



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

Helping New Mexico 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 New Mexico 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 New Mexico

**MIOX Corporation** of Albuquerque, NM, manufactures on-site water disinfectant generators. The CS Albuquerque office provided extensive counseling on the Mexican market, and helped the firm find a sales representative in Mexico through the CS Single Company Promotion service. As a result, MIOX was selected by the Government of the State of Chiapas, Mexico, to supply 175 water-filtration systems servicing thousands of people, a project valued at \$3.5 million. The company also hired 17 new workers as it anticipates increased business in Mexico.

**Great River Technology** (GRT) of Albuquerque, specializes in high performance digital video development tools and services for aerospace and military customers. Looking to do business in China, GRT participated in a CS Santa Fe office export seminar and was encouraged to contact the CS in Beijing, China, during the firm’s planned trip there. CS Beijing arranged a Gold Key Service business matchmaking program where GRT met with six potential prescreened distributors. As a result, Watertek Co. was selected to be GRT’s exclusive distributor in China.

## *ITA Impact on New Mexico (FY 09–10)*

- CS-Facilitated Export Value: \$7,818,111
- Companies Served: 37
- Jobs Supported by Exports: 42
- Top Industries Served:
  - Architectural & Construction Services
  - Pollution Control Equipment
  - Aircraft & Aircraft Parts
- Export Markets: 44
- Active CS Clients: 102

## U.S. Commercial Service New Mexico

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[buyusa.gov/newmexico](http://buyusa.gov/newmexico)

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