

International Trade Division Overview

North Carolina

Department of Commerce

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in **NORTH CAROLINA**TM

The Importance Of NC Exports

- A total of 8,055 companies exported from North Carolina locations in 2011
- Exports support 347,000 jobs in North Carolina and contribute \$30.5 billion to the state's economy (2009)
- The total value of all goods exported by firms in North Carolina in 2011 was 27 billion, ranking 17 among the 50 states
- An export strategy is an critical component of a state competitiveness agenda in the 21st century and a essential element of job growth in the immediate term

Key Issues for NC Trade and Investment

- 50% of all US economic expansion last year was from exports
- 95% of the world expansion over the next 10 years will be outside the US
- North Carolina companies that export are:
 - Diversified, greater stability
 - Better growth
 - Higher wages
 - Increased revenue
- Providing our small and medium sized businesses in North Carolina with export assistance is key to job retention and job growth

Opportunities for NC Trade and Investment

International Trade

Director Jean Davis

- Develop and implement NC's export strategy
- Management of NC and overseas offices
- Missions
- Host foreign delegations

Business and Industry

Director Susan Fleetwood

- Recruitment
- Existing Industry
- 4 recruiters focused on attracting foreign direct investment
- 3 Investment reps overseas

ITD's Role in Job Creation

- The International Trade Division promotes international trade for companies across North Carolina and assists NC companies to increase their international sales and markets.
- Our goal is to increase the number of North Carolina companies selling overseas and their volume of international business, year after year. The NC Export Team is comprised of federal, state and local partners working with both new and experienced exporters to enter additional international markets.
- We identify potential new markets, develop market entry strategies and locate distributors and representatives for NC products and services - all at little or no cost

International Trade Division

- Experts here *and* abroad to serve North Carolina companies
- 2 Domestic offices (Raleigh and High Point), and representation in Brazil (part time), Canada, China (Hong Kong & Shanghai), Japan, Mexico, and the United Kingdom (London-based, providing coverage throughout Europe)
- 4 satellite partner offices in Boone, Asheville, Kinston, and Charlotte
- 6 NC-based industry expert International Trade Managers who provide tailored export assistance by industry for each client

Small Business Success

“We have worked with the International Trade Division since 2001, at which time we were just entering into the exporting market. Since that time the Trade Division has been instrumental in growing our business. Sales have increased by 110%. International sales contributed to 40% of the 2008 income and 60% in 2009. This increase in international activity would not have been possible without the help of the International Trade Division. Our staff is very grateful for the opportunity to serve international markets, as well as the support, and guidance needed to retain our employees in North Carolina and our four international reps.”

Kim Rash, CFO, Roehrig Engineering, Inc.
Lexington, North Carolina



NC's International Offices



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Export Success and Metrics

In 2011, NC companies exported over \$27B in goods and services

Annual results from ITD 2011:

- 388 NC Companies assisted with new Global Markets
- \$397.7 million in actual Sales
- 25 new Global Partnerships
- 21 US and International Tradeshow

Leading Export Destinations 2011

- Canada - \$6.3B
- China - \$2.6B
- Mexico - \$1.9B
- Japan - \$1.6B
- Germany - \$1.1B
- Honduras - \$1.0B
- United Kingdom - \$962M
- France - \$790M
- Hong Kong – \$750M
- Brazil - \$719M

Leveraging our Partners

- NC Department of Agriculture
- US Commercial Service (Charlotte, Greensboro, Kinston, RTP)
- ExIm Bank
- Small Business and Technology Development Center (SBTDC)
- NC Community College System
- NC District Export Council
- North Carolina Ports
- NC World Trade Association
- World Affairs Council of Charlotte
- Local Chambers of Commerce

SBA STEP Program

- The SBA STEP program, launched in the Fall of 2011, aligns with the National Export Initiative. This initiative calls for doubling U.S. exports in five years – and in so doing, supporting two million jobs.
- NC Passport to Export Program: Proposal to the SBA focused on getting small and medium-sized enterprises into foreign markets.
- Major program initiatives include:
 - Export education
 - New Market Research
 - Global Branding Opportunities
 - International Trade Shows

Questions

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