



2022

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.

Each year, hundreds of North Carolina businesses turn to the Economic Development Partnership of North Carolina's (EDPNC) International Trade Division for help with navigating trade agreements and language barriers, attending trade shows, filing the right paperwork, and more.



SERVICES

The EDPNC's International Trade Division provides international trade and export assistance in a number of areas. In 2022, the team assisted 539 companies through trade shows, educational events, and answering specific export questions. In total, these companies generated over \$842 million in sales.

Trade Show Assistance

We keep businesses informed of industry-specific events that can help businesses 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 free one-on-one support to help determine potential markets for your products and services. In 2022, the division ran 35 distributor searches, helping companies save months of time and close to \$3,000 they would have paid by using an outside vendor.

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 requiring a Certificate of Free Sale may submit an application.

Export Financial Assistance

We can connect you with 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.

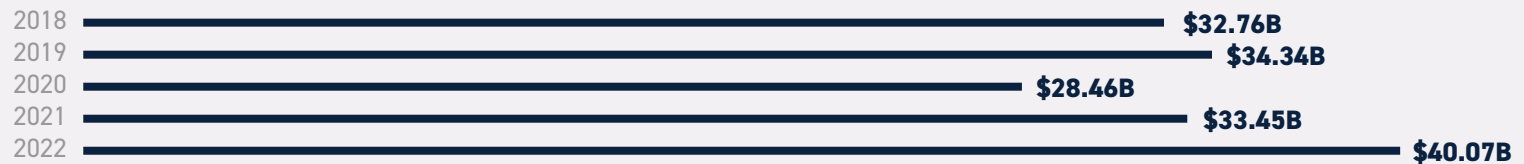
Market Entry Strategy

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





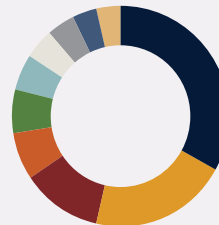
NC TOTAL EXPORTS (2018-2022)



NC TOP EXPORT COMMODITIES

Description

- Pharmaceutical Products - **\$9.16B**
- Industrial Machinery, Including Computers - **\$5.71B**
- Electric Machinery and Parts - **\$3.30B**
- Plastics And Articles - **\$1.95B**
- Miscellaneous Chemical Products - **\$1.79B**
- Aircraft, Spacecraft, And Parts - **\$1.41B**
- Optical, Photographic, Medical, or Surgical Instruments - **\$1.29B**
- Pearls, Coins, and Precious Stones and Metals - **\$1.10B**
- Cotton, Including Yarn and Woven Fabric - **\$998.21M**
- Vehicles and Parts - **\$986.68M**



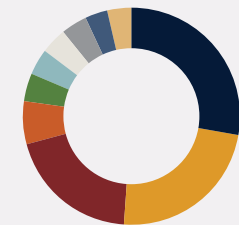
All other North Carolina export commodities not listed above account for a total combined value of \$12.36 billion.

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

NC TOP EXPORT MARKETS

Description

- Canada - **\$7.47B**
- China - **\$6.26B**
- Mexico - **\$5.23B**
- France - **\$1.75B**
- Netherlands - **\$1.10B**
- Honduras - **\$1.07B**
- Japan - **\$1.04B**
- United Kingdom - **\$976.35M**
- Singapore - **\$964.21M**
- Germany - **\$893.54M**



All other North Carolina export markets not listed above account for a total combined value of \$13.32 billion.

