



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

Helping Maine 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 Maine 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 Maine

Packgen of Auburn, ME, manufactures containers for oil refineries and petrochemical plants. Packgen’s representative, Global Import-Export Solutions, contacted the CS Portland office for assistance in boosting its sales in Latin America. CS Portland, together with CS Rio De Janeiro and Sao Paulo, Brazil, arranged a Gold Key matchmaking service for Packgen in Brazil, where it met a Brazilian partner. CS also helped Packgen secure a supplier’s registration with the national oil company, Petrobras. As a result of CS assistance, Packgen made an \$800,000 sale to Replan, a Brazilian oil refinery.

Falcon Performance Footwear of Lewiston, a manufacturer of premium safety boots, sought to enter the Canadian market and appoint a Canadian distributor. Falcon connected with CS Vancouver office staff at the MinExpo Trade Show, and signed on to a State of Maine Trade Mission to Vancouver managed by CS Maine and Vancouver. Utilizing the CS Gold Key matchmaking service, Falcon met a Canadian partner and received CS briefings on Canada’s industrial footwear market – enabling Falcon to sign a distributorship agreement and make \$27,000 in initial sales to Canada.

ITA Impact on Maine (FY 09–10)

- CS-Facilitated Export Value: **\$1,957,894**
- Companies Served: 20
- Jobs Supported by Exports: 11
- Top Industries Served:
 - *Biotechnology*
 - *Marine Fisheries Products*
 - *Travel & Tourism*
- Export Markets: 23
- Active CS Clients: 93

U.S. Commercial Service Maine

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