



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

Helping Michigan 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 Michigan 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 Michigan

Wall Street Productions is an entrepreneurial Southfield, MI, company that organizes, designs, and installs audio-visual experiences in corporate showrooms, lobbies and theaters. The firm called on the CS Pontiac office for help on how to best sell its products directly to China. CS staff in Pontiac and Shanghai, China, arranged for a Gold Key matchmaking service that enabled the company to identify and establish key sales and distribution relationships. With the addition of CS-provided market briefings on Chinese business practices, Wall Street was able to complete its first direct sale to China in the amount of \$140,000.

Enstrom Helicopter of Menominee, turned to the CS Grand Rapids office for help regarding a bid on a Royal Thai government tender. CS staff in Grand Rapids and Bangkok, Thailand—with the aid of other U.S. Government agencies—helped the company navigate false claims from a European competitor, and addressed company questions about financing and export license requirements. As a result, Enstrom won the procurement, making a sale of 16 helicopters valued at approximately \$35 million.

ITA Impact on Michigan (FY 09–10)

- *CS-Facilitated Export Value: \$189,003,959*
- *Companies Served: 314*
- *Jobs Supported by Exports: 1,022*
- *Top Industries Served:*
 - *Plastics Production Machinery*
 - *Automobiles*
 - *Biotechnology*
- *Export Markets: 82*
- *Active CS Clients: 786*

U.S. Commercial Service Michigan

Detroit
(313) 226-3650
buyusa.gov/greatlakes

Grand Rapids
(616) 458-3564
buyusa.gov/greatlakes

Pontiac
(248) 975-9600
buyusa.gov/greatlakes

Ypsilanti
(734) 487-0259
buyusa.gov/greatlakes

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