



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

## Helping Nebraska 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 Nebraska 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 Nebraska

**Norland International Inc.** of Lincoln, NE, manufacturer and marketer of equipment for the bottled water industry, contacted the CS Omaha office for help on exporting to the Middle East and Africa. Encouraged to participate in the CS-supported Dubai Drink Technology Expo in the United Arab Emirates, Norland received counseling on doing business in the region from CS Omaha and Dubai, UAE. Shortly thereafter, Norland made its first sale to Angola, worth \$2.6 million.

**Home Instead Senior Care** is an Omaha franchisor of non-medical, in-home care for the elderly, who turned to the CS Omaha office for help in expanding its franchise concept into South Korea. CS Omaha and Seoul arranged a Gold Key matchmaking service for the company, enabling it to meet prospective South Korean distributors. As a result, Home Instead signed Senior Partners as its master franchisee in Korea with initial fees at \$100,000. Home Instead is also a recipient of the President’s “E” award for exporting.

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

- CS-Facilitated Export Value: **\$22,543,024**
- Companies Served: 32
- Jobs Supported by Exports: 122
- Top Industries Served:
  - *Agricultural Machinery & Equipment*
  - *Automotive Aftermarket Parts*
  - *Health Care Services*
- Export Markets: 41
- Active CS Clients: 101

### U.S. Commercial Service Nebraska

Omaha  
(402) 597-0193  
[buyusa.gov/nebraska](http://buyusa.gov/nebraska)

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