



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

Helping Colorado 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 Colorado 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 Colorado

Pan Am International Flight Academy of Denver, CO, was looking to expand its presence in the Asian market. With help from the CS Denver office, Pan AM was recruited to participate in the 2010 Singapore Air Show, where the CS provided one-on-one matchmaking appointments and direct counseling and assistance. As a result, Pan Am signed a contract with Singapore’s Aviation Technology Network valued at \$479,000.

Crestcom International Ltd. of Greenwood Village, is a small franchisor providing training solutions in sales, recruiting, customer service, and management skills development. The company utilized CS Denver assistance in finding a new franchise partner in Latin America. CS recruited the company to participate in the ABF Franchise trade show and arranged for a Gold Key matchmaking service that enabled Crestcom to sign the partner and make \$67,500 in initial sales.

ITA Impact on Colorado (FY 09–10)

- *CS-Facilitated Export Value: \$45,129,544*
- *Companies Served: 224*
- *Jobs Supported by Exports: 244*
- *Top Industries Served:*
 - *Air & Ground Support Equipment*
 - *Food Processing & Packaging Equipment*
 - *Health Care Services*
- *Export Markets: 87*
- *Active CS Clients: 694*

U.S. Commercial Service Colorado

Denver
(303) 844-6001
buyusa.gov/colorado

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