

# INTERNATIONAL TRADE OVERVIEW

2019

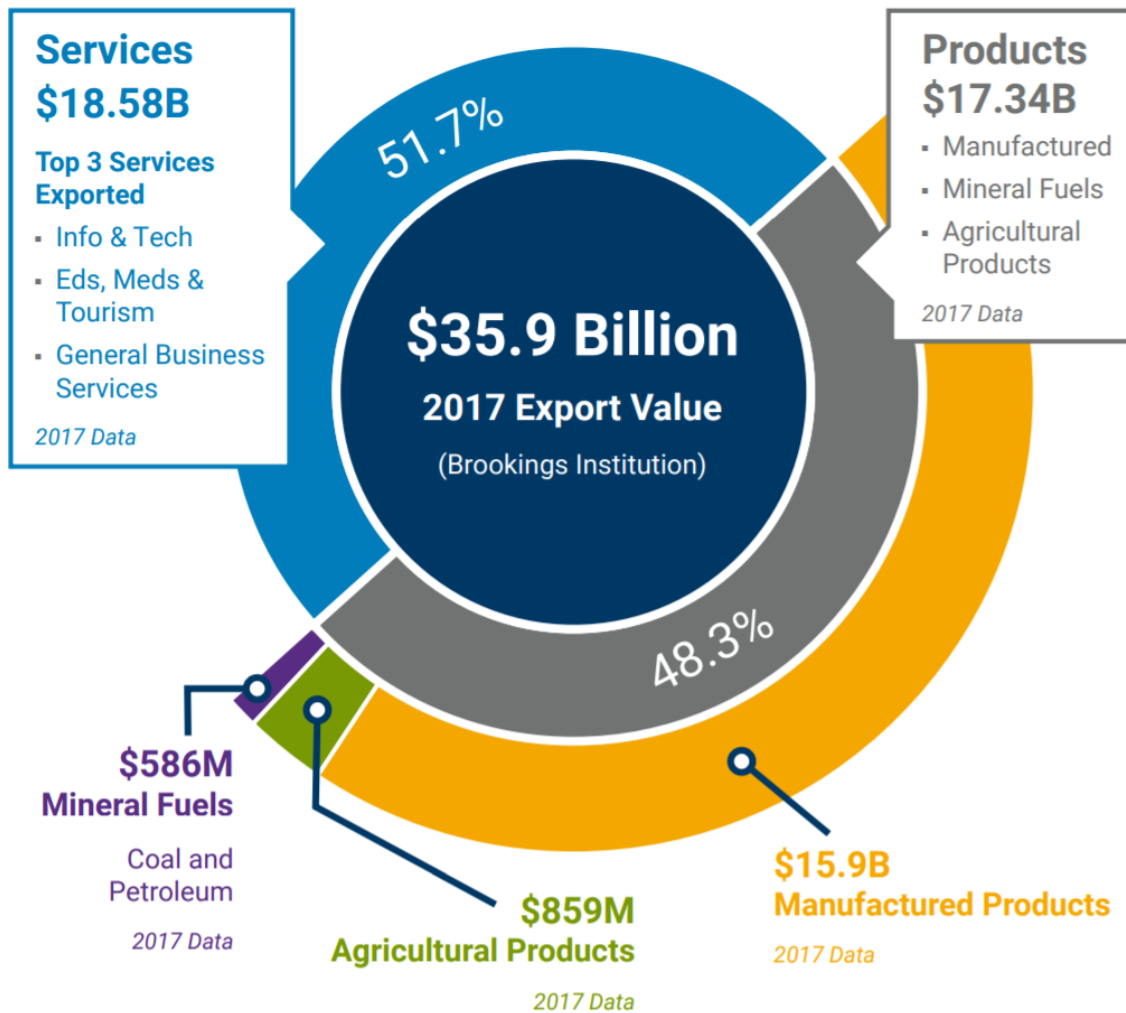
# IMPACT OF INTERNATIONAL TRADE IN VIRGINIA

