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**Flowfold**  
Scarborough, ME

**Ford Murray**  
Portland, ME

**Modern Grid Partners**  
Portland, ME

**Partners Creating Growth**  
South Portland, ME

**Unum**  
Portland, ME

**Voss Consulting Group**  
Portland, ME

## Scandinavian Trade Mission Builds Connections for Maine's Life Sciences and Marine Technology Sectors

The June 2016 trade mission to Oslo, Norway and Stockholm, Sweden was Maine's first trade mission to Scandinavia. In all, 11 companies, universities, and industry associations participated. During the trade mission, Maine's business delegation held 49 business matchmaking meetings, and approximately 2,100 people attended networking events that promoted the state as a location for tourism, international study, and North American investment. Industry focus during the mission included life sciences and marine technology, and targeted itineraries were arranged for delegates participating from those sectors.

### Life Sciences

In addition to customized meeting schedules in both markets, Maine participants in the life sciences delegation learned how to sell to hospitals in Norway directly from HINAS, Norway's national group purchasing organization. The Managing Director of HINAS provided a briefing to Maine's trade mission delegation in Oslo and also presented regarding an affiliated European-wide hospital procurement network. This European organization - the European Health Public Procurement Alliance (EHPPA) will meet with



*Members of the Life Sciences delegation visited Oslo University Hospital for meetings while in Norway.*

Maine medical device, hospital suppliers, and diagnostics companies exhibiting in the Best of New England Booth at MEDICA, the world's largest trade fair for hospital suppliers, held in November.

"Hospital procurement alliances throughout Europe are looking to purchase quality, innovative products and technologies to support their healthcare networks," Zeynep Turk, MITC Senior Trade Specialist, explained. "Our meetings during the trade mission were Maine's first step to develop a pipeline to consistently put our best companies in front of interested buyers within these networks."

### Marine Technology

With a maritime zone six times larger than their land area, marine-related industries are very important to the Norwegian economy. Because of this, the Norwegian Marine Technology Institute (MARINTEK) is working with public and private sector partners to develop an Ocean Space Center in Trondheim - a campus that will be an internationally leading center for the development of Ocean Space Technology, technology for use in the ocean environment.



November 14-17, 2016  
Düsseldorf, Germany

Life sciences businesses interested in exhibiting at MEDICA 2016 in the "Best of New England" booth and meeting with the European Health Public Procurement Alliance (EHPPA) are encouraged to contact Zeynep Turk at [turk@mitc.com](mailto:turk@mitc.com) or 207-541-7474.

*Continued on page 5*

## Sustaining Roundtable Members

Atlantic Canada Opportunities Agency  
Bank of America Merrill Lynch  
BerryDunn  
Blackstone Accelerates Growth (BxG)  
Consulate General of Canada - Boston  
Eimskip  
Emera Maine  
IDEXX  
Key Bank  
Maine Department of Economic  
& Community Development  
One Source Risk Management  
and Funding, Inc.  
Sappi Fine Paper North America  
TD Bank

## President's Roundtable Members

Allen Insurance and Financial  
Bangor International Airport  
Bangor Region Development Alliance  
Bangor Savings Bank  
Barber Foods, Inc.  
BDN Maine  
Diversified Business Communications  
Fairchild  
Finance Authority of Maine  
Hussey Seating Company  
L.L.Bean, Inc.  
Mainebiz  
Maine Department of Labor  
Maine Manufacturing Extension Partnership  
Maine Maritime Academy  
Maine Port Authority  
Maine State Chamber of Commerce  
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## President's Corner



Dear MITC Members and Friends,

July is membership month, and I would like to personally thank you - our MITC members - for continuing to support our work to strengthen Maine's economy through increased trade, investment, and international student attraction. Membership dues and corporate sponsorships account for nearly half of our budget, and we could not accomplish all we do without your support!

Some highlights of our recent activities include:

- ✔ MITC was honored with the national "E" Award – the highest honor from the U.S. Department of Commerce – for promoting and expanding exports. *(see photo below)*
- ✔ Last month, MITC led the first State trade mission to Scandinavia and made important connections for Maine businesses in the life sciences and marine technology sectors. *(see cover article)*
- ✔ MITC, in collaboration with Maine Turnpike Authority, Maine DECD, Maine & Company and Live + Work in Maine, launched a pilot public awareness campaign to attract top talent and business to Maine. *(see page 4)*

We're excited to move into our new office on the Portland waterfront later this month. While our current office will be closed the last week of July during the move, staff will be working remotely. On August 1st, we'll be open for business in Suite 204 of the Marine Trade Center at 2 Portland Fish Pier in Portland.

