

2014



## Annual Report



MAINE  
INTERNATIONAL  
TRADE CENTER

## Executive Summary

Maine International Trade Center (MITC) was created by the state legislature in 1996 to expand Maine's economy through increased international trade in goods and services. A public-private partnership, MITC is funded through membership dues of nearly 300 businesses and organizations, corporate sponsor contributions, and the Maine Department of Economic and Community Development.

In 2014, MITC worked to increase the number of Maine companies involved in international trade and expand the reach of those already active, as well as leverage the synergy created during previous years to create new opportunities for international student attraction and increase foreign investment. This report summarizes MITC's efforts and results for the year.

Highlights from 2014 include MITC-organized overseas missions to Iceland, United Kingdom, and Kazakhstan. Established in late 2013, this year MITC's Maine North Atlantic Development Office (MENADO) was very active, creating new relationships and trade/investment opportunities for Maine businesses. In September, MITC received over \$800,000 in federal funding to expand our Invest in Maine initiative. In October, MITC President Janine Bisailon-Cary was named to Mainebiz's Next 2014 list, recognizing her as one of the ten people shaping the future of Maine's economy.



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Photos on front cover:

Top – Shipyard Brewing Company  
(Portland)

Right – Hussey Seating Company  
(South Berwick)

Bottom – Mathews Brothers  
(Belfast)

Left – Artel, Inc. (Westbrook)

# 2014 Highlights

**\$8.2 million**

in projected sales  
from **3** trade shows  
and **1** trade mission

**1,350**

trade assistance  
consulting/research  
requests delivered

**1,130** attendees

at **25** education programs  
and events

Overall ROI  
of 31:1 on  
export assistance grants  
with over

**\$6.5 million**

in reported sales

## **Board of Directors**

**Chair:** Christopher H. Paradis  
Central Maine Community College

**Vice Chair:** John Wolanski  
GAC Chemical Corporation

**Treasurer:** Joseph Mooney, TD Bank

Kathy Billings, Emera Maine

Janine Bisailon-Cary, Maine International  
Trade Center

Matt Duprey, Hancock Lumber Company

Kelly L'Heureux, OCEANAIR

Dennis Leiner, Lighthouse Imaging

Don Maier, Maine Maritime Academy

Bill Pond, L.L.Bean

Susan Scully, IDEXX Laboratories

Carl Spang

## **Advisory Directors**

Marilyn Geroux, U.S. Small Business  
Administration

George Gervais, Maine Department of  
Economic & Community Development

Muriel Mosher, Maine Manufacturing  
Extension Partnership

Jeffrey W. Porter, U.S. Dept. of Commerce

## **MITC Staff**

**Janine Bisailon-Cary**, President,  
State Director of International Trade

**Wade Merritt**, Vice President

**Jeffrey Bennett**, Bangor Regional  
Office and Canada Desk Director,  
Senior Trade Specialist

**Patty Davis**, Accounting Manager

**Dana Eidsness**, Director, Maine North  
Atlantic Development Office (MENADO)

**Maria McIntyre**, Managing Director,  
Invest in Maine

**Cheryl Rau**, Communications Manager

**Lucy Sommo**, International Trade Specialist

**Zeynep Turk**, Director of Development,  
Senior Trade Specialist

**Hannah Webb**, Trade Assistance Manager

## **PRESIDENT'S LETTER**



Dear Members and Friends of Maine International Trade Center,

Innovation and cooperation were the hallmarks of 2014. Thanks to the generosity of Maine Manufacturing Extension Partnership, we were able to have a customized "Innovation Engineering" (IE) session with their black-belt innovation consultant John Karp as part of our annual strategic planning retreat. Each staff member prepared for weeks in advance and brought well-considered, creative ideas. The session was refreshingly fun and highly results-oriented. I would highly recommend the Innovation Engineering process for new product development or strategic program review sessions.