# IMPORTANCE OF EXPORTS AND IMPORTS

## Exports support more than 257,000 jobs in Virginia

- Nearly 30% of Virginia's economic growth was driven by exports from 2009 to 2014.
- Direct, indirect, and induced economic impact of exports in 2014:
  - 6.4% of Virginia gross state product (GSP)
  - 8.5% of total state employment with 320,963 jobs
  - \$18.7 billion in labor income, and \$2 billion in tax revenue
- \$58,333 was the average income per export-related job
- Imports of \$25.8 billion in 2016

# VIRGINIA'S EXPORTS



# INTERNATIONAL TRADE PROGRAMS AND SERVICES

# WE PROVIDE INTERNATIONAL TRADE DEVELOPMENT ASSISTANCE TO COMPANIES IN ALL SECTORS

## Types of Companies Served

- Aerospace & Defense
- Automotive
- Biotechnology
- Clothing & Textiles
- Construction
- Consumer Products
- Education
- Energy & Environment
- Food & Beverage
- Healthcare
- Hospitality
- Industrial Equipment
- Information Technology
- Maritime
- Mining & Metals
- Professional Services
- Security
- Telecommunications
- VDACS handles agricultural exports

## COMPANIES ENROLLED

# 330

During FY2018<sup>1</sup>, a total of 330 companies were enrolled in our international trade development programs.

## AVERAGE INTERNATIONAL SALES

**\$5.8m**

Companies enrolled in our programs reported average projected international sales of \$5.8 million in 2018.<sup>1</sup>

