

Rhode Island Export Assistance Market Entry Program



Rhode Island
Economic Development Corporation

Building the 21st Century Innovation Economy

Success Stories: Governor's Workforce Board Training Grants

Advanced Interconnections Corp **Objective: Identify Distributors in China**

Advanced Interconnections Corporation (AIC) is a Warwick based manufacturer of electronic interconnect devices and is an experienced exporter. AIC utilized the RIEDC's export services to identify distributors in Shanghai, Beijing and Chengdu.

In March 2006, AIC again used the Market Entry program to identify international distributors, this time in India. Based on the candidates that were identified, AIC has selected and signed a distributor in Bangalore who has exceeded the company's expectations. AIC's sales have increased by 25% and the company has participated in two major trade shows in Shanghai with their new distributor.

Another important benefit of the program was the ability to learn about the Indian market for AIC's products. As part of his scheduled appointments, AIC made a presentation to the Indian Electronics Association which has 1,500 members.

Solution: "We have utilized the Market Entry program in many locations and have always found the service to be excellent. The benefit of using this program is that it reduces a company's time to market and allows us to be proactive versus being reactive. We are able to interview several candidates at once. It would be very difficult for us to arrange these interviews and obtain references." *Advanced Interconnections Corp*

Providence Chain Company **Objective: Acquire Asian Jewelry Market Expertise**

In early 2000, a large percentage of Providence Chain's US customer base had shifted to China, and Providence Chain was losing key clients.

Representatives of Providence Chain, a fifth generation jewelry manufacturer of over 4,500 styles of jewelry chain in karat gold, gold filled, sterling silver and base metals, decided to participate in a State of Rhode Island Trade Mission to Hong Kong and China and a Trade Mission to India.

They also received an Export Training Grant that allowed them to do customized training on the jewelry market in China and Hong Kong. Through the training programs, Providence Chain learned about the barriers and opportunities for trade in the Asian markets. In the process of doing market research on the Chinese market, they determined that the most strategic move would be to set up a sales office in Hong Kong. By establishing a sales presence in China, Providence Chain was able to retain these clients and gain new business.

Tim Ouhרבka, Executive Vice President, states: "We continue to see our industry shift to areas with inexpensive labor and are forced to focus on those markets. China and India have become hubs for jewelry manufacturing and our presence in Asia has helped us remain one of the largest chain manufacturers in the world."

Solution:

Providence Chain is now extremely active and committed to the Asian markets. They have created custom marketing collateral, expedited their lead times, and committed to exhibiting in key Asian jewelry shows every year.

Taco, Inc.

Objective: Expand Sales into Eastern Europe

Taco, Inc. is a leading developer and manufacturer of heating and air conditioning equipment and components for residential, commercial and industrial applications.

Taco has established a sales and marketing presence in many countries. One of their export goals was to expand into Eastern Europe, specifically Romania and Bulgaria. To achieve this goal, Taco utilized the Market Entry Program in both countries to identify and interview several distributors.

Solution:

Larry McCarver, Director, International Sales & Marketing has used the Market Entry Program in several countries. "I find the program very efficient as it reduces our time to market. Working with the Commercial Service staff in the US Embassies and Consulates adds credibility to Taco in foreign markets and the staff spends the time to analyze and understand our company's products and how they fit in the local marketplace. The RIEDC staff has considerable experience executing these programs and they have developed a process that gives guidance to the US Commercial Service on the ground to ensure that our company's market objectives are realized."

Reade Advanced Materials, Inc. Objective: Expand Export Sales to Latin America

Reade Advanced Materials is a manufacturer, value-added custom processor, and global distributor of high technology, specialty chemical materials whose goal was to expand Latin American sales.

Mr. Charles Reade, President of Reade Advanced Materials, participated in a Secretarial-led Trade mission to Mexico. Mr. Reade commenting on his experience: "The US Commercial Service ran a trade mission from start to finish that was as good as any military mission I have been on. They basically thought of everything including regional economic briefings, a car, driver, translator/aide, and the generation of sales appointments with CEO's at every stop. It was a very impressive export sales business opportunity for me."

Solution:

"Based on what we learned from our 19 export sales meetings last year in Mexico, we have successfully opened up a bi-lingual, Latin American export sales, value-added processing & distribution facility adjacent to the Panama Canal in the Republic of Panama. Our sales revenues are up over 20% and we are continuing to hire additional employees here in Rhode Island."

"The RIEDC has continually assisted me in the expansion of our export sales. They have offered excellent suggestions and financial assistance when appropriate throughout our Secretarial Trade Mission application and follow-up processes."

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