



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

Helping Kentucky 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 Kentucky 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 Kentucky

Papa John’s International (Papa John’s), a large pizza franchise headquartered in Louisville, KY, utilized the CS Louisville office for help in expanding its business in Chile. The CS in Louisville and Santiago, Chile, counseled them on the Chilean market and arranged a Gold Key business matchmaking service that provided pre-screened business meetings with prospective Chilean partners. As a result, Papa John’s completed a franchise agreement with P.J. Chile S.A. for 25 franchise units in Chile.

Phoenix Process Equipment Company of Louisville, manufactures equipment for de-watering industrial and municipal wastewater. The firm reached out to CS Louisville for guidance on diversifying its exports to the Mexican wastewater treatment sector. It was then recruited to join a CS-supported Environ-Pro Show in Mexico that included a trade mission organized by the state trade office. During the event, CS provided Phoenix with extensive counseling, export-financing information, and introductions to potential buyers. With this help, Phoenix sold \$300,000 worth of its equipment to Mexico.

ITA Impact on Kentucky (FY 09–10)

- *CS-Facilitated Export Value: \$37,458,793*
- *Companies Served: 119*
- *Jobs Supported by Exports: 202*
- *Top Industries Served:*
 - *Franchising*
 - *Telecommunications Eq. & Services*
 - *Food Processing & Packaging Eq.*
- *Export Markets: 80*
- *Active CS Clients: 301*

U.S. Commercial Service Kentucky

Lexington
(859) 225-7001
buyusa.gov/kentucky

Louisville
(502) 582-5066
buyusa.gov/kentucky

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