



International Trade Administration—Fostering Massachusetts' Competitiveness and Job Growth Through Trade

Helping Massachusetts 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 Massachusetts 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 Massachusetts

Avid Technology of Tewksbury, MA, manufactures audio and video solutions for TV networks. Attending the National Association of Broadcasters (NAB) trade show, it took advantage of the CS International Buyer Program where U.S. companies meet with CS-recruited international buyer delegations and receive personalized market counseling. During the NAB show, staff from CS Bogota, Colombia, facilitated discussions between Avid Technology and Colombia's RCN Television. With this positive outcome, Avid Technology sold a \$400,000 news editing and broadcasting system to RCN Television.

Doble Engineering Company of Watertown, provides diagnostic instruments and services for energy generation companies and industrial power users. Doble sought counseling and market research from the CS Boston office on opportunities in Europe, and it was determined that Spain was the most promising market. A CS-arranged Gold Key matchmaking service enabled Doble to identify a Spanish buyer and sign a distribution agreement that resulted in an initial \$50,000 export sale.

ITA Impact on Massachusetts (FY 09–10)

- CS-Facilitated Export Value: *\$577,886,961*
- Companies Served: 275
- Jobs Supported by Exports: 3,124
- Top Industries Served:
 - *Renewable Energy Equipment*
 - *Defense Industry Equipment*
 - *Medical Equipment*
- Export Markets: 71
- Active CS Clients: 589

U.S. Commercial Service Massachusetts

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