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One Size Does Not Fit All for Trade Education Needs

Trade education, one of the main tenets of Maine International Trade Center's mission, is one area where one size does not fit all. Over the next few months, MITC will be launching some new initiatives to try to better meet the trade education needs of Maine businesses of all sizes. In addition, we will be seeking specific input on training topics, so please take a moment to give us your feedback on the survey.

To help our newest members get off to a great start, we'll be hosting New Member briefing and networking events at our office. MITC staff will provide a brief overview of our services, along with an abbreviated import/export 101 session, followed by informal networking time to meet other newcomers. The first of these events is scheduled for October 3rd.

A one-day export documentation training class in June taught by Mike Allocca from Allocca Enterprises was one of our best-attended and highest-rated trade education events in recent years, revealing a strong demand among Maine businesses for this type of hands-on export compliance training. Once again able to offer financial assistance to SBA-eligible companies (*see sidebar*) for the year ahead, we plan to bring more of this type of quality export compliance training to Maine and actively promote similar eligible trainings being held nearby.

STEP Financial Assistance Awards Available for 2017-2018

Administered by Maine International Trade Center (MITC), the STEP Financial Assistance Award provides eligible Maine companies seeking new international sales with financial support for:

International Business Development
business matching services or international trade show participation

Advanced Export Skills Development
skills development, training, or export compliance services

Foreign Marketing Support
consultants for international marketing

U.S. Small Business Administration



Funded in part through a grant with the U.S. Small Business Administration

Learn more and apply online at MITC.com

Eligible businesses may receive reimbursements totaling up to \$10,500.



On October 26th, MITC will welcome back Mike Allocca for a full-day training program on NAFTA and three other recent free trade agreements (FTAs). This program will help companies fully comply with all NAFTA regulations, and participants will learn how to determine if their products qualify for the benefits of NAFTA. An overview of the FTAs with Panama, South Korea, and Colombia is also included. Learn more and register online at MITC.com.

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Sustaining Roundtable Members

Bangor International Airport
Bank of America Merrill Lynch
BerryDunn
CIEE: Council on International
Educational Exchange
Consulate General of Canada - Boston
Eimskip
Emera Maine
IDEXX
KeyBank
Maine Department of Economic
& Community Development
Sappi Fine Paper North America
TD Bank
Wells Fargo Bank, N.A.

President's Roundtable Members

Albatrans, Inc.
Allen Insurance and Financial
Baker Newman Noyes
Bangor Savings Bank
Barber Foods, Inc.
BDN Maine
Camden National Bank
Cianbro
Dachser USA
Diversified Communications
Fairchild
Finance Authority of Maine
Geiger
Kepware Technologies
L.L.Bean, Inc.
Maine & Company
Mainebiz
Maine Composites Alliance
Maine Manufacturing Extension Partnership
Maine Maritime Academy
Maine Port Authority
Maine Technology Institute
MEMIC
Nomad Pictures
Norman, Hanson & DeTroy, LLC
OCEANAIR Inc.
People's United Bank
Perkins Thompson
Pierce Atwood, LLP
Puritan Medical Products Company
Québec Government Office in Boston
Radius International
Reed Exhibitions
Sprague Energy Corporation
Tex Tech Industries
Texas Instruments
UK Trade & Investment
Unum
UPS
U.S. Small Business Administration
Verrill Dana, LLP

President's Corner



Members and friends of MITC,

The calendar pages are flying by, and fall is somehow suddenly upon us. It's been an eventful last few months for us here at the Trade Center; a time of transition for the organization, and me personally as I moved into my new role as MITC's President.

Transitions bring opportunity for change, and the staff and I have spent a lot of time discussing trade education and membership. Look for a survey from us soon; be thinking about what topics you're interested in learning about and what you value about your MITC membership. This is your Trade Center, and we want to make sure it's working for you.

We have an exciting slate of activities coming up: delegations at CAMX (composites), MEDICA (life sciences), and Fancy Food West (food processing); our first New Member orientation event; and a training program on NAFTA documentation with the always popular Mike Allocca. In addition, I'll be traveling to Singapore and Taiwan to look at market opportunities for blueberries, forest products, and international education.

I want to thank each and every one of you for your ongoing support of MITC and our mission. The Trade Center couldn't exist without you, and we are honored to be your partner in helping your business achieve its international goals.

I look forward to continuing our work together to move our state forward. I hope to see you at an upcoming event!

All the best,

A handwritten signature in black ink, appearing to read "W. Merritt".

