



2021

INTERNATIONAL TRADE DIVISION

Over 95% of the world's population, and 80% of the world's buying power, lies outside the United States. That means if you want to take your business to the next level, then exporting needs to be a key part of your plan.

That's why we're dedicated to helping North Carolina companies enter global markets. Each year, hundreds of North Carolina businesses turn to us for help with navigating trade agreements and language barriers, attending trade shows, filing the right paperwork, and more.



SERVICES

EDPNC's International Trade Division provides international trade and export assistance in a number of areas. In 2021, the team assisted 629 companies last year through trade shows, educational events, and specific export questions. \$1.18 billion in exports were reported by businesses supported by the EDPNC.

Trade Show Assistance

We keep businesses informed of industry-specific events that can help you enter new foreign markets. We also promote, coordinate, and accompany North Carolina businesses attending key trade shows around the world.

Market Recommendations

Our team offers one-on-one support to help determine potential markets for your products and services.

Advocacy

We provide assistance with trade regulations, policies, standards, and trade barriers.

Product Review

We can examine product standards required for entering a particular foreign market and look at local and international competitors in the region.

Finding Agents/Distributors/Buyers

Our foreign offices can connect you with local distributors, resellers, and prospective buyers.

Certificate of Free Sale

We can help you obtain a Certificate of Free Sale, which is sometimes required for certain items to enter foreign countries. North Carolina companies exporting non-food or non-drug products and requiring a Certificate of Free Sale may submit an application.

Export Financial Assistance

Programs offered by the US Small Business Administration, the Export-Import Bank of America, and other trade finance organizations help reduce risk and help you offer competitive terms of sale.

Pricing Evaluation

We help you determine appropriate pricing in foreign markets, which is key to making products profitable.

Market Intelligence

We can provide you with information on the international market climate including economic, social, and political data.

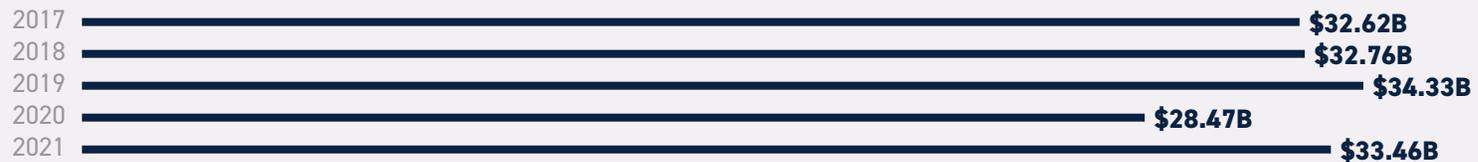
Market Entry Strategy

We can help you identify distribution channels for your products and the best approach to a new market.





NC TOTAL EXPORTS (2017-2021)

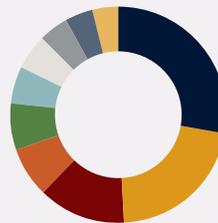


Source: WISERTrade, data from US Census Bureau, Foreign Trade Division

NC TOP EXPORT COMMODITIES

Description

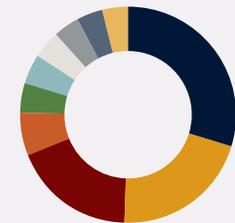
- Pharmaceutical Products - \$6.39B
- Industrial Machinery, Including Computers - \$4.90B
- Electric Machinery and Parts - \$2.99B
- Miscellaneous Chemical Products - \$1.71B
- Plastics and Plastic Articles - \$1.63B
- Pearls, Coins, and Precious Stones and Metals - \$1.26B
- Optical, Photographic, Medical, or Surgical Instruments - \$1.18B
- Aircraft, Spacecraft, and Parts - \$1.06B
- Vehicles and Parts - \$902.03M
- Wood Pulp, Paper and Paperboard Waste - \$879.78M



NC TOP EXPORT MARKETS

Description

- Canada - \$6.58B
- Mexico - \$4.57B
- China - \$4.07B
- France - \$1.39B
- Singapore - \$1.01B
- Netherlands - \$945.66M
- Japan - \$939.13M
- Germany - \$873.03M
- United Kingdom - \$846.62M
- Honduras - \$811.61M



