International Trade Specialist
Alabama Department of Commerce

ARKANSAS
Mr. Dan Hendrix
President & CEO
World Trade Center Arkansas

Ms. Trish Watkins
Director of Grants, Finance & Human Resources
World Trade Center Arkansas

CALIFORNIA
Ms. Leah Goold-Haws
Statewide Director
Center for International Trade Development

Mr. Michael Hirou
Chief USA Representative - Manager
Tractus Asia

CONNECTICUT
Ms. Beth Casson
Sales Director
Reed Exhibitions

Mrs. Taryn DeGray
Export Development Executive
Reed Exhibitions

Mr. Chris Domans
Reed Exhibitions

Mr. George Norfleet
Director
Office of International and Domestic Business Development

DELAWARE
Mr. David Máthé
Export Trade Director
State of Delaware

Mrs. Emma Pautler
Export Delaware

DISTRICT OF COLUMBIA
Ms. Sarah Bonner
U.S. Small Business Administration

Ms. Meredith Broadbent
Commissioner
U.S. International Trade Commission

Mr. Bill Burwell
U.S. Department of Commerce
SelectUSA

Mr. Douglas Hoelscher
White House Office of Intergovernmental Affairs

Ms. Abigail Hunter
NGA Global

Honorable Gil Kaplan
U.S. Department of Commerce
International Trade Division

Mr. Andy Karellas
Director of Federal Affairs
The Council of State Governments

Mr. Patrick Kirwan
U.S. Department of Commerce
Trade Promotion Coordinating Committee
Ms. Jewel Linzey
U.S. Small Business Administration

Mr. Thomas McGinty
U.S. Department of Commerce
International Trade Administration

Mr. Scott Miller
CSIS

Mr. John Murphy
U.S. Chamber of Commerce

Ms. Karen Nies-Vogel
Bureau of Industry and Security

Mr. David O’Sullivan
Ambassador To the United States
Delegation of the European Union

Mr. James Parker
U.S. Small Business Administration

Ms. Dianne Quebral
U.S. Trade and Development Agency

Mr. Ned Rauch-Mannino
U.S. Agency for International Development

Mr. William Reinsh
CSIS

Ms. Jennifer Riccardi
European Union Delegation To the U.S.

Ms. Shadetra Robinson
U.S. Small Business Administration

Ms. Lisa Schroeter
Association for Women in International Trade

Mr. H. Andrew Schwartz
CSIS

Mr. Aerek Stephens
EXIM Bank

Mr. Steve Sullivan
U.S. Small Business Administration

Ms. Tricia Van Orden
U.S. Department of Commerce
Trade Promotion Coordinating Committee

Mr. Ryan Walls
Assistant Director
Bureau Van Dijk

Ms. Adria Washington
U.S. Small Business Administration

FLORIDA
Ms. Julie Balzano
Senior Director, Export & Workforce Development
National Marine Manufacturers Association

Mr. Manny Mencia
Senior Vice President
Enterprise Florida

GEORGIA
Mr. Michael Theisen-Jones
Manager, Global Business Development
Metro Atlanta Chamber

Ms. Dawn Townsend
Division Director, International Trade
Georgia Department of Economic Development

Mr. Cesar Vence
City of Atlanta
Mayor’s Office of International Affairs

Ms. Mary Waters
Deputy Commissioner for International Trade
Georgia Department of Economic Development

GERMANY
Mr. Markus Wellmann
Senior Consultant
PM & Partner Marketing Consulting GmbH

IDAHO
Ms. Jennifer Verdon
Manager
Department of Commerce

ILLINOIS
Mr. Fred Glickman
President, North America
PM&P U.S. LLC

Ms. Margo Markopoulos
Director of Trade
Department of Commerce
Office of Trade and Investment

Ms. Zoe Munro
Program Manager
Conference of Great Lakes & St. Lawrence Governors and Premiers

Taylor Shirk
Bureau Van Dijk
ILLINOIS
Ms. Samantha Soffici
Online Business Development Manager
IBT Online

Mr. John Worthington
Chief Executive Officer
IBT Online

INDIANA
Ms. Andrea Richter
Vice President, International Engagement
Indiana Economic Development Corporation

Mr. James Staton
Senior Vice President, Domestic & International Business Development
Indiana Economic Development Corporation

IOWA
Ms. Peggy Kerr
Team Leader - International Trade Office
Iowa Economic Development Authority

IRELAND
Mr. Mark O’Connell
CEO
OCO Global

KANSAS
Ms. Karyn Page
President & CEO
Kansas Global Trade Services

KENTUCKY
Ms. Gladys Parks
National Meetings Logistics Coordinator
The Council of State Governments

Kentucky Cabinet for Economic Development

LOUISIANA
Mr. Ben Fontenot
Assistant Director, Office of International Commerce
Louisiana Economic Development

Mr. Greg Johnson
Attorney At Law
Liskow & Lewis

MAINE
Mr. Wade Merritt
President
Maine International Trade Center

MARYLAND
Ms. Signe Pringle
Managing Director
Maryland Department of Commerce
Office of International Trade and Investment

MASSACHUSETTS
Khanh Mendelowitz
Business Development Manager
Office of International Trade and Investment

MICHIGAN
Ms. Jeanne Broad
International Trade Development Manager
Michigan Economic Development Corporation

Ms. Natalie Chmiko
Director, International Trade
Michigan Economic Development Corporation

Ms. Natalie Sandborn
STEP Program Manager
Michigan Economic Development Corporation

MINNESOTA
Ms. Gabrielle Gerbaud
Executive Director
Minnesota Trade Office

Mississippi Development Authority

MISSISSIPPI
Mrs. Rose Boxx
Trade Director
State of Mississippi

Ms. Vickie Watters Martin
Senior Canada & International Trade Manager
Mississippi Development Authority
MISSOURI
The Honorable Bob Holden
Chairman
U.S. Heartland - China Association