As you peruse the various activities highlighted in this Annual Report, you will note that many of our overseas activities, as well as national trade shows, are done in cooperation with other groups. Our participation in the Composites and Advanced Materials Show (CAMX) in Orlando and Defense and Security Show (DEFSEC) in Halifax were a result of close collaboration with the Maine Composites Alliance. The Maine Made program of DECD was a key funder and cooperator in our Maine booth at the Winter Fancy Food Show in San Francisco, and our participation in MEDICA - the largest global medical products exhibition - could not be done without our counterparts in New England. Collaboration allows us to accomplish so much more than we could as a single operation of ten individuals.

We were delighted to welcome two very talented new staff members to the MITC team this year. Dana Eidsness started in January as the Director of the newly created Maine North Atlantic Development Office (MENADO). This year, she focused much of her work on Iceland, Nordic countries, and Arctic outreach. She also worked closely with the recently announced New England Ocean Cluster House and its international counterparts, as well as laying the groundwork for future activities in Atlantic Canada. Maria McIntyre joined MITC in November as Managing Director of Invest in Maine. Many of you may know Maria from her previous position at the Maine Small Business Development Center. Her prior experience includes the national Home Builders Institute, various consulting and public affairs companies in the Washington, D.C. area, and foreign direct investment activities for the country of South Africa.

The MENADO, Invest in Maine, StudyMaine initiatives have all marked significant accomplishments in 2014, as you will see in this report. We appreciate all the efforts from our cooperating partners and support from our sponsors and members in helping us fulfill our mission to expand Maine's economy through increased international trade in goods and services. Now, we turn our attention forward to a 2015 filled with new trade, student attraction, and investment opportunities!

Sincerely,

Janine Bisailon-Cary  
President



# TRADE ASSISTANCE

One of the crucial ways that Maine International Trade Center (MITC) fulfills our mission to expand the state's economy through increased international trade is providing one-on-one research assistance and consulting to Maine businesses. In 2014, our team of Trade Specialists and Research Assistants responded to 1,350 requests from manufacturers and service providers. Trade assistance covers a broad range of areas including foreign import regulations, tariffs, logistics, sourcing, and research reports on best new markets.

Trade assistance is supported by the international business experience, global network, and research skills of our entire team. Trade Specialists have expertise in a broad range of industry sectors, such as aerospace, boat building, biotechnology, food, and wood products. Research Assistants, part of our Future Global Leaders paid internship program, gather information and produce reports on market trends, trade flow, cultural customs, qualified trade leads, and regulations for specific countries.



**1,350**  
trade assistance  
consulting/research  
requests delivered



*“As we look to increase our export of hand pumps, we are looking for information on both traditional and newly emerging markets. MITC provided us with a report comparing several potential markets around the world using information on clean water needs, economic stability, ease of doing business, and market entry strategies. This extensive research has allowed us to evaluate various markets and make a better educated decision as to where to focus our efforts.”*

— Michele King,  
Marketing Manager, Bison Pumps, Houlton, ME

## Trade Assistance Requests

MITC Members: **48%**

Non-Members: **52%**

## Top 5 Topics

Documentation & Certification  
Referral Request  
Best Markets & Market Trends  
Trade Statistics  
Distributors/Partners/  
Buyers Research

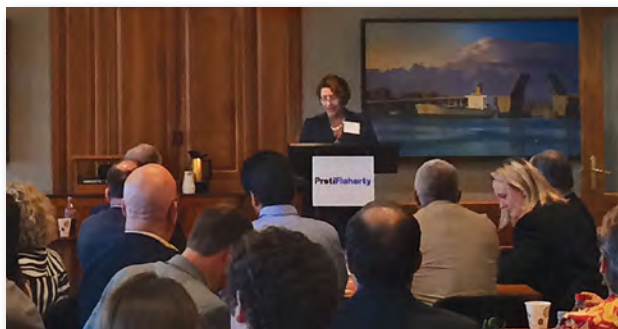
## Top 5 Countries

China  
Canada  
United Kingdom  
Turkey  
Germany

## PROGRAMS & EVENTS

### Sustaining Roundtable Members

Atlantic Canada Opportunities Agency  
Bangor Savings Bank  
Bank of America Merrill Lynch  
BerryDunn  
Blackstone Accelerates Growth (BxG)  
Cianbro  
Consulate General of Canada - Boston  
Eimskip  
Emera Maine  
KeyBank  
Maine Department of Economic & Community Development  
Oxford Networks  
Pierce Atwood, LLP  
TD Bank



sessions. In order to serve the broadest number of Maine businesses, whenever possible we partner with other government, economic development, and academic organizations to co-host seminars on topics of common interest.