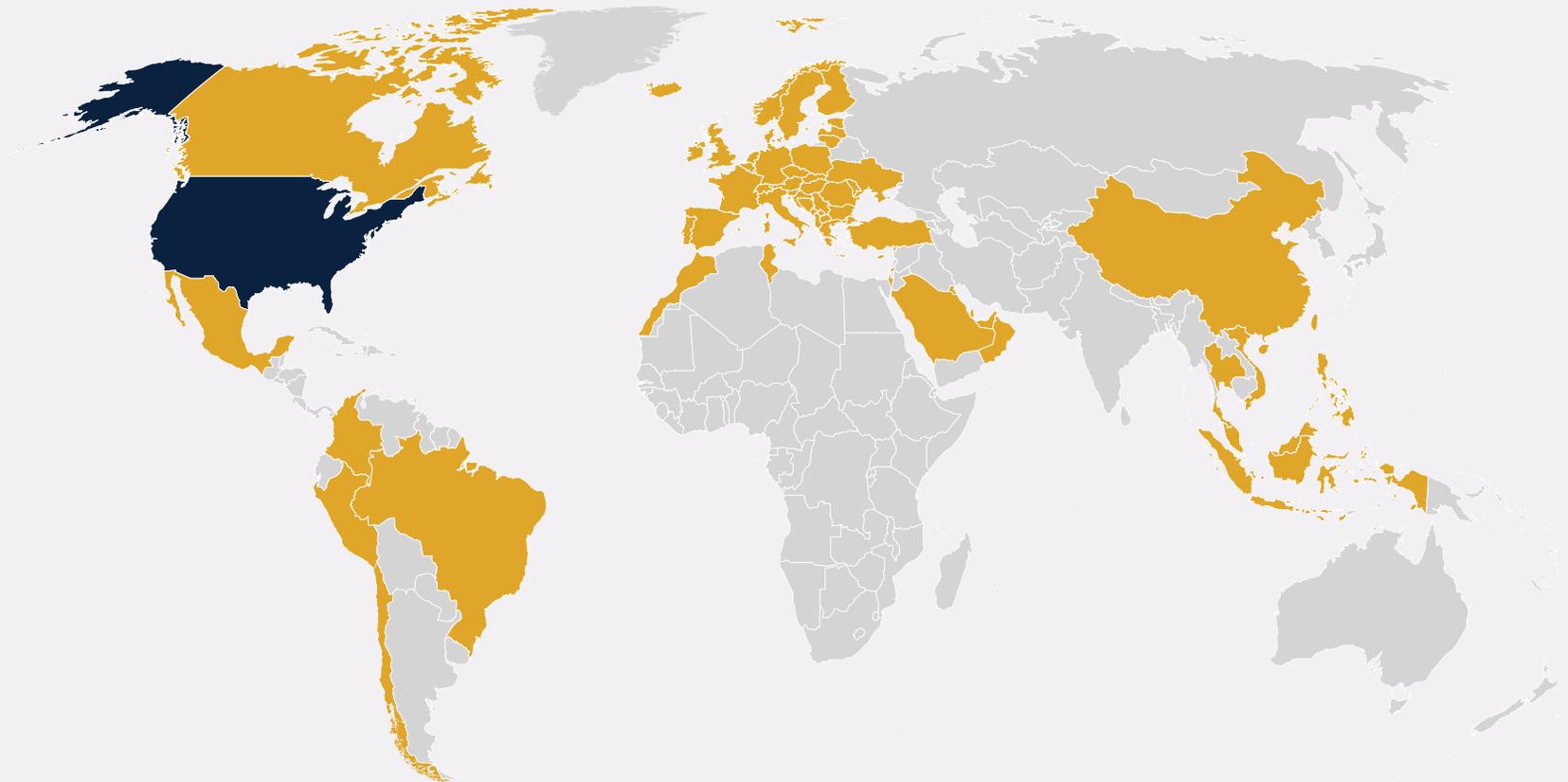
Source: WISERTrade, data from US Census Bureau, Foreign Trade Division





OUR OFFICES

- Toronto, Canada
- Mexico City, Mexico
- Singapore
- Hong Kong
- Brussels, Belgium
- Heidelberg, Germany
- Dubai, United Arab Emirates
- Tel Aviv, Israel
- North Carolina, United States of America





CASE STUDY: TRADE TEAM HELPS COMPANY IMPROVE GLOBAL ACCESS TO MEDICINES

Headquartered in Charlotte, Tanner Pharma Group is a rapidly growing company with local roots and a global mission – to improve lives by increasing access to medicine around the world.

Tanner teams up with US pharmaceutical, biotech, and health care companies to deliver life-saving medicine into countries outside the US that do not have access due to availability, product registration, or shortage in-country.

“We partner with US manufacturers and wholesalers to have access to FDA-approved medications, and we deliver them to countries that do not have those medications,” said Gaby Bedoya, business development manager for Tanner Pharma, which employs 85 people globally, including 59 in North Carolina.

Tanner has shipped to 123 countries across Latin America, Europe, Asia, the Middle East, and Africa. “Our goal is to increase our footprint and ship into even more countries,” Bedoya said.

Over the years, the EDPNC international trade team has helped Tanner pursue that goal. For example, the EDPNC has provided Tanner market intelligence on well-matched potential international partners. These “international partner searches” have been conducted by EDPNC international trade offices or through EDPNC referral to US Commercial Service programs.

“With these searches, we have been able to uncover opportunities in markets such as Portugal, Spain, and the Middle East,” Bedoya said.

The EDPNC has also helped Tanner access federal State Trade Expansion Program (STEP) grants to help pay for exhibiting in international trade shows. The EDPNC locally manages STEP grants available through the US Small Business Administration.

STEP has helped Tanner exhibit jointly with the EDPNC or individually at events such as ExpoPharma in Germany, the largest European fair for the pharmacy market, and Arab Health, the leading medical

equipment exhibition in the Middle East. “These fairs have allowed us to meet our existing customers in person as well as potential new clients, which leads to our company’s growth,” Bedoya said.

In 2021, STEP reimbursed Tanner \$5,000 for exhibiting at the World Orphan Drug Congress USA in Maryland for the first time, as well as over \$1,000 to offset related travel costs. “We were able to meet with a different type of clientele – nonprofit organizations that could use our services in procuring medications and medical supplies,” Bedoya said. “These organizations donate medications to countries that need them when there are disasters, hurricanes, or this pandemic.”

EDPNC support has helped Tanner “uncover companies we perhaps would not have found on our own,” Bedoya said. “The EDPNC providing us access to grants has contributed to our growth of about 20% a year in sales revenue.”





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