Wade Merritt, President



From left, MITC President Wade Merritt, DECD Commissioner George Gervais, Consul General of Canada David Alward, Honorary Consul of Canada and MITC Board Member Brenda Garrand, and MITC Board Chair Carl Spang at our recent Annual Member Appreciation Reception. (Photo by Claudia Dricot Photography)

CANADA DESK

OUR NUMBERS

Canada is Maine's #1 Customer

MAINE JOBS

38,500 Maine jobs depend on trade and investment with Canada

MAINE-CANADA TRADE

ME goods exports to Canada.....\$1.4 billion
ME goods imports from Canada.....\$1.7 billion

ME services exports to Canada.....\$141 million

MAINE-CANADA TOURISM

ME visits by Canadians.....1,124,000
ME vacation spending by Canadians.....\$398 million

MAINE'S TOP GOODS EXPORTS TO CANADA

Fish & crustaceans.....\$439 million
Wood & semi-finished wood products.....\$142 million
Paper & paperboard.....\$136 million
Crude petroleum.....\$88 million
Natural gas & other gases.....\$68 million

MAINE'S TOP GOODS IMPORTS FROM CANADA

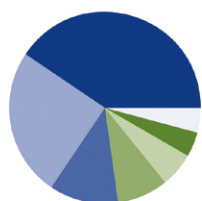
Fish & crustaceans.....\$221 million
Electricity.....\$185 million
Wood pulp.....\$176 million
Softwood lumber.....\$110 million
Paper & paperboard.....\$99 million

MAINE'S TOP SERVICES EXPORTS TO CANADA

Business, professional & technical services.....\$26 million
Insurance.....\$9 million
Royalties.....\$8 million
Financial services.....\$4 million
Telecommunications.....\$267,000

Maine

EXPORTS \$1.4 BILLION in goods to Canada annually



Exports by industry

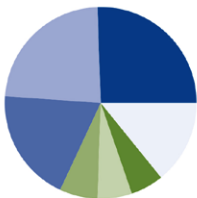
Agriculture (41%)
Forest products (25%)
Energy (12%)
Transportation (8%)
Equipment & machinery (6%)
Minerals & metals (4%)
Other (4%)

Maine

IMPORTS \$1.7 BILLION in goods from Canada annually

Imports by industry

Forest products (26%)
Agriculture (23%)
Energy (19%)
Chemicals (6%)
Equipment & machinery (6%)
Minerals & metals (6%)
Other (14%)



Courtesy of Embassy of Canada, Washington, DC

NAFTA 23 Years Later

The North American Free Trade Agreement (NAFTA), taking effect on January 1, 1994, established one of the largest and most comprehensive trade agreements in the world. Trade between the countries of Canada, Mexico, and the United States grew considerably. Today, NAFTA covers a North American economy with a combined output of \$17 trillion USD.

Combined US imports and exports with Canada and Mexico grew from \$291 billion in 1993 to \$1.1 trillion in 2016, a rate of 267 percent. While it's never accurate to credit increased trade to one factor like NAFTA (US exports increased 242 percent with non-NAFTA countries during the same time period), there is little dispute NAFTA had a large effect on increased trade between the three nations.



Maine delegation on the Trade Mission to Toronto last year.

With over 2,000 pages, 8 sections, and 22 chapters, there is always room to strengthen and improve such a comprehensive trade agreement. NAFTA covers tariff reductions, intellectual property protections, business travel, access to government procurement contracts, rules of origin, market access for goods and services, environmental protection, dispute resolution, and protection for foreign investment.

In August, talks to revamp NAFTA began. A new deal is expected to emerge that revises or replaces the current North American Free Trade Agreement. During this process, it will be important to remember the critical trade and investment relationship between Maine and Canada.

For additional information about the Maine-Canada relationship and trade opportunities, please contact MITC Canada Desk Director Jeff Bennett at jbennett@mitc.com.

Canada Desk is
sponsored by



New NAFSA State Representative for Maine and Education Program on Challenging Recruiting Environment Announced



Zeynep Turk, Senior Trade Specialist

In her role as MITC's StudyMaine coordinator, Senior Trade Specialist Zeynep Turk was recently selected as the NAFSA: Association of International Educators Region XI State Representative.

With more than 10,000 members worldwide, NAFSA: Association of International Educators is the leading organization committed to international education and exchange, working to advance policies and practices that build global citizens with the knowledge and skills they need to succeed in today's interconnected world.

