



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

## Helping California 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 California 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 California

**Thomas Products** (TPI) of Madera, CA, specializes in animal feed nutritional supplements which are exported via rail, car, or truck. Mexican Customs was demanding multiple certificates for shipments sent to Mexico. Congressman George Radanovich’s (CA19) office suggested the company reach out to the CS office in Bakersfield. The CS researched the issue with the U.S. FDA and determined that Mexican Customs was requesting too many certificates. CS Bakersfield enlisted the help of CS Mexico, who contacted local U.S. and Mexican Agriculture Departments to act as intermediaries in the case. As a result, TPI was able to get the \$75,000 shipment released from customs.

**Pelco Inc.** of Clovis, CA, develops and manufactures video security systems and equipment. Turkish Customs said Pelco’s products and packaging needed CE marks to clear Customs. Pelco worked closely with the CS in Ankara, Turkey, whose officials discussed the issue with the Turkish under Secretary of Foreign Trade. It was confirmed that it was not mandatory to have CE marks on both the packaging and product. CS Ankara relayed this information to Pelco, and the shipment went through customs.

## *ITA Impact on California (FY 09–10)*

- *CS-Facilitated Export Value: \$2,123,463,212*
- *Companies Served: 1,834*
- *Jobs Supported by Exports: 11,478*
- *Top Industries Served:*
  - *Nanomanufacturing Technology*
  - *Computer Software*
  - *Consumer Electronics*
- *Export Markets: 137*
- *Active CS Clients: 3,821*

## U.S. Commercial Service California

Bakersfield  
(661) 637-0136  
[buyusa.gov/kern](http://buyusa.gov/kern)

Sacramento  
(916) 566-7170  
[buyusa.gov/sacramento](http://buyusa.gov/sacramento)

Fresno  
(661) 637-0136  
[buyusa.gov/fresno](http://buyusa.gov/fresno)

San Diego  
(858) 467-7032  
[buyusa.gov/sandiego](http://buyusa.gov/sandiego)

Indio (Cabazon)  
(760) 342-1310  
[buyusa.gov/indio](http://buyusa.gov/indio)

San Francisco  
(415) 705-2300  
[buyusa.gov/sanfrancisco](http://buyusa.gov/sanfrancisco)

Los Angeles  
(213) 894-4022  
[buyusa.gov/downtownlosangeles](http://buyusa.gov/downtownlosangeles)

San Jose  
(408) 535-2757  
[buyusa.gov/siliconvalley](http://buyusa.gov/siliconvalley)

Los Angeles (West)  
(310) 235-7206  
[buyusa.gov/westlosangeles](http://buyusa.gov/westlosangeles)

San Rafael  
(415) 485-6200  
[buyusa.gov/northbay](http://buyusa.gov/northbay)

Monterey  
(408) 535-2757  
[buyusa.gov/monterey](http://buyusa.gov/monterey)

Ventura  
(805) 488-4844  
[buyusa.gov/ventura](http://buyusa.gov/ventura)

Newport Beach  
(949) 660-1688  
[buyusa.gov/newportbeach](http://buyusa.gov/newportbeach)

Oakland  
(510) 273-7350  
[buyusa.gov/oakland](http://buyusa.gov/oakland)

Ontario  
(909) 466-4134  
[buyusa.gov/inlandempire](http://buyusa.gov/inlandempire)

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