Program content is developed to address current topics of importance and highest need for Maine businesses based on trends in trade assistance requests, feedback from program evaluations, and surveys. This year's topics included: market briefings for the Nordic Region, The Netherlands, Saudi Arabia, South Africa and the United Kingdom; women in global leadership panel session, and a seminar on scaling up for smart business growth. MITC members value opportunities to connect with other internationally-active Maine companies. Again this year, our annual member appreciation and holiday receptions were very well attended. These networking events provide an informal atmosphere to share stories of challenges and successes, as well as discover new potential partnerships.



*“Working with MITC has been very helpful to understand business practices conducted in world trade. Specifically, the educational seminars that MITC offers have been invaluable. Understanding standard business practices for individual countries is critical, and MITC enables businesses to gain that education.”*

— Matt Duprey,

Vice President of Sales, Hancock Lumber Company, Casco, ME

**1,130**  
attendees at  
25 education programs  
and events

## TRADE DAY 2014

The 34th annual Maine International Trade Day was held in May at the Cross Insurance Center in Bangor, ME. Our theme – “the New North” – was inspired by the 2013 keynote speaker, Icelandic President Ólafur Ragnar Grímsson, who opened our eyes to the new developments in Northern Europe and the Arctic. This year, two keynote speakers provided perspectives from Canada and Greenland on the effects of climate change in their regions, the opening of new waterways, and the opportunities and challenges that come with these monumental shifts.



During the morning session, local executives from Cianbro, Eimskip, and Harbor Technologies discussed opportunities and future needs in the developing North Atlantic international markets, while the afternoon session focused on tourism and cultural linkages that exist between Maine, the US, and some of the Northern territories.

MITC's annual International Trade & Investment Awards were presented by Governor Paul LePage as follows:

**Exporter of the Year** - Hydro International

**Innovator of the Year** - Cianbro

**Service Provider of the Year** -  
Husson University

**Foreign Direct Investor of the Year** –  
J.D. Irving, Limited

**President's Award** –  
US Small Business Administration

**Future Global Leader Award** –  
Erica Benson



## President's Roundtable Members

Allen Insurance and Financial  
Bangor International Airport  
Barber Foods, Inc.  
BDN Maine  
Bernstein Shur  
Diversified Business Communications  
Eaton Peabody  
Fairchild  
Finance Authority of Maine  
Hussey Seating Company  
IDEXX  
L.L.Bean, Inc.  
Mainebiz  
Maine Manufacturing  
Extension Partnership  
Maine Maritime Academy  
Maine Port Authority  
Maine Technology Institute  
Nomad Pictures  
OCEANAIR Inc.  
Puritan Medical Products Company, LLC  
Sappi Fine Paper North America  
Sprague Energy Corporation  
UK Trade & Investment  
University of Maine  
Unum  
UPS  
Verrill Dana, LLP



## TRADE MISSION

The State of Maine Trade Mission to Iceland and the UK on June 8-14 was Governor Paul LePage's third overseas mission and the first trade mission from Maine to visit Iceland since 1997. The delegation consisted of 27 individuals representing a total of 22 companies, universities, and economic development offices. The business delegation held 40 business matchmaking meetings. Over 300 people attended networking events that promoted Maine as a place to do business, as well as highlighting Maine as a destination for North American investment and tourism. In Reykjavik, Eimskip hosted a State of Maine Networking Reception, while industry-focused events were held for the food and life sciences sectors in London and Cambridge. At the conclusion of the mission, participating Maine businesses reported \$2.5 million in projected sales.