Ms. Ann Pardalos
Managing Director
Missouri International Trade and Investment Office

MONTANA
Ms. Angelyn DeYoung
International Trade Manager
ExportMontana

Canon Luerkens
International Marketing Officer
Montana Department of Commerce

NEVADA
Ms. Sonia Joya
Deputy Director, International Division

Mr. Kristopher Sanchez
Director, International Division

NEW YORK
Mr. Stephen Coelen
Managing Director
WISER LLC

Mr. Alan Stevenson
Vice President, North America
OCO Global

NEW JERSEY
Mr. Wesley Mathews
Vice President, Office of International Trade and Investment
New Jersey Economic Development Authority

OHIO
Mr. Lee Crume
Global Director of Business Development
JobsOhio

Mr. Patrick McAloon
Executive Director
U.S. Heartland - China Association

OREGON
Ms. Amanda Welker
Global Strategies Officer
State of Oregon

PENNSYLVANIA
Mr. Joseph Burke
Division Chief
Pennsylvania Department of Community & Economic Development

Ms. Kate Skopp
STEP Program Manager
Pennsylvania Department of Community & Economic Development

RHODE ISLAND
Katherine Therieau
Director, International Trade Programs
Rhode Island Economic Development Corporation

SOUTH CAROLINA
Ms. Anita Patel
International Trade Manager
South Carolina Department of Commerce

Mr. Norris Thigpen
International Trade Manager
South Carolina Department of Commerce

TENNESSEE
Ms. Leslee Alexander
Executive Director
Tennessee International Trade Center

THAILAND
Mr. Dennis Meseroll
Executive Director
Tractus Asia

UTAH
Mr. Miles Hansen
President & CEO
World Trade Center Utah
VERMONT
Mr. Tim Tierney
Director of International Trade
Vermont Department of Economic Development

VIRGINIA
Mr. Paul Grossman
Vice President, International Trade
Virginia Economic Development Partnership

Mr. Aaron Miller
George Mason University
Virginia SBDC

Ms. Mary Wood
International Program Manager
Virginia Economic Development Partnership

WASHINGTON
Ms. Isabelle De Wulf
Aerospace Export Assistance Manager
Washington State Department of Commerce

WISCONSIN
Ms. Katy Sinnott
Vice President, International Business Development
Wisconsin Economic Development Corporation

Ms. Monica Wahlberg
International Grants Manager
Wisconsin Economic Development Corporation

WYOMING
Mr. Andrew Carpenter
International Trade Manager
Wyoming Business Council

Total number registered : 105
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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<tr>
<td><strong>SUNDAY, Feb. 24</strong></td>
<td></td>
<td>Council of Foreign Relations 5:30 – 7:00 pm</td>
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<tr>
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<td>Intl. Market Updates (Room 383/385) 1:15 - 2:45 pm</td>
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<td>Shuttle to Hotel 7:00 pm</td>
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<td>Networking Break 2:45-3:00 pm</td>
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<td>NGA Roundtable (invite only) 2:00 – 3:00 pm</td>
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<td>TUESDAY, Feb. 26</td>
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<td>Breakfast with European Union 7:30 – 8:30 am</td>
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<td>Welcome Reception 5:30 – 7:00 pm</td>
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<td><strong>MONDAY, Feb. 25</strong></td>
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<td>Small Business Coalition 8:45 – 9:00 am</td>
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<td>Networking Break 9:30-9:45 am</td>
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<td>Update on Trade Agreements 9:45 – 10:45 am</td>
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<td>Networking Break 10:45-11:00 am</td>
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<td>Congressional Roundtable 11:00 – 12:00 pm</td>
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<td>Walk to Capitol Hill 8:30 – 8:45 am</td>
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<td>Women in International Trade 9:00 – 9:30 am</td>
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<td>STEP Update 8:30 – 8:30 am</td>
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<td>Protecting IP 10:45 – 11:15 am</td>
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<td>Trade Development 11:15 – 11:45 am</td>
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<td>Closing Remarks/Open Session 11:45 – 12:15 pm</td>
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<td>STEP 1-on-1 Meetings 12:30 – 4:00 pm</td>
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<td>SIDO Board and NGA Lunch (Invite only) 12:30 – 1:30 pm</td>
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<td>Breakfast 8:00 – 8:30 am</td>
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<td>Welcome &amp; Introductions 8:30 – 9:00 am</td>
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<td>Current Trade Agenda 9:00 – 9:30 am</td>
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<td>Federal Trade Strategy 9:30 – 10:15 am</td>
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<td>Transatlantic Relations 11:15 – 11:30 am</td>
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<td>Shuttle to U.S. Chamber 11:30 – 12:00 pm</td>
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<td>Investment Summit! 12:00 – 5:00 pm</td>
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<td>Welcome Reception 5:30 – 7:00 pm</td>
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<td>Walk to Capitol Hill 8:30 – 8:45 am</td>
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<td></td>
<td>Small Business Coalition 8:45 – 9:00 am</td>
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<td></td>
<td>Networking Break 9:30-9:45 am</td>
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<td>Update on Trade Agreements 9:45 – 10:45 am</td>
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<td>Networking Break 10:45-11:00 am</td>
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<td></td>
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<td>Congressional Roundtable 11:00 – 12:00 pm</td>
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<td>Walk to Hall of States 12:00</td>
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<td>Keynote Lunch 12:15 – 1:00 pm</td>
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<td>UAE Mission 1:00 – 1:15 pm</td>
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<td>STEP 1-on-1 Meetings 12:30 – 4:00 pm</td>
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