



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

Helping New Hampshire 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 New Hampshire 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 New Hampshire

Globe Holding Company LLC of Pittsfield, NH, manufactures firefighter protective clothing and was looking to expand its business into the Brazilian market. The firm tapped CS Portsmouth office assistance and was encouraged to participate in the CS-supported Security Trade Mission to Brazil. The CS provided Globe with export counseling on the Brazilian market, export-financing information, and scheduled meetings with high-level government officials, private companies and potential distributors. As a result, Globe reported a 250,000 sale to Brazil, its first export to that country.

Dartware, LLC is a manufacturer in West Lebanon who produces a line of software focusing on network management solutions. Dartware contacted the CS Portsmouth office to inquire about arranging possible Gold Key business matchmaking services in Canada. CS Portsmouth, Vancouver, and Calgary provided Dartware with information on a number of pre-screened potential partners, resulting in face-to-face meetings between Dartware and the Canadian prospects. As a result, Dartware signed a reseller agreement with Boardwalk Communications based in British Columbia.

ITA Impact on New Hampshire (FY 09–10)

- *CS-Facilitated Export Value: \$301,502,420*
- *Companies Served: 68*
- *Jobs Supported by Exports: 1,630*
- *Top Industries Served:*
 - *Audio & Visual Equipment*
 - *Security & Safety Equipment*
 - *Defense Industry Equipment*
- *Export Markets: 58*
- *Active CS Clients: 221*

U.S. Commercial Service New Hampshire

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