



ADVISORY COMMITTEE ON INTERNATIONAL TRADE

Dulles International Airport

August 4, 2020

VEDP | International
Trade
ExportVirginia.org



INTERNATIONAL TRADE UPDATE

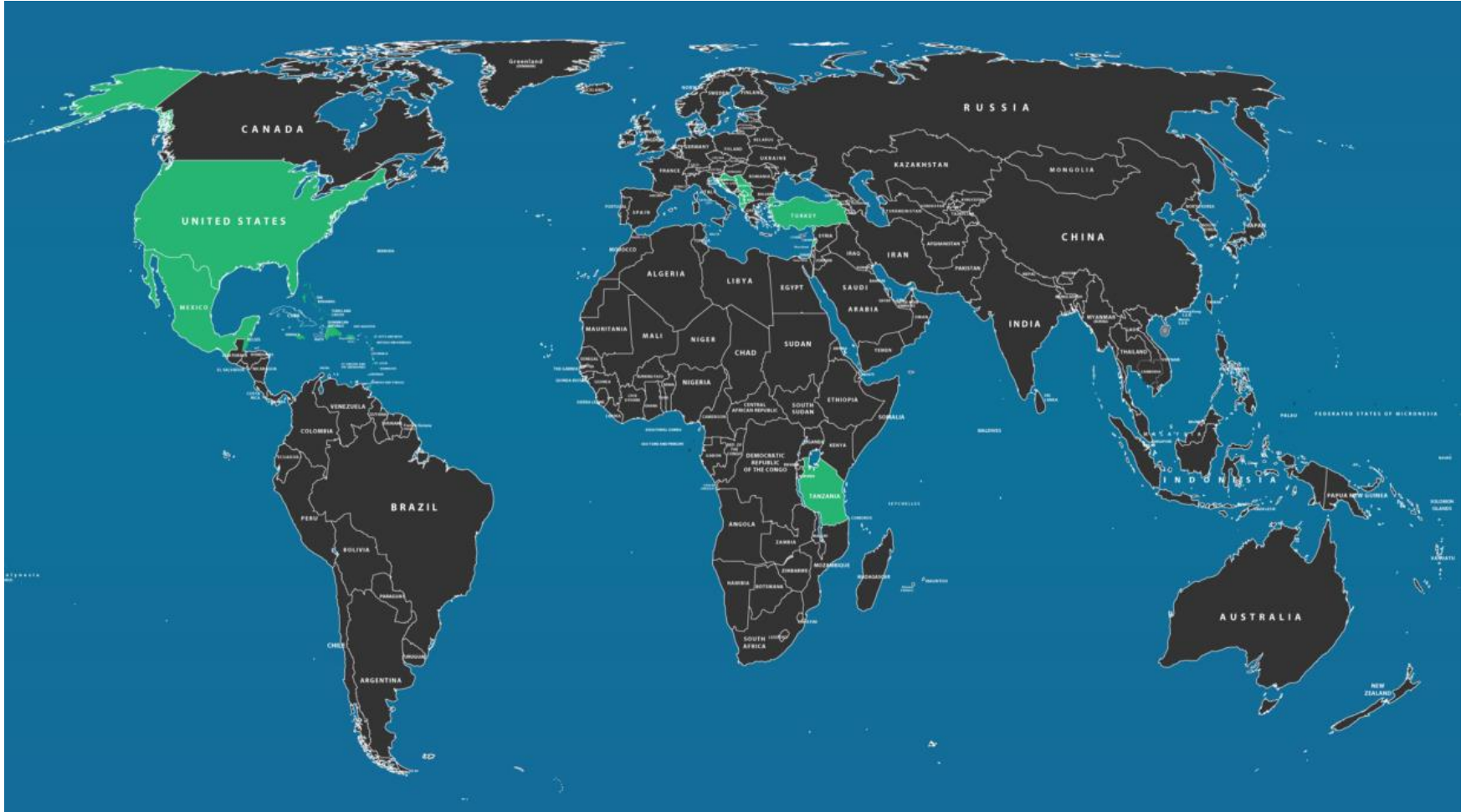
Virginia International Gateway, Portsmouth

VEDP INTERNATIONAL TRADE – SELECTED RECENT ACTIVITIES

- Virtual matchmaking for Virginia exporters with international customers and partners
- Adjusting fall 2020 trade mission schedule
- VALET Program recruiting and orientation
- Company interviews – understanding impact of COVID-19 on international business development
- Ongoing ITP activities



TRAVELERS FROM THE UNITED STATES CAN ONLY VISIT A FEW COUNTRIES WITHOUT A VISA OR QUARANTINE



INTERNATIONAL TRADE CLIENTS ARE MAKING VIRTUAL WORK AND SEEING RECENT SUCCESSES

INIT Innovations in Transportation – Chesapeake

- Entered VALET in January 2020
- Registered for March 2020 Mexico Trade Mission
- Conducted virtual meetings with Mexican customers – 7 meetings, 12 qualified prospects
- Now bidding on tender worth \$40-60 million, discovered during virtual meetings