**22**  
participating  
organizations

**40**  
business  
matchmaking  
meetings

**\$2.5 million**  
in projected  
sales



*"This was a great trip, and I am thankful for the opportunity. Getting to know others in the group from Maine was as important as the contacts we made in Iceland."*

— Kate Egeland,  
Plant General Manager,  
International Paper,  
Auburn, ME



## TRADE SHOWS

MITC coordinates participation at major industry trade shows that provide exposure to international distributors and buyers. We offer a cost-effective opportunity to small- and medium-sized companies through group participation and shared booth space. MITC also works with participating companies on how to make the most of the exhibition experience before, during, and after the show. During 2014, MITC coordinated participation for Maine companies in three trade shows.

In partnership with the Maine Made program at the Maine Department of Economic and Community Development (DECD), MITC organized a booth at the Winter Fancy Food Show in San Francisco, CA. Since 1955, the Fancy Food Shows have been North America's largest specialty food and beverage marketplace. Building on the success of 2013, the booth size for 2014 was expanded to allow increased company participation and showcased six Maine small businesses. In addition to the trade show, companies participated in international buyers meetings, giving Maine companies the opportunity to present products in pre-scheduled, one-on-one appointments with some of the industry's most important distributors, retailers, and foodservice buyers. Meetings were held with buyers from Canada, Hong Kong, Japan, Singapore, Europe, Mexico, South Korea, and the United Kingdom.



The seafood industry continues to be one of Maine's strongest export sectors. For the second year, MITC organized a booth at the world's largest seafood show, Seafood Expo Global (formerly the European Seafood Exposition), which attracts top buyers from over 140 countries, in Brussels, Belgium. This year's booth featured two Maine lobster processors, as well as the Maine Lobster Marketing Collaborative.

For the ninth consecutive year, MITC participated in the "Best of New England" booth at MEDICA 2014, the largest international medical show which draws 137,000 visitors from 100 countries, in Düsseldorf, Germany. Representing Maine, ViroStat continued to build on the groundwork laid at their first show last year and reported 15-20 solid new leads for customers and distributors.

**3**

trade  
shows

**9**

participating  
organizations

**\$5.7 million**  
in projected  
sales

*"This was a great experience! It was fun to be with other Maine companies and bond together at the booth and show. The support from MITC and Maine Made was fantastic and very helpful."*

— Josh Davis, The Gelato Fiasco

## MEMBER SUCCESS STORIES

### Auburn Manufacturing, Inc.

As an industry leader in its field and a significant Maine manufacturer, Auburn Manufacturing, Inc. (AMI) has continued to thrive throughout 2014. The company's overseas markets have grown in Asia, Australia, and Latin America. AMI's high heat insulation fabrics are being used in welding projects across various industries: shipbuilding in South Korea, mining in Australia, and a range of industrial sectors, such as automotive and petroleum, in Mexico.

"We've had significant growth this past year in Latin America where we are setting up distribution in Brazil and Chile and have a strong partner in Mexico," Kathie Leonard, President of AMI, comments. "MITC has worked with us closely in these countries, providing market overviews, trade assistance, and setting up meetings with potential importers/distributors during the Trade Center's State of Maine Trade Mission we participated in."



In 2014, AMI began working with MITC's Maine North Atlantic Development Office (MENADO) to explore international markets for their newest product, Ever Green Cut 'n Wrap insulation. This modular insulation kit covers bare HVAC pipe components, saving on energy costs and reducing carbon emissions. Ever Green Cut 'n Wrap blankets were installed on the University of Maine's forced hydronic system in a pilot program that produced immediate heat loss savings. Additional installations have been made at over 100 facilities in the Northeast and elsewhere as institutions strive to improve their energy efficiencies. The product is well-suited for Iceland, Scandinavia, and potential Northern European markets where energy costs are significant.

