



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

## Helping Pennsylvania 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 Pennsylvania 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 Pennsylvania

**ATD American Co.** of Wyncote, PA, a producer hotel of and hospital linens, approached the CS Philadelphia office for advice on entering the German market. ATD participated in the CS-supported Heimtextil trade fair in Germany where it met potential buyers of its products. The CS provided ATD with pre-event counseling on the German market, including market research reports, and export-financing information. As a result, ATD signed a \$25,000 distribution agreement with Johannes Kaechele GmbH.

**Solar Technology Inc.** of Allentown, a manufacturer of solar powered traffic control systems, and sought CS Philadelphia office guidance on how to best maximize export opportunities in the UK market. The CS Philadelphia and UK offices advised the company on ways to identify potential European buyers and distributors, and provided information on new UK contract opportunities and customs and payment regulations. As a result, Solar Tech secured a \$230,000 export sale to the UK.

## *ITA Impact on Pennsylvania (FY 09–10)*

- *CS-Facilitated Export Value: \$1,475,495,767*
- *Companies Served: 487*
- *Jobs Supported by Exports: 7,976*
- *Top Industries Served:*
  - *Building Products*
  - *Computer Software & Peripherals*
  - *Railroad Equipment*
- *Export Markets: 92*
- *Active CS Clients: 1,065*

## U.S. Commercial Service Pennsylvania

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(717) 872-4386  
[buyusa.gov/harrisburg](http://buyusa.gov/harrisburg)

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