



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

Helping Tennessee 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 Tennessee 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 Tennessee

**NuSAFE LLC** of Oak Ridge, TN, makes stationary, mobile, and portable radiation detection devices that require Helium-3 (He-3). Looking for additional amounts of He-3, the firm turned to the CS Knoxville office for assistance. The CS, along with the Market Access and Compliance unit of the U.S. Commerce Department’s International Trade Administration, counseled NuSAFE on strategies to use when working with Department of Defense and Department of Energy. As a result, NuSAFE acquired additional He-3 and fulfilled the contract to the UK valued at \$4,000,000.

**Pugmill Systems Inc.** of Colombia, produces machines that mix and blend various materials in the manufacturing and construction industries. The firm tapped the CS Nashville office for assistance in determining the proper tariff classification and CE marking requirements. The CS provided market counseling, researched export and duty classifications, checked applicable EU tariff rates, and assisted the company in confirming CE mark status. As a result, Pugmill made a sale of \$160,000 to Peru, its first sale to that country.

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

- CS-Facilitated Export Value: **\$83,979,718**
- Companies Served: 152
- Jobs Supported by Exports: 454
- Top Industries Served:
  - Composite & Plastic Materials
  - Building Products
  - Franchising
- Export Markets: 80
- Active CS Clients: 248

## U.S. Commercial Service Tennessee

Knoxville  
(865) 545-4637  
[buyusa.gov/tennessee](http://buyusa.gov/tennessee)

Memphis  
(901) 544-0930  
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Nashville  
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**The U.S. Commercial Service supports the President’s National Export Initiative**