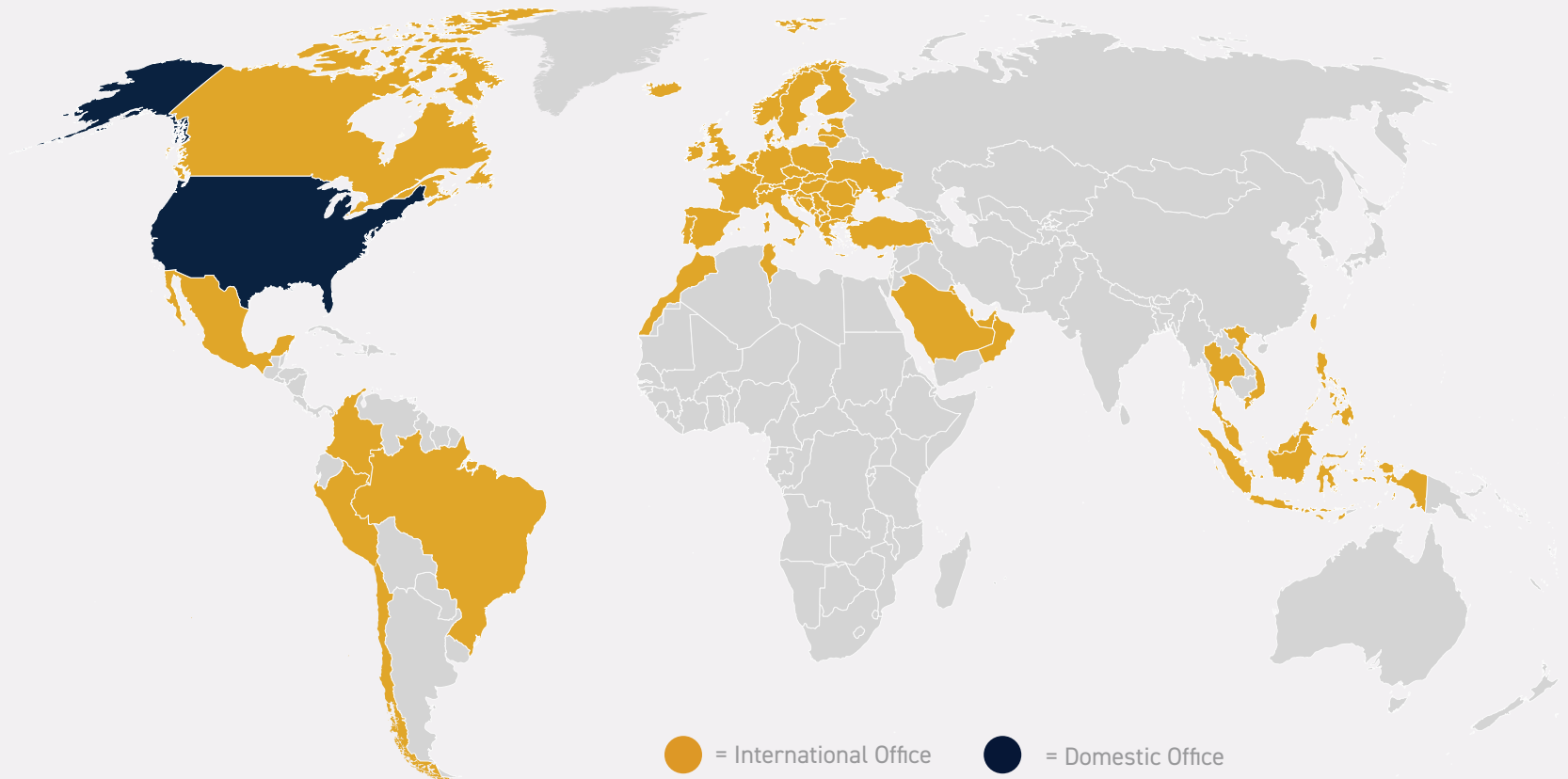
Source: WISERTrade, data from US Census Bureau, Foreign Trade Division





OUR OFFICES

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





SPOTLIGHT: FLOWERS TIMBER

Flowers Timber is a family-owned and operated forestry supplier and sawmill business in Seven Springs. It was founded in 1976 by Arnold Flowers and is currently operated by his son Jeremy Flowers.

With the help of the International Trade Division, Flowers Timber has been able to attend EDPNC export education events, utilize the NC STEP Reimbursement Program and connect with international customers. Most recently, Flowers Timber worked with the EDPNC's Mexico Office to prepare for a lumber trade mission. "Working with the EDPNC has been an incredible

experience. It's a great agency with excellent staff and we are extremely happy to work with them," said Jeremy Flowers.

Flowers Timber received the 2022 Governor's Export Award for Top Global Reach Exporter. The company has customers in China, Vietnam, India, Pakistan, Cambodia, and Spain. This small company based in Seven Springs North Carolina, and serving the eastern part of the state is making its mark worldwide.

SPOTLIGHT: INDUSTRY NINE

Asheville based Industry Nine Componentry (i9) designs and manufactures bicycle wheelsets and hubs for riders looking for quality, craftsmanship and performance. Since 2014, i9 has been working with the EDPNC's International Trade Division, receiving help from ITD managers and the NC STEP Reimbursement Program which helped the company offset costs associated with

exhibiting at international trade shows and expanding into the European market. i9 received the 2022 Governor's Export Award for Top Small Business Exporter. This award recognizes i9 for its continued success in expanding in international markets.





TRADE TEAM CONTACTS

Mike Hubbard

Director, International Trade

Industries:

Agribusiness, Lumber

919.447.7757

mike.hubbard@edpnc.com

Blake Jackman

International Trade Manager

Industries:

Advanced Manufacturing, Construction, Energy (Renewable/
Traditional), Environmental (Technology/Waste/Recycling), Industrial
Machinery, Outdoor, Transportation (Aerospace/Automotive/Boating)

919.447.7753

blake.jackman@edpnc.com

Kuldip Wasson

Senior International Trade Manager

Industries:

Security/Defense, Computers, Electronics, Information Technology

919.447.7758

kuldip.wasson@edpnc.com

Melissa McGurk

International Trade Manager

Industries:

Biotechnology, Chemicals, Healthcare, Medical
Technology, Healthcare, Plastics, Rubber

919.447.7794

melissa.mcgurk@edpnc.com

Glenn Jackman

Senior International Trade Manager

Industries:

Textiles, Apparel, Textile Machinery, Nonwovens

919.447.7756

glenn.jackman@edpnc.com

Cheryl Mauro

STEP Program Manager

919.447.7790

cheryl.mauro@edpnc.com





Wells Fargo Capitol Center
150 Fayetteville St.
Suite 1200
Raleigh, NC 27601

919.447.7777
edpnc.com

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DEVELOPMENT
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