



International Trade Administration—Fostering Missouri’s **Competitiveness and Job Growth Through Trade**

Helping Missouri companies export, penetrate new markets, and protect their interests abroad.

As the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration, the U.S. Commercial Service (CS) helps thousands of companies—more than 85 percent of which are small and medium-sized businesses—export goods and services worth billions of dollars every year. Located in 109 offices in 48 states, as well as in 124 offices in nearly 80 countries, our global network of trade experts provides U.S. companies with the market intelligence, trade counseling, business matchmaking, and commercial diplomacy they need to succeed in international markets.

Why Missouri companies should export:

- Over 95 percent of the world’s customers are located beyond U.S. borders
- Exporters realize higher employment growth than non-exporters
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business
- Export wages are typically 13–18 percent higher than non-export wages

Export Successes in Missouri

Unico, Inc. of St. Louis, MO, a manufacturer of heating and air conditioning equipment, bid on a project to supply air-conditioning equipment to a 500-bed hospital in Nigeria. However, it was concerned that it might lose the project to an Asian competitor who was applying political pressure to have its own design chosen for the project. Unico successfully sought advocacy support from CS in St. Louis and Lagos, Nigeria, to help “level the playing field,” and as a result, won the bid worth \$1 million.

Sioux Chief Manufacturing Company (SCM), a maker of plumbing products and materials from Peculiar, called on the CS Kansas City office for help in cracking the French market. CS Kansas City and Paris provided a Business Facilitation Service which included counseling on SCM’s market potential, a list of potential customers in France, and a schedule of appointments with the potential customers. SCM signed a distributor agreement with Atlantis Group, a French company, which led to sales of \$50,000.

ITA Impact on Missouri (FY 09–10)

- *CS-Facilitated Export Value: \$2,239,668,435*
- *Companies Served: 189*
- *Jobs Supported by Exports: 12,106*
- *Top Industries Served:*
 - *Telecommunications Eq.*
 - *Pollution Control & Water Resources Eq.*
 - *Architectural & Construction Eq.*
- *Export Markets: 73*
- *Active CS Clients: 424*

U.S. Commercial Service Missouri

Kansas City
(816) 421-1876
buyusa.gov/kansascity

St. Louis
(314) 425-3302
buyusa.gov/stlouis

The U.S. Commercial Service supports the President’s National Export Initiative