Lastly, we hope you will join us for our Summer Member Appreciation Reception on August 18th at DiMillo's on the Water in Portland. Along with the usual wonderful food, music, and spectacular ambiance, this year we'll be hosting a Brazilian delegation of food importers and celebrating the "E" Award.

Happy summer!

Kind regards,

Janine Bisaillon-Cary, President



Maine International Trade Center was honored to receive the U.S. Department of Commerce's highest award for helping to promote and expand U.S. exports. MITC President Janine Bisaillon-Cary and Vice President Wade Merritt were in Washington, DC to accept the award from U.S. Commerce Secretary Penny Pritzker in May.

# CANADA DESK

## Focused Trade Mission to Canada for Specialty Food and Natural Products

In cooperation with Food Export USA, MITC will be leading a Focused Trade Mission to Canada for Specialty Food and Natural Products.

Canada is the second largest market for U.S. agricultural exports (after China), totaling a new record high of nearly US\$21.9 billion in 2014, and a growth of 2% from the prior year. In 2014, U.S. agricultural exports to Canada accounted for over 14.5% of total U.S. food and agricultural product exports of US\$150.5 billion.

Canada remains the top market for U.S. exports of consumer-oriented products. U.S. exports of these products reached a US\$17.2 billion in 2014, an increase of 2%. This accounted for nearly 79% of total U.S. food and agricultural product exports to Canada and also a new record high.

The trade mission will take place in Toronto from September 6 - 9, 2016.



### Trade Mission Benefits:

- One-on-one meetings with qualified buyers
- Pre-event custom product research including market overview, importation analysis, and distribution analysis
- Market briefing by local USDA/ Foreign Agricultural Service and retail store tour
- Inclusion in Trade Mission brochure containing company profile, contact details, and product lines
- Tabletop showcase
- On-site assistance by Food Export's In-Market Representative



### Itinerary:

#### Tuesday, September 6

Travel to Toronto, group dinner

#### Wednesday, September 7

8:30 - 9:30 am Market Briefing

9:30 am - 5:00 pm Retail Tour: Loblaw's, Sobeys, Longo's (*specialty retailer*), Cheese Boutique & Pusateri's (*specialty stores*), Whole Foods, Adonis (*ethnic store*)

#### Thursday, September 8

7:30 - 8:30 am Tabletop display set up

8:30 am - 12:30 pm One-on-One Meetings

12:30 - 1:30 pm Review of Canadian labeling requirements

1:30 - 4:00 pm One-on-one meetings

#### Friday, September 9

Depart for Maine

For more information, please contact MITC Canada Desk Director, Jeff Bennett at [jbennett@mitc.com](mailto:jbennett@mitc.com) or 207-553-7709.

Canada Desk is sponsored by



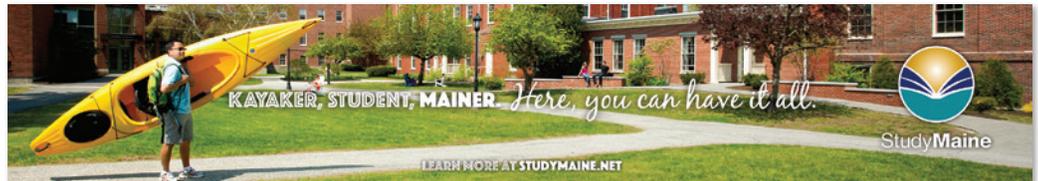
# Partnership to Attract Top Talent to Maine

*Maine International Trade Center, Maine Turnpike Authority, Maine Department of Economic Development, Maine & Company and Live + Work in Maine Create Public Awareness Campaign*

A partnership between top Maine economic development organizations and the Maine Turnpike Authority is helping fund a pilot program to attract top talent to Maine. The Maine Department of Economic Development (DECD), Maine International Trade Center (MITC), Maine & Company, Live + Work in Maine and Maine Turnpike Authority (MTA) recognized the immediate – and possibly long-term – opportunity to capitalize on the busy tourist season. While out of state tourists enjoy Maine from a recreational standpoint, the program aims to demonstrate the professional opportunities that also exist. As DECD Commissioner George Gervais states, “Where most see lines of tourists, we see opportunity.”

These organizations all bring critical areas of expertise and resources to the program. MITC’s StudyMaine program focuses on student attraction, Maine & Company focuses on business attraction,

Live + Work in Maine focuses on talent attraction and DECD focuses on business development for the state. The Turnpike Authority’s physical locations - such as rest areas - allow for program messages to be seen by the over 34 million out-of-state visitors expected to pass through this summer.



The organic collaboration focuses on bringing new talent to the state to support growth in three specific areas - attracting individuals in the life science and advanced manufacturing industries, as well as encouraging students from out of state to consider Maine high schools, universities, and colleges.

