



International Trade Administration—Fostering Connecticut’s **Competitiveness and Job Growth Through Trade**

Helping Connecticut companies export, penetrate new markets, and protect their interests abroad.

As the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration, the U.S. Commercial Service (CS) helps thousands of companies—more than 85 percent of which are small and medium-sized businesses—export goods and services worth billions of dollars every year. Located in 109 offices in 48 states, as well as in 124 offices in nearly 80 countries, our global network of trade experts provides U.S. companies with the market intelligence, trade counseling, business matchmaking, and commercial diplomacy they need to succeed in international markets.

Why Connecticut companies should export:

- Over 95 percent of the world’s customers are located beyond U.S. borders
- Exporters realize higher employment growth than non-exporters
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business
- Export wages are typically 13–18 percent higher than non-export wages

Export Successes in Connecticut

Recovery Planner of Trumbull, CT, specializes in Web-based software to help mitigate data disruption, loss, and interruption in business operations. It was submitting a time-sensitive bid to Bancolombia, a Colombian company, but was uncertain about tax issues and tariff regulations inherent to exporting software to Colombia. Recovery Planner contacted the CS Middletown office who, along with CS Bogota, quickly provided the necessary tax information and harmonized tariff codes to prepare the bid. As a result, Recovery Planner was awarded the contract with Bancolombia valued at \$50,000.

Aplicare of Meriden, is a small manufacturer of antiseptic and personal care products. Faced with a downturn in the economy and threat of job losses, Aplicare contacted the CS Middletown office for assistance in expanding its presence in Asia. In collaboration with CS Singapore, a Gold Key business matchmaking service was arranged for Aplicare in Singapore in which the company met with prospective partners. As a result, Aplicare made a sale to BioMed Diagnostics in Singapore worth \$30,000.

ITA Impact on Connecticut (FY 09–10)

- CS-Facilitated Export Value: **\$2,788,456,431**
- Companies Served: 210
- Jobs Supported by Exports: 15,073
- Top Industries Served:
 - Aircraft & Aircraft Parts
 - Defense Industry Equipment
 - Aviation Markets: 70
- Export Markets: 66
- Active CS Clients: 597

U.S. Commercial Service Connecticut

Middletown
(860) 638-6950
buyusa.gov/connecticut

The U.S. Commercial Service supports the President’s National Export Initiative