

The National Export Initiative

Why Massachusetts companies should export:

Demand. More than 95 percent of the world's customers are located outside of the United States.

Job Growth. Nearly 6 million U.S. jobs are linked to exporting. U.S. exporting firms' annual employment growth rate has traditionally been 2 to 4 percentage points higher than their non-exporting counterparts. About 28% of Massachusetts jobs were linked to manufactured exports in 2008.

Higher Wages. Workers in jobs supported by exporting receive 13 to 18 percent higher wages than workers in non-exporting firms.

Stability & Growth. Having a diversified customer base enables exporters to weather economic ups and downs. They also grow 1.3 percent faster and are nearly 8.5 percent more likely to stay in business than companies that do not export.



Let Us Help You Export.

With offices throughout the United States and in U.S. Embassies and consulates in nearly 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce's International Trade Administration uses its global network of trade professionals to connect U.S. companies with international buyers worldwide.



Our Global Network of Trade Professionals Opens Doors that No One Else Can.



- The U.S. Commercial Service provides U.S. companies unparalleled access to business opportunities around the world.
- As a U.S. Government agency, we have relationships with foreign government and business leaders in every key global market.
- Our trade professionals provide expertise across most major industry sectors.
- Every year, we help thousands of U.S. companies export goods and services worth billions of dollars.

We Work with You to Connect Your Company with the Right Opportunities Abroad.

Our experienced trade professionals help you enter international markets in the most efficient, targeted way. We assess your export potential, understand your needs, and provide the right mix of U.S. Commercial Service capabilities to achieve your exporting goals.

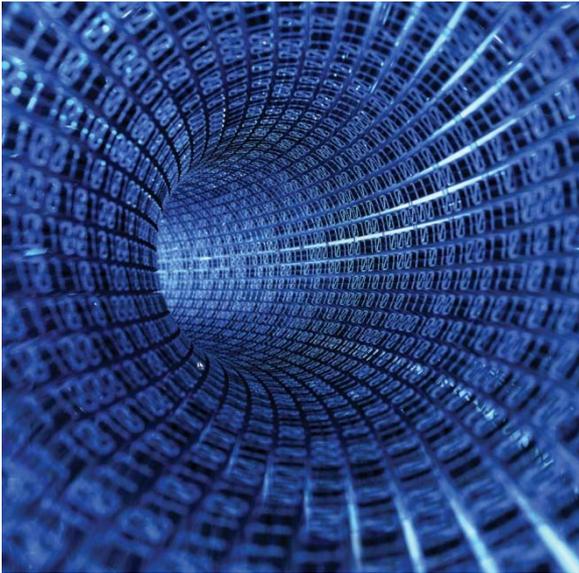
U.S. Commercial Service Business Approach



Our Proven Expertise Makes Doing Business Internationally Easier.

Whether you are looking to make your first export sale or expand to additional international markets, we have the expertise you need to tap into lucrative opportunities and increase your bottom line.

- **Trade Counseling.** Get the information and advice you need to succeed.
- **Market Intelligence.** Target the best trade opportunities.
- **Business Matchmaking.** Connect with the right partners and prospects.
- **Commercial Diplomacy.** Ensure your products and services have the best possible prospects for success in international markets.



Real Results: Dartware, LLC

New Hampshire-based software company Dartware, LLC has leveraged U.S. Commercial Service market research, personalized matchmaking, and extensive trade counseling to connect with resellers in South Africa, Turkey, the United Kingdom, Hong Kong, and Singapore.

“We had a reseller in India tell us there is a 15 percent sales withholding tax. Right away I was on the phone with the U.S. Commercial Service asking, ‘Is this right?’ Within a week, we had the information we needed to eliminate that tax. That was a phenomenal service.”

— John Sutton
Director of Sales and Partner Development
Dartware, LLC

Proven Expertise: Business Matchmaking

Connect with the right partners and prospects.

- **Partner Search.**
 - Find pre-screened potential partners and get detailed company reports; determine the marketability of your product or service.
- **Personalized Business Matchmaking.**
 - Meet with potential buyers, sales representatives, and business partners.
 - Leverage customized market briefings.
- **Trade Missions.**
 - Participate in business development missions led by senior U.S. government officials.
 - Meet with distributors, government and industry officials, prospective customers, and U.S. Embassy officials.



Proven Expertise: Business Matchmaking

Connect with the right partners and prospects.

- **Trade Shows.**
 - Use our International Buyer Program to meet with pre-screened buyers at major U.S. trade shows.
 - Exhibit in the U.S. Pavilion at our Certified Trade Fairs.
 - Let us distribute your marketing literature at global trade shows.
- **In-Country Promotions.**
 - Leverage customized venues to reach potential partners and buyers.
 - Advertise in our official catalog of U.S. suppliers sent to nearly 400,000 international companies.
 - Feature your company on our local-language Web sites.





Real Results: Old Mother Hubbard

Tewksbury-based pet food manufacturer Old Mother Hubbard secured a distributor in Singapore and projects \$300,000 in first-year sales.

“The U.S. Commercial Service business matching services were invaluable in helping our company accelerate plans for exporting to Singapore. I met with many potential distributors and was provided with relevant market intelligence that helped us quickly determine who would be best to partner with in Singapore.”

— Michael Cole
International Distribution Manager
Old Mother Hubbard

Contact us to connect with a world of opportunity.

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U.S. Commercial Service—
Connecting you to global markets.