Over 2,000 companies in Maine are internationally active with 180,000 existing jobs tied to international trade. Maine is also home to 6 world-class bio-medical research institutions and Maine ranks #1 in the US for its infrastructure connectivity.

The pilot program kicks off with 3 banner signs at top tourist rest areas - Kennebunk North/Kennebunk South and West Gardiner - that focus on the work/life balance that exists in Maine. “We wanted to capture the imagination of tourists who may have dreams of studying, working or doing business here and feature photos of surfer scientists, mountain biking engineers and students bringing kayaks on campus,” explains Janine Cary, President of MITC. “At the Gardiner rest area, the ad includes French language as a nod to the large Canadian French population coming through.” The ads will also appear in Portland Magazine’s Summerguide and the MaineBiz Fact Book.



*The creative drives to a dedicated page on the Live + Work in Maine site ([liveandworkinmaine.com/yesyoucan](http://liveandworkinmaine.com/yesyoucan)) where more information on Maine employers, career events, Maine’s employment market and additional quality of life insight is available. Additionally, an informational kiosk is available at the Kennebunk (North) rest area and will provide instant access to explore the Live and Work in Maine site. The site, created by Ed McKersie, is designed to attract workforce for the knowledge-based industries to Maine. The kiosk will also capture and build a database of individuals interested in working in Maine.*

Maine & Company, which provides free and confidential consulting services to businesses looking to relocate to or expand in Maine, has also funded a weekly lobster drawing to further encourage interest. “We realize that we need to take a collaborative and multi-faceted approach to driving business growth in Maine,” said Peter DelGreco, president and CEO of Maine & Company. “Our board of directors consists of successful Maine business leaders who provide real-life expertise on working and growing your business in Maine. These executives could have selected anywhere in the US, and deliberately chose Maine.”

## TRADE DAY 2016



Technology Forward:  
Innovative Trends  
for Maine's Global Businesses

20<sup>th</sup> Gala



With over 400 attendees, Trade Day 2016 on May 26th was our biggest and best yet! Thanks to all of our sponsors, presenters, award winners, and attendees for being there. Planning is now underway for next year when Maine International Trade Day will return to the Cross Insurance Center in Bangor.



SAVE THE DATE: TRADE DAY 2017 • Thursday, May 25th

## Scandinavian Trade Mission Builds Connections for Maine's Life Sciences and Marine Technology Sectors *Continued from page 1*

The Ocean Space Center in Trondheim, currently in the pre-engineering stage, is expected to open in 2020 and will be the innovation center for five strategic areas of research for the future. It has the potential to be an important international partner for the New England Ocean Cluster, the Maine Ocean and Wind Industry Initiative, and Maine Composites Alliance. Members of Maine's trade mission delegation participated in a day-long meeting with Ocean Space Center pioneers to discuss possible areas of Maine-Norway research collaboration, supply chain, and commercialization activity in the areas of energy efficient ships and safe operations, marine operations in ultra deep water, sustainable operations in Arctic waters, innovative solutions for ocean energy, and solutions for seafood production.

“Since returning from the trade mission, I caught up with our contacts from MARINTEK during an offshore marine energy conference, and am talking to them as often as I can,” said Krish Thiagarajan, University of Maine/Maine Ocean Training & Technology LLC. “MARINTEK is looking for international partners. Topics of potential collaboration could include arctic technology related research, deep water floaters and EER (evacuation, escape and rescue), and work with Norway's new research center on seaweed. There is a lot to explore in this new relationship.”



*The Maine delegation attended the State of Maine Reception held at the U.S. Ambassador's residence in Oslo, Norway.*

Work with HINAS and Norway's Ocean Space Center will continue to develop through the Maine North Atlantic Development Office (MENADO). To learn more, contact MENADO Director Dana Eidsness at [eidsness@mitc.com](mailto:eidsness@mitc.com) or 207-541-7418.

After the final trade mission meetings in Sweden, a smaller group continued on to Helsinki, Finland to promote Maine at the U.S. Ambassador to Finland's Independence Day Celebration. The States of Maine and Alaska were featured at this event, which had an Arctic theme, in anticipation of the U.S. Chairmanship of the Arctic Council passing to Finland in 2017.

# TRADE EDUCATION FORUMS

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Albatrans, Baker Newman Noyes, Maine Composites Alliance, Maine Ocean & Wind Industry Initiative, Maine Port Authority, OCEANAIR, Inc.

# WHAT'S AHEAD

## Annual Member Appreciation Reception

August 18, 2016

5:00 - 7:00 PM

DiMillo's on the Water,  
Portland, ME

## DEFSEC Atlantic 2016

September 6 - 8, 2016

Halifax, Nova Scotia

## Focused Trade Mission to Canada for Specialty Food and Natural Products

September 6 - 9, 2016

Toronto, Ontario

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