



2020

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 2020, the team assisted 633 companies through trade shows, educational events, and specific export questions. \$1.14 billion in exports were reported by businesses supported by the EDPNC. Services provided include the following:

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

We will recommend potential markets for your products and services.

Advocacy

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

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.

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.

Export Financial Assistance

Programs offered by the U.S. 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 (2016-2020)

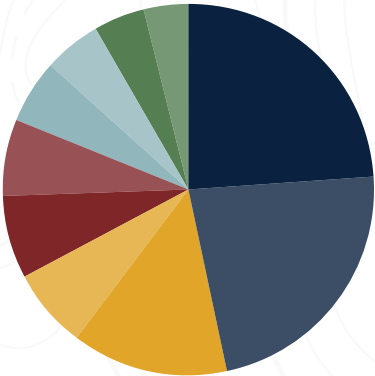


● = Nominal \$

Source: WISERTrade, data from U.S. Census Bureau, Foreign Trade Division

NC TOP EXPORT COMMODITIES

- Pharmaceutical Products - \$4.72B
- Industrial Machinery (Including Computers) - \$4.43B
- Electric Machinery and Parts - \$2.64B
- Plastics - \$1.41B
- Aircraft, Spacecraft, and Parts - \$1.39B
- Miscellaneous Chemical Products - \$1.30B
- Optical, Photographic, Medical, or Surgical Instruments - \$1.06B
- Meat - \$981M
- Vehicles and Parts (Except Railway or Tramway) - \$900M
- Wood Pulp, Waste, and Scrap of Paper or Paperboard - \$726M

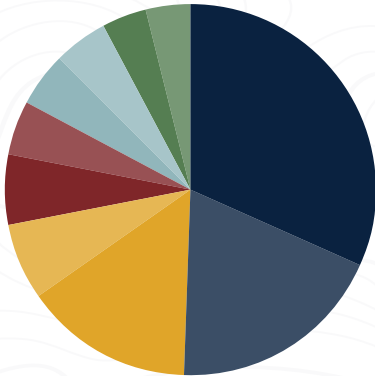


All other NC export commodities not listed above account for a total combined value of \$8.89 billion.

Source: WISERTrade, data from U.S. Census Bureau, Foreign Trade Division

NC TOP EXPORT MARKETS

- Canada - \$5.92B
- Mexico - \$3.47B
- China - \$2.72B
- France - \$1.25B
- Netherlands - \$1.12B
- Saudi Arabia - \$901M
- Japan - \$880M
- Germany - \$856M
- United Kingdom - \$737M
- Belgium - \$695M