Auburn Manufacturing, Inc. (AMI) specializes in designing and manufacturing extreme temperature textiles used in industrial maintenance, repair, operations, production and energy savings. The company has 50 employees and two manufacturing facilities located in Maine in Mechanic Falls and Auburn. Last year, the Auburn facility was expanded to 53,000 square feet and includes a container loading dock for ocean freight shipments. AMI products are used in a number of industries including shipbuilding, petroleum, power generation, mining, and metal manufacturing. A long-time MITC member, AMI is certified as a Women's Business Enterprise by the Women's Business Enterprise National Council.

*"The Latin American market takes significant time to penetrate, but our perseverance in the market has been worthwhile."*

*— Kathie Leonard,  
President, Auburn Manufacturing, Inc.*

## Ready Seafood

Ten years ago, John and Brendan Ready had to decide between paying rent for an apartment or leasing new warehouse space on the Portland waterfront. They chose to pay for warehouse space, both living and working there. Today, their business is a multimillion-dollar international lobster enterprise.

"It's hard to believe it's been 10 years since we were sleeping on those bunk beds on Hobson's Pier," Brendan Ready said. "It's been 10 exciting years for John and I."

The Portland waterfront facility holds over 300,000 pounds of live lobsters, and the company ships millions of pounds annually all over the world. In addition to their live operations, Ready Seafood offers a global supply of whole frozen lobster through Maine Seafood Ventures.

"The global market is constantly growing, providing us with great opportunities," Brendan explained. "Initially, we shipped to just a few countries. Today, the international market accounts for over 70% of our business."

A frequent participant in MITC overseas activities, Brendan has worked with MITC in efforts to expand international markets in the Far East, the Middle East, and in Europe.



Ready Seafood is a family-owned business founded in 2004 by John and Brendan Ready. By the time they were 9 years old, John and Brendan were each harvesting lobsters from their own boats and traps. After spending years on the water, John and Brendan have great respect for the ones who work the sea. Today, Ready Seafood, located on the working waterfront of Portland, ME, has grown to over 50 employees. John and Brendan have also launched two other companies: Catch a Piece of Maine, offering fresh Maine lobster direct to consumers, and Maine Seafood Ventures, providing frozen lobster products to customers around the world.

*"Ten years ago, MITC was the driving factor for us to expand our sales internationally, and we thank them everyday for their great support. We continue to work annually with MITC to develop new markets. Their knowledge of emerging markets has helped us strategically market our product to fit the global growth."*

*— Brendan Ready,  
Owner/International Sales, Ready Seafood*



## STUDYMAINE

An initiative of Maine International Trade Center, StudyMaine is a consortium of Maine high schools, colleges, and universities that showcases the excellent academic programs and extracurricular opportunities available at Maine educational institutions and assists international students in finding the right match for their interests and ambitions.

StudyMaine had an exceptionally busy 2014 working with Maine educational institutions to assist with international student recruitment. In February, a MITC education-focused workshop brought together school administrators and admissions directors from across the state to talk about the opportunities and challenges schools face in recruiting students from Africa. Representing StudyMaine at the EducationUSA Global Forum in Washington, DC in June and the NAFSA Bi-Regional Conference in Albany, NY in October, Lucy Sommo networked with advisers from cities across the globe and attended sessions on the education markets in dozens of countries.



Over the past year, StudyMaine has grown in several ways. The number of member schools has reached 19, which encompasses a variety of school types, recruiting strategies, and academic and extracurricular program offerings from across the state. StudyMaine devoted resources to improved communications efforts, launching a monthly e-newsletter for the schools and significantly increasing social media marketing to reach a greater number of potential students. With multiple daily posts (often in foreign languages), the StudyMaine Facebook page has reached over 30,000 "Likes" — more than 10,000 people from across the globe were added over the past six months.

With **1,198** students at the higher education level and **952** (tuition-paying) students at the high school level, international students contributed over **\$70** million to Maine's economy in 2014.



## MAINE EDUCATION MISSION

The Maine Education Mission to Kazakhstan on September 5-12 provided six participating high schools and colleges/universities with opportunities to learn about the education system in Kazakhstan, meet and develop relationships with educational agents, present to interested students and parents, and ultimately work towards recruiting Kazakhstani students to study at their institutions.