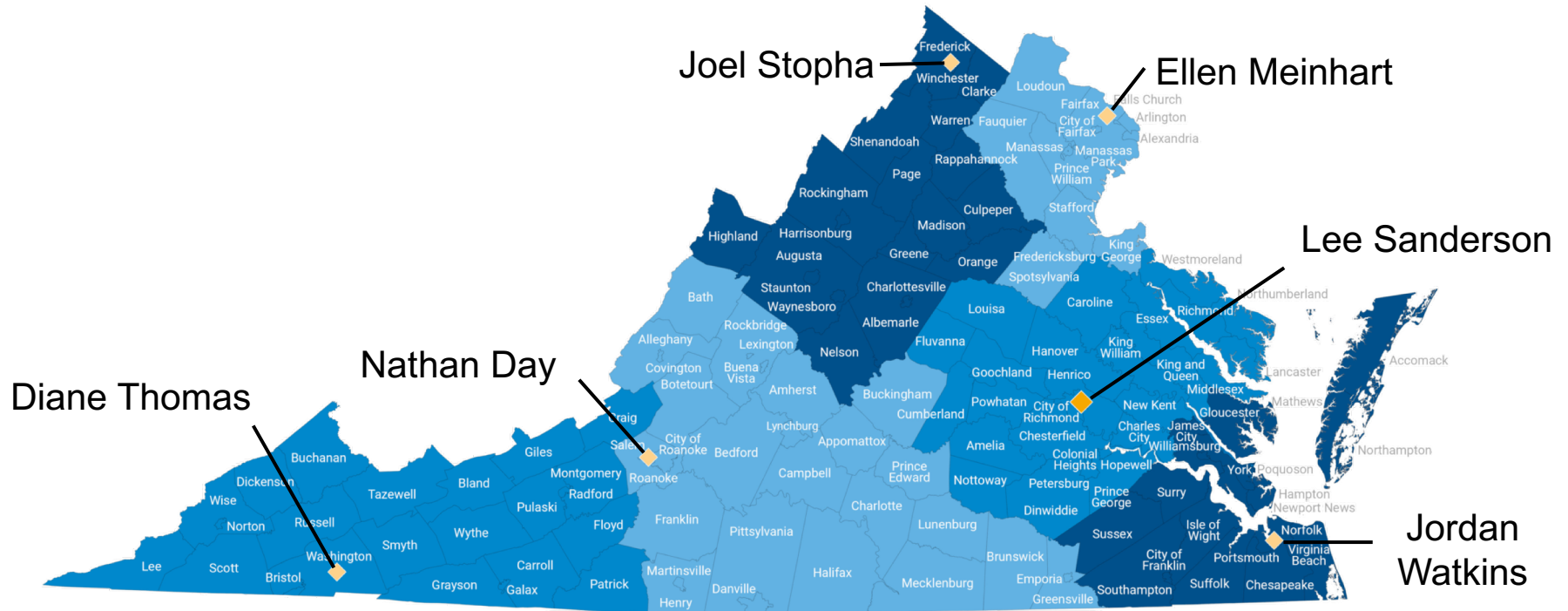


## **EMPLOYEES REPRESENTED**

# **49,000**

Companies currently enrolled in our international trade development programs have over 49,000 employees in Virginia.

# INTERNATIONAL TRADE TEAM



## VALET Program

- John Elink-Schuurman
- Matthew Tabers

## Global Defense Program

- Ed Laughlin
- *Vacant*

## Trade Missions & Shows

- Scott Kennedy
- Mary Wood

## Research

- Sosy Bouroujian
- Anne Phillips
- *Vacant*

## Administrative

- Lindsey Bertozzi
- Carolyn Elliott

## STEP Grant

- Monica Sadie

# PROGRAMS AND SERVICES

**We provide a range of programs, services, and grants to Virginia exporters:**

- International Market Research
- Trade Missions
- Trade Shows
- Trade Show Program
- Regional Export Program
- Global Defense Program
- Virginia Leaders in Export Trade (VALET) Program
- State Trade Expansion Program (STEP) Grant

# INTERNATIONAL MARKET RESEARCH

## Customized market research for Virginia companies

- More than 1,600+ research projects completed in the last 5 years
- In-country market research is company-specific
- Export guides and publications

## Typical questions

- Who is importing my product or service?
- Are there any regulations I need to be aware of?
- What is the best way for me to sell my product or service internationally?
- How do I find a local partner?

# INTERNATIONAL MARKET RESEARCH

## Global Network: In-country consultants in 75+ countries

### Europe

Belgium  
Bulgaria  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
Italy  
Ireland  
Latvia  
Lithuania

Norway  
Poland  
Romania  
Russia  
Serbia  
Slovakia  
Slovenia  
Spain  
Sweden  
The Netherlands  
Turkey  
Ukraine  
UK

### Middle East & Africa

Bahrain  
Israel  
Jordan  
Kuwait  
Oman  
Qatar  
Saudi Arabia  
South Africa  
UAE  
Other African countries

### Americas

Argentina  
Brazil  
Canada  
Chile  
Colombia  
Costa Rica  
Mexico  
Panama  
Peru

### Asia Pacific

Australia  
China  
India  
Indonesia  
Japan  
Malaysia  
New Zealand  
Philippines  
Singapore  
South Korea  
Thailand  
Vietnam

# TRADE MISSIONS & TRADE SHOWS

## Trade Missions

- Customized international business meetings for Virginia companies
- Pre-qualified potential buyers or distributors
- 135 companies participated in trade missions and trade shows during FY2018<sup>1</sup>

## Trade Shows

- Companies exhibit products and services within a Virginia booth
- Companies meet prospective customers and partners at the show

