



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

Helping Alabama 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 Alabama 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 Alabama

Quality Valve Inc. of Mobile, AL, was looking to expand its presence overseas and contacted the CS Birmingham office for assistance. The company was recruited to participate in a trade mission to South Africa, co-sponsored by CS Tallahassee, the Alabama Development Office, and Mobile Area Chamber of Commerce. During the mission, CS staff in Tallahassee and Johannesburg, South Africa, counseled the firm on the South African market, and organized a Gold Key matchmaking service that enabled Quality Valve to secure South African distributors and make an initial sale of more than \$233,000.

GameTime of Ft. Payne, was ready to grow its presence in the European market and contacted the CS Birmingham office for assistance. CS staff conducted market research and determined that Italy was the most promising market. Accordingly, CS Milan arranged a Gold Key matchmaking service for GameTime in Italy that led to a distributor agreement with the Italian company, Elbi S.p.A., and a sale valued at \$105,000.

ITA Impact on Alabama (FY 09–10)

- CS-Facilitated Export Value: **\$63,324,324**
- Companies Served: 123
- Jobs Supported by Exports: 342
- Top Industries Served:
 - Building Products
 - Defense Industry Equipment
 - Paper & Paperboard
- Export Markets: 90
- Active CS Clients: 411

U.S. Commercial Service Alabama

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buyusa.gov/alabama

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