The Central Asian country of Kazakhstan, home to 17 million people, sends over 35,000 students a year to study abroad. Many of those students study in Russia, Kyrgyzstan, and the UK. Approximately 5% study in the US. The number of self-funded Kazakhstani students is growing, and the Maine schools on this mission were among the first US schools to actively recruit in Kazakhstan as this trend unfolds.



The school representatives participated in a total of 88 one-on-one meetings and 5 school tours/student fairs with hundreds of participants. The group also met with officials at the Ministry of Education to learn about the local education system and the country's goals in this

sector. Through cooperation with Education USA, the schools presented to over 75 attendees at the MITC/Education USA sessions in Almaty and Astana.



*“We are very interested in expanding our understanding of the educational needs in Eurasia in general, and in Kazakhstan specifically. Our University has had success in establishing qualified agents, university partnerships, and education contacts through StudyMaine and MITC’s missions in the past. Most important, education missions provide a great opportunity to meet with students and families to familiarize them with our school and promote the range of Maine’s excellent education opportunities.”*

— Colleen Grover,  
Director of International Initiatives,  
Husson University, Bangor, ME

## INVEST IN MAINE

Maine International Trade Center's Invest in Maine initiative is designed to increase the flow of foreign direct investment (FDI) dollars into Maine through international business attraction and international joint venture opportunities.

In 2014, Invest in Maine opened an office based in London through a contract with OCO Global. Colin McCullagh, a seasoned trade and investment development professional with OCO Global, is representing Maine in all of its EU business attraction efforts.

Invest in Maine coordinated meetings with over 48 international investors and coordinated investor visits from Iceland, Ireland, and China in the past year.

During 2014, four informational events promoting Maine were held in various destinations in Europe and the US. As part of the State of Maine Trade Mission to Iceland and the United Kingdom, a Maine investment event was held in Reykjavik focusing on Maine's newly formed trade link with Eimskip; the state's capacity as a logistics hub; and highlighting the state as an ideal location for food and seafood processing and distribution. In the UK, Invest in Maine coordinated two industry-specific events with a focus on the life sciences sector in Cambridge, while the London event highlighted the food processing and distribution capacities available in the state.

During the last quarter of 2014, Invest in Maine targeted the advanced materials and composites industry sector. Alex Bothmann, Invest in Maine's Germany consultant, participated in the Composites Europe Show. In addition, Invest in Maine coordinated a shared booth with the Maine Composites Alliance at the Composites and Advanced Materials Expo (CAMX) in Orlando where meetings were held with potential investors from France, Germany, and the UK.

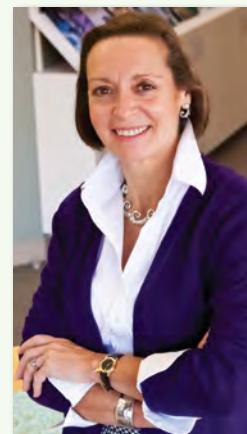


## EDA GRANT TO EXPAND INVEST IN MAINE ACTIVITY

In partnership with the Maine DECD, Maine International Trade Center received over \$800,000 in federal funding from the US Economic Development Administration (EDA) to expand our Invest in Maine initiative over the next three years. Initially, the EDA Grant funding was used to add a new MITC staff member (pictured at right), who will be responsible for the overall management of the program, fund overseas contractors in China and the EU, as well as other market development activities. Focus areas identified for the grant include foreign direct investment activities in the advanced materials, food processing, aerospace, and life science industry sectors. The EDA Grant also features a small expense reimbursement program for regional projects to be completed in coordination with the overall Invest in Maine initiative.

### New Invest in Maine Managing Director

Maria McIntyre joined MITC in late 2014 as the new Managing Director of Invest in Maine, funded through the EDA Grant. Her prior experience includes positions at the Maine SBDC and the national Home Builders Institute, as well as foreign direct investment activities for the country of South Africa and numerous Washington DC policy organizations. As Managing Director, she is in charge of managing investment leads from overseas groups, coordinating business attraction operations in the EU and Asia, and overseeing business attraction communications.



