



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

Helping Nevada 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 Nevada 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 Nevada

Ion Beverage Company is a Las Vegas, NV, bottled water manufacturer, who was completing its first shipment to China but lacked some required documentation in order to get its shipment released from Chinese customs. With assistance from the CS Las Vegas office and the CS China Business Information Center, Ion obtained the necessary paperwork, enabling \$228,000 worth of its bottled beverage to reach its Chinese buyer.

Sable Systems International of Las Vegas, a manufacturer of medical and research instruments, wanted to facilitate a deal with the Spanish Ministry of Science, but found the process hampered by communication and documentation issues. Sable reached out to CS Las Vegas and was joined by CS Madrid. Collaborative CS outreach got the Spanish Ministry of Science and Sable on the “same page,” clarifying the requirements and procedures of the contract. As a result, Sable completed the \$70,000 sale.

ITA Impact on Nevada (FY 09–10)

- *CS-Facilitated Export Value: \$16,183,194*
- *Companies Served: 143*
- *Jobs Supported by Exports: 87*
- *Top Industries Served:*
 - *Mining Industry Equipment*
 - *Travel & Tourism*
 - *Computer Software & Peripherals*
- *Export Markets: 72*
- *Active CS Clients: 250*

U.S. Commercial Service Nevada

Las Vegas
(702) 388-6694
buyusa.gov/nevada

Reno
(775) 784-5203
buyusa.gov/nevada

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