



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

Helping Kansas 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 Kansas 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 Kansas

Butler National Corporation of Olathe, KS, manufactures aviation electrical and safety products and provides modifications for civilian aircraft. After receiving a Chilean buyer inquiry, it contacted the CS Kansas City office for assistance in exporting to this new market. CS staff provided counseling on Chilean business practices, payment structures, export documentation procedures, and a CS Chile Country Commercial Guide detailing market entry strategies. This information enabled the firm complete a \$350,000 sale to Chile.

Knit-Rite Inc. is a Kansas City manufacturer of medical textile and foot care products. Through the CS Kansas City office, the firm sought a due diligence review on a new El Salvador customer seeking credit terms. CS staff in San Salvador also weighed-in, confirming the legitimacy of Knit-Rite’s prospective customer, along with details on how U.S. textile and apparel products could benefit under the CAFTA-DR Free Trade Agreement. As a result, CS support helped Knit-Rite facilitate a \$25,847 sale to Orthotics & Prosthetics of El Salvador.

ITA Impact on Kansas (FY 09–10)

- *CS-Facilitated Export Value: \$155,098,085*
- *Companies Served: 99*
- *Jobs Supported by Exports: 838*
- *Top Industries Served:*
 - *Renewable Energy Equipment*
 - *Apparel*
 - *Aircraft & Aircraft Parts*
- *Export Markets: 69*
- *Active CS Clients: 206*

U.S. Commercial Service Kansas

Wichita
(316) 263-4067
buyusa.gov/wichita

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