



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

Helping Wisconsin 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 Wisconsin 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 Wisconsin

Krier Foods Inc. of Milwaukee, WI, manufactures canned fruits, vegetables, preserves, and soft drinks. The company turned to the CS Milwaukee office for assistance in completing the appropriate export documentation and NAFTA forms for its first export sale to Canada. The CS provided Krier with trade counseling on the export process and assisted them in completing the NAFTA Certificate of Origin. As a result, Krier made a \$30,000 sale to Canada.

Schneider National Inc. of Green Bay, a transportation and logistics provider, was looking to develop direct international sales of late model used vehicles. To assist in this effort, the CS Milwaukee office provided counseling on potential markets, recommended Commercial News USA as a cost-effective method for generating leads, and encouraged the company to attend the 8th Annual Northeastern Wisconsin Global Trade Conference. As a result, the company made a \$141,220 new-to-market sale of ten used long-haul semi-trucks to Upman Services Pvt Ltd in Midlands Province, Zimbabwe.

ITA Impact on Wisconsin (FY 09–10)

- CS-Facilitated Export Value: **\$183,537,171**
- Companies Served: 230
- Jobs Supported by Exports: 992
- Top Industries Served:
 - Materials Handling Machinery
 - Agricultural Machinery & Equipment
 - Airport/Ground Support Equipment
- Export Markets: 84
- Active CS Clients: 505

U.S. Commercial Service Wisconsin

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buyusa.gov/midwest

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