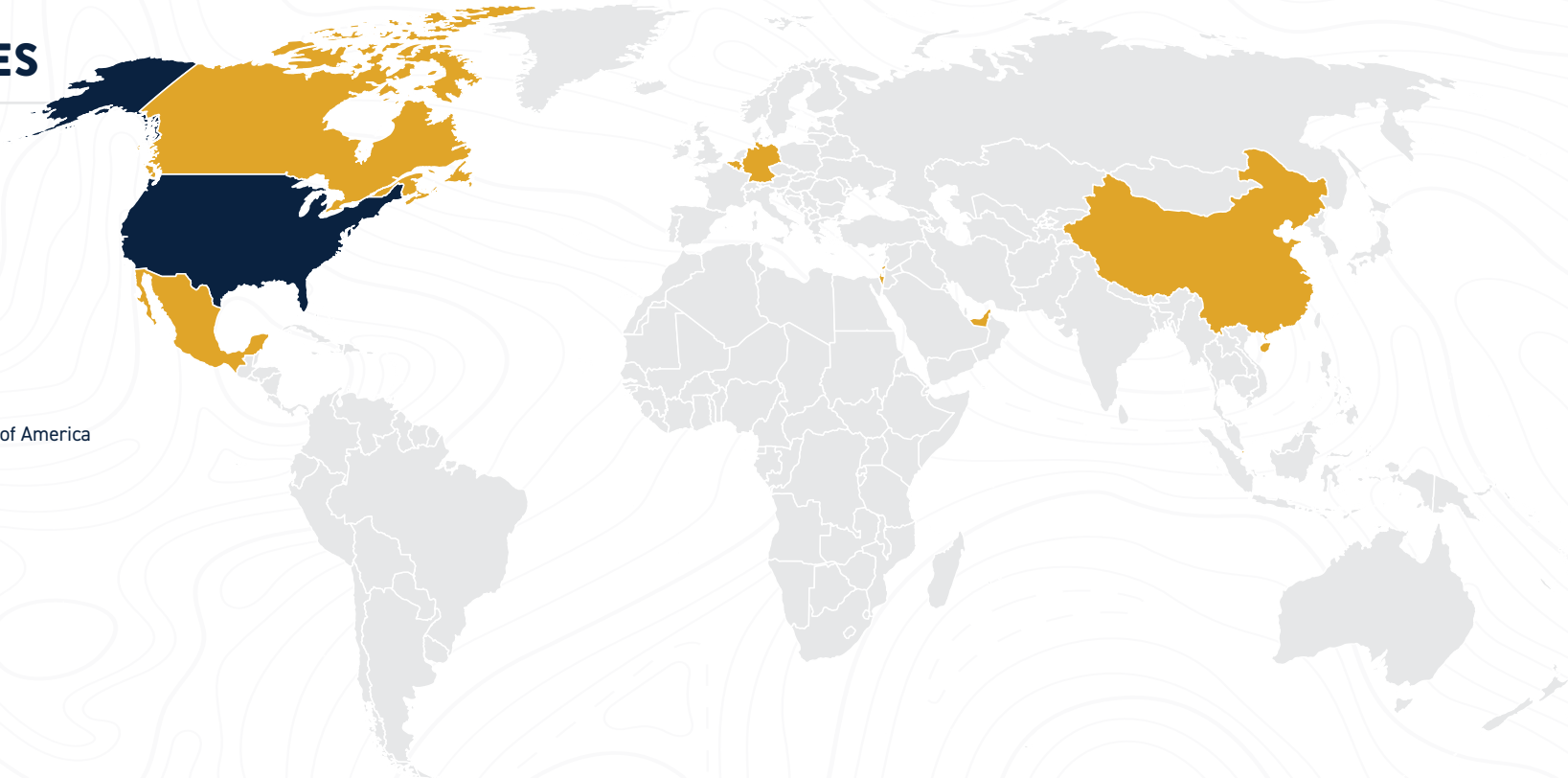
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Source: WISERTrade, data from U.S. Census Bureau, Foreign Trade Division

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

- = International Office
- = Domestic Office



CASE STUDY:

EDPNC Helps Exporter Globalize Website and Increase Exports

Even before the pandemic shut down international travel and trade shows in 2020, the Economic Development Partnership of North Carolina had been urging manufacturer Advanced Superabrasives Inc. (ASI) to localize its website in other countries and make it an effective online sales tool.

"Then COVID hit, so we went into overdrive to get our website globalized because we couldn't travel anymore," said Jonathan Szucs, president and owner of the Mars Hill, N.C., maker of high-performance, customized grinding wheels sold in the U.S. and 28 other countries.

"We had to find new ways to continue to get in front of our existing and potential customers. And the EDPNC saw an opportunity for growing our exports through our website."

The EDPNC connected ASI to a \$6,000 federal grant to defray the \$12,000 cost of localizing its website in two of the company's key international markets — Mexico and Canada — and a company qualified to do the website work. That company, IBT Online, helped ASI set up translation, search-engine optimization, foreign domain hosting, and social media marketing of its website in those two markets.

The money supporting the work came through the State Trade Expansion Program of the U.S. Small Business Administration (SBA), which the EDPNC oversees in North Carolina. The SBA has since raised potential website-globalization grants to \$10,000.

ASI's new globalized websites went live in November 2020. Localizing the website in Mexico has contributed to a significant increase in export sales to that country, Szucs said. And ASI's exports to Canada have increased by 15% since the company localized its website in that market.

"In the first five months of 2021, we surpassed all our exports to Mexico that we did in 2018, 2019 and 2020 combined," Szucs said. "If we continue at this rate, we are expected to surpass all historical exporting data to Mexico from 2006-2020."

"We'll keep working with the EDPNC to help hit our goal of having 50% of our sales international," Szucs added. "The trade team has supported us from A to Z over the years, whether it's market research, helping us find new distributors around the world, or globalizing our website. We're a small business, and the EDPNC has really served as an extension of our company."

Pictured right: Jonathan Szucs, president and owner of Advanced Superabrasives Inc., localized his company's website in Mexico and Canada with the help of the EDPNC.





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