



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

Helping West Virginia 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 West Virginia 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 West Virginia

Kanawha Scales & Systems of rural Poca, WV, is a world leader in batch loading systems for the mining industry. Its expertise was noticed by a large steel and coal company in India which reached out to the CS New Delhi office for help in facilitating an introduction with Kanawha. Meanwhile, Kanawha received in-depth CS counseling on doing business in India and the Indian coal industry. Kanawha also attended the FedEx and CS-supported “Navigating India Seminar,” and meetings with CS staff from New Delhi and Calcutta. As a result, Kanawha made a \$3.5 million new-to-market sale to the Indian company.

FCX Systems Inc. is a rural Morgantown-based designer and manufacturer of aviation ground support equipment. FCX was recruited and supported by the CS to exhibit at the 45th Farnborough International Air Show in Hampshire, United Kingdom. During the event, the CS provided counseling on the aviation industry and introduced the company to potential buyers. As a result, FCX made a \$300,000 new-to-market sale to England.

ITA Impact on West Virginia (FY 09–10)

- *CS-Facilitated Export Value: \$39,467,765*
- *Companies Served: 55*
- *Jobs Supported by Exports: 213*
- *Top Industries Served:*
 - *Mining Industry Equipment*
 - *Airport Ground Support Equipment*
 - *Sporting Goods*
- *Export Markets: 40*
- *Active CS Clients: 146*

U.S. Commercial Service West Virginia

Charleston
(304) 347-5123
buyusa.gov/westvirginia

Wheeling
(304) 243-5493
buyusa.gov/westvirginia

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