<sup>1</sup> FY2018 is July 1, 2017 to June 30, 2019

# TRADE MISSIONS & TRADE SHOWS THROUGH JULY 2020

Trade Mission or Event	Dates	Registration Deadline	Fee
Trade Mission to Australia	October 7 – 11, 2019	August 9, 2019	\$2,500
Pacific 2019	October 8 – 10, 2019	August 9, 2019	\$2,500
AUSA 2019	October 14 – 16, 2019	August 16, 2019	\$2,500
Trade Mission to Sweden and Denmark	October 21 – 25, 2019	August 23, 2019	\$2,500
Trade Mission to Qatar	November 10 – 13, 2019	September 13, 2019	\$2,500
Expodefensa 2019	December 2 – 4, 2019	October 4, 2019	\$2,500
Trade Mission to Colombia	December 2 – 6, 2019	October 4, 2019	\$2,500
Trade Mission to Saudi Arabia and UAE	January 14 – 21, 2020	November 15, 2019	\$2,500
Arab Health 2020	January 27 – 30, 2020	November 22, 2019	\$2,500
Trade Mission to India	February 24 - 28, 2020	November 29, 2019	\$2,500
Trade Mission to Mexico	March 23 – 27, 2020	January 24, 2020	\$2,500
Trade Mission to Ireland	April 27 – 29, 2020	February 28, 2020	\$2,500
Trade Mission to Poland and Romania	May 11 – 15, 2020	March 13, 2020	\$2,500
Trade Mission to Chile and Peru	May 13 – 20, 2020	March 13, 2020	\$2,500
InfoSecurity 2020	June 2 – 4, 2020	April 3, 2020	\$2,500
Farnborough 2020	July 20 – 26, 2020	May 22, 2020	\$2,500

# TRADE SHOW PROGRAM

## Program Overview

- The Trade Show Program assists companies with exhibiting at international trade shows that are relevant to their unique product, service, or industry
- Companies arrange their own booth at an international trade show
- 53 companies participated in this program in FY2018.<sup>1</sup> These companies attended 73 international trade shows.<sup>2</sup>

## Program Benefits

- Companies can receive up to \$10,000 in reimbursements to exhibit at trade shows
- Companies meet prospective customers and partners at the show

<sup>1</sup> FY2018 is July 1, 2017 to June 30, 2019

<sup>2</sup> Companies may use this program to attend multiple international trade shows



# REGIONAL EXPORT PROGRAM

## Program Overview

- The Regional Export Program is a year-long export development program.
- 50 companies participate each year
- Participation is distributed evenly across regions of Virginia

## Program Benefits

- Companies develop and execute an export plan
- Access to up to \$10,000 in reimbursements for export-related expenses

# GLOBAL DEFENSE PROGRAM

## Program Overview

- Helps Virginia's defense companies diversify into new international markets
- 350+ companies have participated in the last five years:
  - Average percentage of sales to U.S. defense agencies: 70%
  - Average number of employees in Virginia: 189

## Program Benefits

- Companies execute an export plan during the year-long program
- Access to up to \$10,000 in reimbursements for export-related expenses
- Events with U.S. Combatant Commands and defense-related trade shows