**48**

company meetings  
overseas

**4**

international investor  
visits from 3 countries

**4**

international  
investor events



## LEGISLATIVE AND PUBLIC POLICY OUTREACH

Maine International Trade Center remained active in working with Maine's legislative and executive branch leaders this year to keep them informed on international trade issues. MITC staff serves as ex-officio members of the Maine Citizen Trade Policy Commission and hosted a briefing session for the members of the 127th Legislature on the importance of international trade to the state's economy. A key member of the Maine Department of Economic & Community Development's executive team, MITC President Janine Bisailon-Cary frequently advises the Governor on issues of international trade and investment.

In addition, MITC is active nationally in the legislative and public policy arena through our membership in State International Development Organizations, Inc. (SIDO), the national association of state trade offices. In 2014, MITC Vice President Wade Merritt completed a four-year term, first as vice president and then president of that organization. In this role, he was active in advocating for Maine and other states' export development programs with federal agencies, including the STEP Grant program within the US Small Business Administration.



*While in Washington, DC in June for his final meeting as President of the State International Development Organizations (SIDO), MITC Vice President Wade Merritt was honored to receive the Council of State Governments' Distinguished Service to the States Award.*

## MEPR/SBA GRANT PROGRAM

Through a cooperative agreement with the US Small Business Administration (SBA), Maine International Trade Center was pleased to administer a grant reimbursement program for Maine businesses with funds received through the State Trade & Export Program (STEP). Originally crafted by former Maine Senator Olympia Snowe, this Federal effort helped thousands of companies across the country become more competitive in international markets.

MITC received two rounds of funding under the STEP grant program, which supported 74 export development projects for more than 60 companies statewide. Actual sales that resulted from this program totaled \$6.5 million, with nearly \$40 million more in projected sales reported. In the last year, the return on investment was 31:1 on actual sales reported — an excellent result from just \$137,000 in combined state-federal spending.

In 2014, the STEP program's federal funding was sharply reduced. However, MITC continues to work with our colleagues in other states and in Washington, DC to restore full funding. In December 2014 as a result of these efforts, Senator Susan Collins co-sponsored legislation to make STEP a permanent, fully-funded program.





# MENADO

The Maine North Atlantic Development Office (MENADO) was formed in 2013 as an initiative of Maine International Trade Center to increase trade and investment between Maine and markets of the North Atlantic Region and guide Maine's policy in Arctic affairs.

In the year since MENADO was established, the initiative has developed relationships for Maine with the governments of Denmark, the Faroe Islands, Greenland, and Iceland; organized a successful trade mission to Iceland and the United Kingdom (see page 6); completed an initial visit to Greenland, resulting in two Maine businesses submitting bids on major infrastructure projects there; organized participation in the DEFSEC Atlantic 2014 trade show and conference in Halifax, Nova Scotia for three Maine companies, generating \$8.3 million in projected sales since September; and attracted investment from Iceland for a New England Ocean Cluster in Portland to facilitate commercialization activity around Maine's ocean and fisheries resources.

In October 2014, Maine participated in its first meeting with Iceland, Denmark, Greenland, Newfoundland, Norway, and the Faroe Islands as a member of the North Atlantic Ocean Cluster Alliance (NAOCA). MENADO Director Dana Eidsness is representing Maine. The alliance exists to support growth and



development in ocean-related fields by increasing international cooperation, serve as a platform for distributing knowledge, and identify new business opportunities.

At the request of Greenland's government, MENADO presented at the Joint Committee Meeting of the U.S., Denmark, and Greenland at the U.S. State Department in Washington, D.C. Meeting biannually, the Joint Committee's working groups facilitate frequent interaction between government, academic, and private institutions to advance and encourage cooperation across a diverse range of policy areas, including environment, technology,

trade, tourism, and education. MENADO's Director will serve on an Economic Development working group of the Joint Committee.