Dilon Technologies – Newport News

- Entered VALET in January 2020
- Scheduled to travel to Chile in April 2020 using VEDP in-country partner
- Switched to virtual meetings at last minute
- Made a \$35,000 sale with hopes to do additional \$1 million in sales to new customer met during virtual trade mission

VEDP IS ADAPTING TO CURRENT REALITIES FOR UPCOMING INTERNATIONAL TRADE MISSIONS FOR VIRGINIA EXPORTERS

Trade Missions and Trade Shows	Dates	Status	Companies Registered ¹
Trade Mission to South Korea & Japan	Oct. 12-16, 2020	Moving to virtual	4
AUSA 2020 Trade Show (USA)	Oct. 12-14, 2020	Sold out; moved to virtual	10
Trade Mission to Czech Republic & Slovakia	Oct. 19-23, 2020	Moving to virtual or postponing	3
InfoSecurity 2020 Trade Show (UK)	Oct. 20-21, 2020	Moved to virtual	6
Trade Mission to Poland & Romania	Oct. 26-30, 2020	Moving to virtual	6
Trade Mission to Brazil	Oct. 26-30, 2020	Virtual option; rescheduling in person Fall 2021	1
Trade Mission to South Africa & Tanzania	Nov. 9-13, 2020	TBD	3
Commercial UAV Expo Europe	Dec. 1-3, 2020	Moved to virtual	0

¹The registration deadlines for fall 2020 trade missions and trade shows range from August 14, 2020 to October 2, 2020.

IN JULY 2020, 10 COMPANIES GRADUATED FROM THE VALET PROGRAM AND 12 COMPANIES ARE JOINING THE PROGRAM

Companies Graduating VALET

- Dynamis, Inc. (Fairfax County)
- FoxGuard Solutions, Inc. (Montgomery County)
- Huntington Ingalls Industries Technical Solutions Division (Virginia Beach)
- Innerspec Technologies, Inc. (Bedford)
- Line Power (Bristol)
- New Ravenna Acquisition LLC (Northampton County)
- Parabon NanoLabs, Inc. (Fairfax County)
- Spectra Quest Inc. (Henrico County)
- STR Software Company (Chesterfield County)
- SYNEXXUS Inc. (Arlington County)

Companies Joining VALET

- American Aerospace Technologies, Inc. (Loudoun County)
- Avondale Décor LLC (Louisa County)
- ENSCO National Security Solutions (Fairfax County)
- Federal Pacific (Bristol)
- McAirLaid's, Inc. (Franklin County)
- Morooka America, LLC (Hanover County)
- PaneraTech, Inc. (Fairfax County)
- Patriot3 (Spotsylvania County)
- Phoenix Group of Virginia Inc. (Chesapeake)
- Phoenix Integration (Montgomery County)
- Titan Systems Corporation (Loudoun County)
- TMEIC Corporation (Salem)

INTERNATIONAL TRADE CONDUCTED INTERVIEWS WITH 20+ CLIENTS TO UNDERSTAND THE IMPACT OF THE PANDEMIC

- The pandemic has been disruptive in some way to all businesses – some more than others, and some have seen new opportunities and business as a result.
- International business is as important or more important to VEDP International Trade clients in light of the pandemic.
 - Diversification of client base
 - Integral to overall business and sales strategy
- Companies continue to see value in VEDP International Trade resources, in some cases now more than ever, and plan to utilize services in the next year.
- Most clients are ready to travel as soon as it is feasible, but don't see it being so before 2021.
- Companies are looking to connect with current and potential international sales partners and need to do so without traveling. Opportunity for VEDP to facilitate virtual matchmaking and connect them with tools to manage and train international partners digitally.
- As companies face new challenges, there is an opportunity for VEDP to provide new services and resources:
 - Cybersecurity audits and compliance
 - Digital marketing
 - Virtual trade shows
 - Managing international distributors/partners – staying top of mind

The background of the slide features a close-up, slightly blurred photograph of a travel-related scene. On the left, a dark blue passport is partially visible, with the word 'PASSPORT' printed in a lighter blue, sans-serif font. To the right of the passport, a map with orange and yellow street patterns is spread out. Several pushpins in green, blue, and red are pinned to the map, marking specific locations. The overall composition suggests themes of travel, international relations, and progress.

US-UK TRADE AGREEMENT PROGRESS

A hand is shown holding a map of the world, which is covered with numerous colorful pushpins. The map is made of a light-colored material, possibly cardboard or paper, and the pushpins are in various colors including red, yellow, blue, green, and white. The hand is positioned on the left side of the map, and the map is tilted slightly. The background is a solid dark blue color.

CHAIRMAN'S COMMENTS AND DISCUSSION



**THANK YOU -
SEE YOU OCTOBER 6!**