# VIRGINIA LEADERS IN EXPORT TRADE (VALET)

## Program Overview

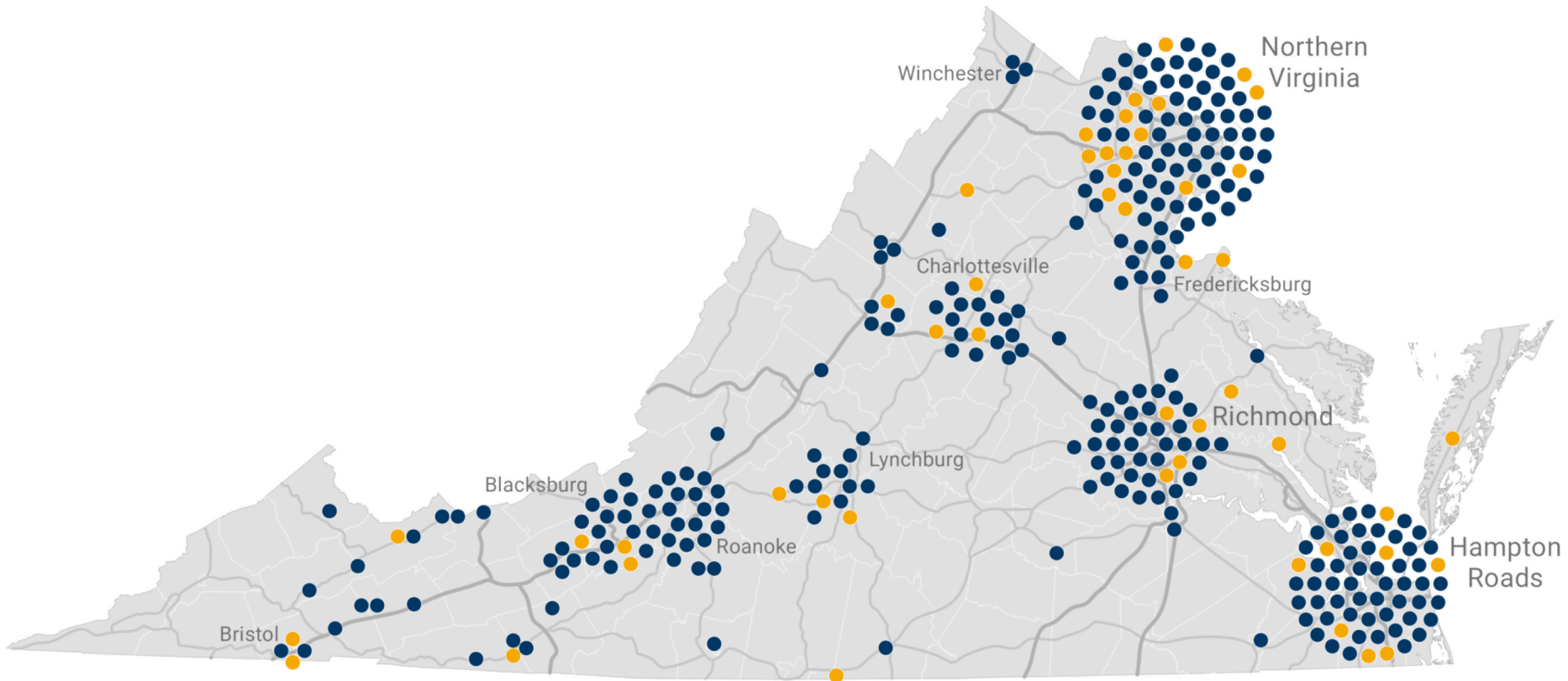
- VALET is a two-year international business acceleration program.
- The VALET Program generates an **average increase in international sales of 56% for participating companies.**<sup>1</sup>
- 276 companies have graduated from the VALET Program

## Program Benefits

- \$30,000 toward export related expenses
- 25 program partners offering pro bono services
- Technical training
- International sales plan execution
- Customized market research

<sup>1</sup> Average increase in international sales over the two-year program for the four most recent graduating VALET classes

# VALET PARTICIPANTS & ALUMNI



● VALET Graduate    ● VALET Current Company

# STATE TRADE EXPANSION PROGRAM (STEP) GRANT

## Current STEP Grant

- The State Trade Expansion Program (STEP) grant supports travel to international markets on trade missions, trade shows, or companies' independent international sales trips.
- Eligible companies can be reimbursed up to \$3,000 for airfare and lodging expenses for qualifying international travel.
- STEP is funded through a Cooperative Agreement with the U.S. Small Business Administration (SBA).



# 100%

Percentage of companies that would recommend our programs and services to other Virginia companies<sup>1</sup>

FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE

# ExportVirginia.org

The screenshot shows the homepage of the ExportVirginia.org website. At the top, a dark blue header contains the text "VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP" and "INTERNATIONAL TRADE" with a globe icon. Below this is a white navigation bar with the "VEDP International Trade" logo on the left and a menu of links: "Benefits of Exporting", "Services", "Resources & Partners", "Events", "Blog", and "Contact". On the right side of the navigation bar, there are links for "About", "News", a search icon, and a phone number "804.545.5600". The main content area features a large heading "Helping Your Company Expand Internationally". Below this heading are two featured articles. The left article is titled "Services for Virginia Businesses Interested in Increasing International Sales" and features a background image of a line graph with red, green, and yellow lines. The right article is titled "Recent ITAR Case Sends Important Message to Small/Mid-sized Government Contractors" and features a background image of a person working in a factory or industrial setting.