At the invitation of President Olafur Ragnar Grímsson of Iceland, MENADO organized a Maine delegation of 12 people representing Maine government, businesses, and academia to participate in the 2014 Arctic Circle Conference in Reykjavik. MENADO chaired a breakout session at the conference titled "Maine: U.S. Partner in Arctic Development, Climate Science, and Security."



## MENADO Advisory Committee

Patrick Arnold, Maine Port Authority

Janine Bisailon-Cary,  
Maine International Trade Center and  
State Director of International Trade

Vilborg Einarsdóttir,  
UrsusPARVUS Cultural Production  
and Publication House

George Gervais,  
Maine Department of Economic  
& Community Development

John Henshaw, Maine Port Authority

Christopher Howard, Pierce Atwood

Larus Isfeld, Eimskip USA

Paul Mayewski,  
Climate Change Institute,  
University of Maine

Gylfi Sigfusson, Eimskip

Peter Vigue, Cianbro Corporation

## YOUNG GLOBAL PROFESSIONALS

MITC's Young Global Professionals is a networking group launched in May of 2013 and has been thriving throughout 2014. The group was created by MITC Trade Assistance Manager Hannah Webb and Trade Specialist Lucy Sommo as a way to bring together young people in the state who are interested in all things international. Young Global Professionals has developed into an informal platform for individuals from Maine companies, universities, and non-profits to connect and share cultural and business experiences.

As the state, and especially Greater Portland, becomes an increasingly diverse community, there is a growing demographic that seeks to maintain and develop international ties. Over 200 people have expressed interest in the group, signing up to receive invitations to events throughout the year.

**200** Participants

**70** Companies  
Represented

**8** Universities  
Represented



During 2014, Young Global Professionals hosted three events. Early in the year, MITC member Shipyard Brewing Co. provided a brewery tour/tasting and discussed the company's growth in international markets. In the summer, 10 teams tested their knowledge of global affairs at the second International Trivia Night. The final event was a fall networking social held outdoors at a local restaurant.



### Who are the Young Global Professionals?

#### Here are a few examples:

- A young Maine woman who taught English in Ukraine and returned home to work
- A Middle Eastern student enrolled in an MBA program at a Maine university

## TOP EXPORT MARKETS

Canada	\$1,228,175,615
China	\$160,047,495
Malaysia	\$83,179,868
Japan	\$80,369,835
Netherlands	\$52,225,075
United Kingdom	\$49,575,495
Mexico	\$46,698,281
Korea, Republic of	\$45,899,090
Germany	\$43,896,623
Italy	\$40,392,714



## TOP EXPORT COMMODITIES

Fish, Crustaceans & Aquatic Invertebrates	\$368,916,005
Paper & Paperboard & Articles	\$312,583,092
Wood and Articles of Wood; Wood Charcoal	\$228,682,596
Mineral Fuel, Oil, Etc.; Mineral Wax	\$202,991,185
Electric Machinery; Sound Equip; TV Equip; Parts	\$146,502,785
Wood Pulp, Etc; Recovered (Waste & Scrap)	\$119,029,958
Industrial Machinery, Including Computers	\$113,282,481
Aircraft, Spacecraft, and Parts Thereof	\$102,517,565
Vehicles, Except Railway or Tramway, and Parts	\$69,732,112
Optic, Photo, Medical or Surgical Instruments	\$66,305,399

*At time of publication, annual data available through October 2014.*





## CONTACT MAINE INTERNATIONAL TRADE CENTER



Front row (from left): Maria McIntyre, Zeynep Turk, Janine Bisailon-Cary, Hannah Webb, Lucy Sommo  
Back row (from left): Wade Merritt, Patty Davis, Dana Eidsness, Cheryl Rau, Jeff Bennett

### Portland

Maine International Trade Center  
Portland Headquarters  
511 Congress Street, Suite 100  
Portland, ME 04101

### Bangor

Maine International Trade Center  
Bangor Regional Office  
Target Technology Center, 20 Godfrey Drive  
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