



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

Helping South Dakota 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 South Dakota 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 South Dakota

Central States is a Lyons, SD, manufacturer of fire fighting apparatus, and sought CS Sioux Falls office guidance on a tender it had with the Jamaican government. The CS contacted Commerce’s Bureau of Industry and Security (BIS) to determine the necessary procedures for exporting and installing thermal imaging cameras on emergency vehicles. As a result, Central States completed a sale to the Government of Jamaica valued at \$7,782,553.

Two Sockets-Two Meters of Sioux Falls is a 5-person manufacturer of meter sockets and voltage transformers. The firm was new to exporting and tapped the CS South Dakota office for help in growing its international presence. CS recruited Two Sockets-Two Meters to participate in a three month South Dakota ExporTech program which helps companies export by working with them to develop global marketing strategies. As a result, Two Sockets-Two Meters made its first export sale, a \$750,000 shipment to Canada.

ITA Impact on South Dakota (FY 09–10)

- *CS-Facilitated Export Value: \$8,851,201*
- *Companies Served: 33*
- *Jobs Supported by Exports: 48*
- *Top Industries Served:*
 - *Trucks, Trailers & Buses*
 - *Advertising Services*
 - *Audio/Visual Equipment*
- *Export Markets: 35*
- *Active CS Clients: 76*

U.S. Commercial Service South Dakota

Sioux Falls
(605) 330-4265
buyusa.gov/southdakota

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