



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

Helping New Jersey 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 Jersey 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 Jersey

Tatith Energies Limited is a division of Bridgewater, NJ-based MSM Industries, Inc. and provides systems integration services and development for solar and wind power plants. Tatith was recruited by the CS India office to participate in the first CS-supported Solar Trade Mission to India. The CS prepared Tatith executives for participation in the 200 matchmaking meetings, industry and state government roundtables, site visits, networking events, and trade leads. As a result Tatith was awarded a solar photovoltaic power project in India valued at approximately \$20 million.

Avante International Technologies Inc. of Princeton Junction, is a small manufacturer of electronic voting systems. Looking to compete with larger international firms, the CS offices in Trenton and Manila, Philippines, provided the firm with guidance on Filipino business practices, government procurement process and ownership requirements, and explored payment and financing options. As a result, Avante won a \$1 million tender to provide electronic voting systems to support elections in five Filipino provinces.

ITA Impact on New Jersey (FY 09–10)

- *CS-Facilitated Export Value: \$629,532,001*
- *Companies Served: 435*
- *Jobs Supported by Exports: 3,403*
- *Top Industries Served:*
 - *Drugs & Pharmaceuticals*
 - *Renewable Energy Equipment*
 - *Pollution Control Equipment*
- *Export Markets: 94*
- *Active CS Clients: 890*

U.S. Commercial Service New Jersey

Northern New Jersey
(973) 645-4682
buyusa.gov/nnj

Trenton
(609) 989-2100

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