

# EXPORTS SETTING RECORD PACE



**State encourages more small firms to tap into trade opportunities.**



Earl Ray Tomblin  
Governor

West Virginia's export figures have been climbing the charts during the last several years at a rate that consistently outpaces the U.S. export growth rate.

West Virginia's export shipments in 2009 totaled \$4.8 billion, a 53 percent increase over the 2005 total of \$3.2 billion. Preliminary figures for 2010 show the positive trend continues. Through the first

three quarters of the year, exports had already reached \$4.7 billion, on pace to reach a record-setting level of \$6 billion.

While West Virginia energy exports include coal, the state's top exports also include manufactured products such as chemicals and polymers, machinery and components for medical, automotive and aerospace applications.

West Virginia businesses, big and small, are benefitting from opportunities in worldwide trade.

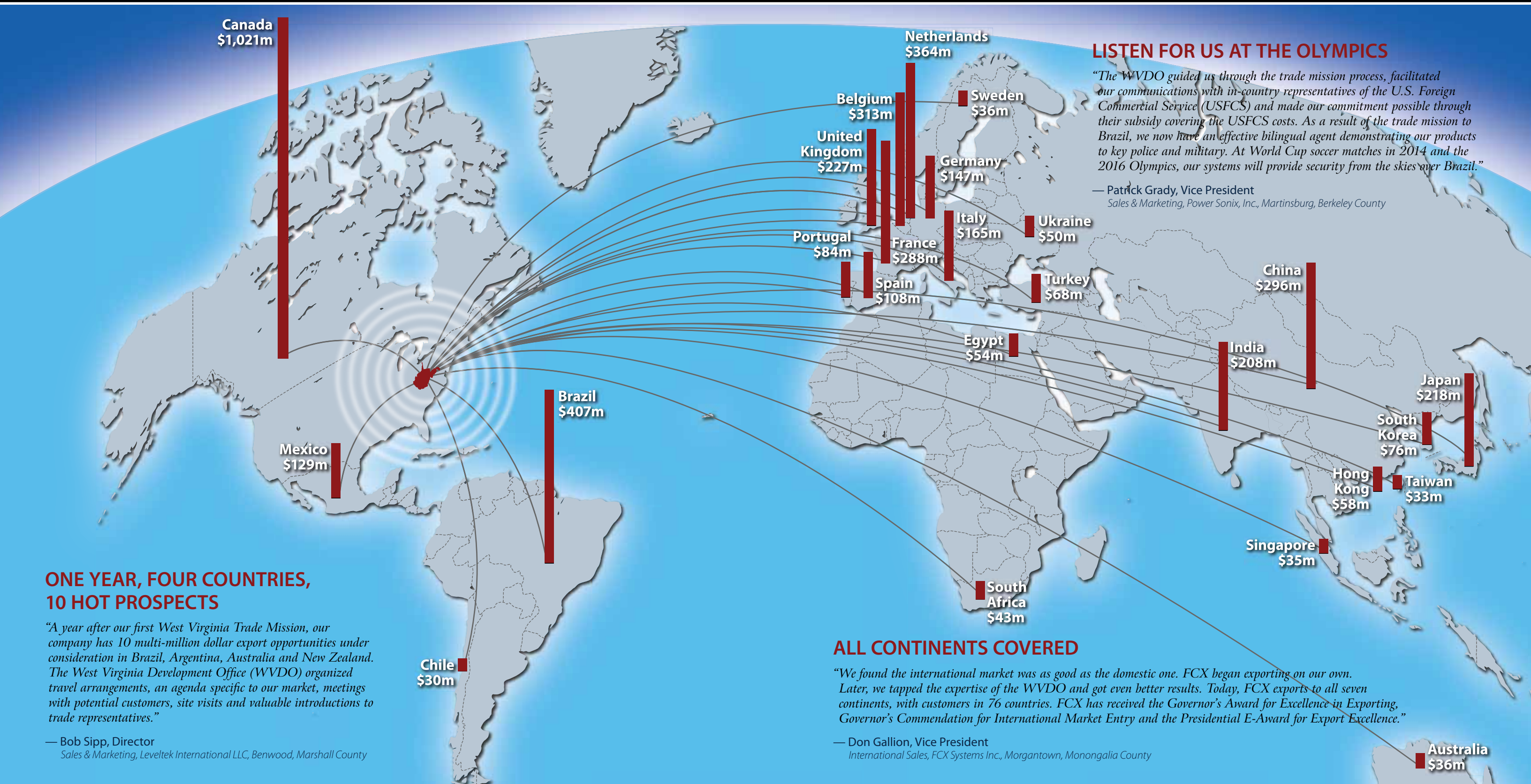
Of the 771 companies that exported goods from West Virginia locations in 2008, 75 percent were small and medium-sized businesses. The U.S. Department of Commerce estimates that trade supports 38 million jobs — more than one in five — in the United States. More than 17 percent of all manufacturing workers in West Virginia depend on exports for their jobs.

