



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

Helping Louisiana 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 Louisiana 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 Louisiana

Edison Chouest of Galliano, LA, operates a fleet of offshore service and research vessels, and contacted the CS New Orleans office for help with a project involving Petrobras, the Brazilian national oil company. The CS New Orleans and Brazil offices assisted the two companies, helping secure U.S. Export-Import Bank (Ex-Im) funding and import documentation necessary for the project. As a result, Petrobras contracted with two of Edison’s new generation platform vessels for eight-year charters, a transaction valued at \$17 million.

Planet Beach Contempo Spa is a Marrero franchisor who markets what it calls an “automated day spa of the future” concept. Looking to expand its franchise equipment into Saudi Arabia, the company contacted the CS New Orleans office. As a direct result of CS trade counseling, market intelligence, and Franchise Team events, the CS helped Planet Beach facilitate a sale worth nearly \$91,000 to Shababco Enterprises in Saudi Arabia.

ITA Impact on Louisiana (FY 09–10)

- *CS-Facilitated Export Value: \$382,925,948*
- *Companies Served: 91*
- *Jobs Supported by Exports: 2,070*
- *Top Industries Served:*
 - *Processed Foods*
 - *Oil & Gas Equipment & Services*
 - *Travel & Tourism Industries*
- *Export Markets: 53*
- *Active CS Clients: 576*

U.S. Commercial Service Louisiana

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