



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

Helping Idaho 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 Idaho 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 Idaho

Riverbend Group of Post Falls, ID, an engineering firm specializing in energy conservation consulting, contacted the CS Boise office for help in navigating the Greek market. With CS Athens assistance, Riverbend Group received counseling on exporting to Greece, verification of its Greek buyer, and confirmation as to which Greek tax laws were relevant to its sale so as to avoid double taxation. The company credits CS assistance for helping it complete a 26,000 sale to Greece.

Double L, based in American Falls, is a manufacturer of potato harvesters and was looking to pursue the Australian market. Stepping in, the CS Boise office collaborated with CS Australia, encouraging the company to participate in the Gold Key business matchmaking service which included a series of prescreened meetings with potential partners in Tasmania, Victoria, and South Australia. As a result, Double L initially sold \$76,000 worth of equipment to Australia, and has since sold another \$70,000 worth of equipment to the same customer, G.A. Young and Sons.

ITA Impact on Idaho (FY 09–10)

- *CS-Facilitated Export Value: \$3,548,680*
- *Companies Served: 49*
- *Jobs Supported by Exports: 19*
- *Top Industries Served:*
 - *Agricultural Machinery & Equipment*
 - *Computer Software*
 - *Building Products*
- *Export Markets: 38*
- *Active CS Clients: 144*

U.S. Commercial Service Idaho

Boise
(208) 364-7791
buyusa.gov/boise

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