

US Company Export Experience in Overseas Market

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S&C Electric Company



S&C Electric Company Introduction

- Employee Owned
- Products & Services
- Customers Worldwide
- Locations

Export Market for S&C

- 1950-1970s: Source of diversification—USAID
- 1980s: Licensing
- 1990s: Global sales
- 1996-2000: Wholly owned foreign subsidiaries
- 2000: Regional Centers

New Market Development Case Study - China

- US Department of Commerce and Department of Energy introduced S&C to China, Romania & former Soviet Republics
- Romania – dead end
- China – great success

China / Romania Contrasts

- Timing
 - Romania
 - Recovering from political upheaval
 - Former Soviet Republics restructuring
 - Economic activity low
 - Investment low
 - Entrepreneurial spirit incipient at best
 - China
 - Market reforms starting to take root
 - Political climate improving
 - Infrastructure development given priority

China Case Study

- 1993 Trade Mission
- 1996 Exports
- 2000 WFOE
- 2007 Brand new facility
- Today

Lessons Learned

- Introduction is very important
- Timing is crucial
- Patience
- Adaptability
- Hard work
- Good local partners needed

S&C Electric (Suzhou) Company Ltd.