West Virginia is succeeding in world trade now, but there is potential for even more growth, especially among the state's smaller firms. Finding new markets through international trade offers the greatest potential for growth among West Virginia's small and mid-size manufacturers.

# WEST VIRGINIA'S TOP 25

# EXPORT MARKETS (in millions of dollars)

Learn more about the experiences of these companies at [www.worldtradewv.com](http://www.worldtradewv.com).



## LISTEN FOR US AT THE OLYMPICS

*"The WVDO guided us through the trade mission process, facilitated our communications with in-country representatives of the U.S. Foreign Commercial Service (USFCS) and made our commitment possible through their subsidy covering the USFCS costs. As a result of the trade mission to Brazil, we now have an effective bilingual agent demonstrating our products to key police and military. At World Cup soccer matches in 2014 and the 2016 Olympics, our systems will provide security from the skies over Brazil."*

— Patrick Grady, Vice President  
Sales & Marketing, Power Sonix, Inc., Martinsburg, Berkeley County

## ONE YEAR, FOUR COUNTRIES, 10 HOT PROSPECTS

*"A year after our first West Virginia Trade Mission, our company has 10 multi-million dollar export opportunities under consideration in Brazil, Argentina, Australia and New Zealand. The West Virginia Development Office (WVDO) organized travel arrangements, an agenda specific to our market, meetings with potential customers, site visits and valuable introductions to trade representatives."*

— Bob Sipp, Director  
Sales & Marketing, Leveltek International LLC, Benwood, Marshall County

## ALL CONTINENTS COVERED

*"We found the international market was as good as the domestic one. FCX began exporting on our own. Later, we tapped the expertise of the WVDO and got even better results. Today, FCX exports to all seven continents, with customers in 76 countries. FCX has received the Governor's Award for Excellence in Exporting, Governor's Commendation for International Market Entry and the Presidential E-Award for Export Excellence."*

— Don Gallion, Vice President  
International Sales, FCX Systems Inc., Morgantown, Monongalia County



China Coal & Mining Exhibition Grand Opening



Meeting with potential business partners in the WV Pavilion

## TRADE ASSISTANCE

Firms looking to expand their horizons into the global market can get assistance from the West Virginia Development Office (WVDO) Export Promotion Program. In cooperation with the U.S. Commercial Service and the West Virginia Export Council, West Virginia's export promotion program provides the following services:

- Free consultation to determine a company's export readiness
- Free assistance in identifying foreign markets for an exporter's product or service
- Inexpensive trade missions to dynamic markets
- Subsidized costs for exhibiting in international trade shows
- Logistics support for companies participating in international trade shows and trade missions

Through West Virginia's Gold Key Trade Mission program, businesses benefit from a partnership of state and federal services. WVDO provides funding and logistics planning. The U.S. Commercial Service supplies staff expertise and market research before and during international events through market briefings, business matchmaking meetings and networking receptions. This partnership allows a West Virginia business to dramatically reduce time, effort and costs ordinarily associated with generating sales in a new market.

For more information on services to help your business join the wide world of international trade, visit [www.worldtradewv.com](http://www.worldtradewv.com) or contact Debra Martin at 304-957-2042 or Caitlin Ashley at 304-957-2014.



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Recipient of President's E Award for  
Excellence in Export Service

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