In the United States, NAFSA membership is organized into 11 geographic regions. Zeynep will represent Maine at the NAFSA Region XI Conference which will take place at the Omni Mount Washington Resort at Bretton Woods, New Hampshire in November.

As a State Representative, Zeynep's responsibilities will include: building a state-wide communication network; identifying state needs and planning relevant programming; serving as a conduit for discussion of issues of interest to state international educators, as well as important updates on NAFSA events, trainings, or special sessions.

"I'm excited to take on this new responsibility," Zeynep noted. "Through this role I'll stay better informed on the issues that are pertinent to international education professionals. I also look forward to networking with my peers from other states."



On October 17, StudyMaine will offer an education program titled "How to Stay Competitive in a Challenging Recruiting Environment" in Portland. Hosted by the University of New England, the program will focus on recruitment challenges and opportunities for schools in the US, and Maine specifically, as well as allow participants to share best practices and success strategies. We are pleased to welcome Amy Roberts, VP of Academic Exchange Programs at CIEE, as our Keynote Speaker. The panel session will include Jim Paul, Director of the Boston Office of the U.S. Commercial Service, and Colleen Grover, education consultant focusing on international student recruitment. There will be a networking session after the presentations.

For more information and to register online, visit www.mitc.com or contact Zeynep at turk@mitc.com.

One Size Does Not Fit All for Trade Education Needs *Continued from page 1*



Mike Allocca from Allocca Enterprises during his most recent training in Maine.

On the Training & Resources page of the MITC website, you'll find several links to basic resources such as Export.gov and exporting basics videos that provide accurate, general information for those getting started in international trade. We're planning to take this one step further by launching a members-only Trade On Demand portal. This web-based resource will have links to webinars and trade research, as well as guides that provide information on how to find specific trade information for Maine's top 10 export markets, so that additional information is available 24/7. Of course, MITC staff are always available to answer specific questions, but if quick, basic information is needed during off hours this will be the place to find it.

Whether your business is an experienced trader or new to the international scene, MITC has a trade education solution. Visit MITC.com or contact Billie Cary at bhcary@mitc.com for more details.

MENADO Joins the Arctic Economic Council



The Maine North Atlantic Development Office (MENADO) at MITC was invited to join the membership of the Arctic Economic Council (AEC) and will be working with global, Arctic partners to facilitate responsible business and economic development of the Arctic and its communities.

“MENADO and its partners are intrigued by the opportunity to work through the AEC to share best practices and technological solutions. We look forward to connecting with partners throughout the Arctic to help foster B2B activities where Maine’s business and industry strengths can be mobilized for the mutual benefit of all engaged with the AEC.”

— Dana Eidsness, Director, MENADO
at Maine International Trade Center

The AEC is an independent organization, with its secretariat in Tromsø, Norway that facilitates Arctic business-to-business activities and responsible economic development through the sharing of best practices, technological solutions, standards, and other information. The AEC supports market accessibility and provides advice and a business perspective to the work of the Arctic Council.

AEC members represent a wide range of businesses operating in the Arctic from mining and shipping companies to reindeer herding and indigenous economic development corporations. AEC Working Groups focus on infrastructure, telecommunications, and maritime transportation, as well as responsible resource development and Arctic stewardship. Future working group efforts will focus on aviation, tourism, fishing and other marine resources, and investment & infrastructure.



In July, MENADO Director Dana Eidsness completed advance work for a 2018 Trade Mission to Ireland. Welcomed by Cork County Council and Cork City Government, Dana met with representatives from maritime, fisheries and aquaculture, IT, higher education, arts and cultural, tourism, and energy sectors. as well as with the Port of Cork and Economic Development resources for the County. In the months leading up to the trade mission, expect to see Cork

Institute of Technology students in internships around Portland and the Irish Coast Guard’s Goleen Unit in Maine for St. Patrick’s Day parades, and perhaps a visit from the Commercial Manager of the Port of Cork.



Arctic Business Conference

One hundred years ago, our deep water and ice-free ports put Maine at the center of global commerce. Developments in the Arctic have once again placed Maine on the world stage as a critical player in the global supply chain. Climate change is an unfortunate reality. As the ice recedes, it leaves behind new shipping lanes and other resources that will radically shift the patterns of global commerce. This is not an abstract future concept. The change is here, today. New shipping patterns are providing Mainers with opportunities and access to markets not seen in a generation.

If you make anything that can be used in the North Atlantic, you need to be paying attention. If you provide a service that can be useful to someone in the high latitudes, you need to be paying attention. If you’re an investor looking to hedge against the risks associated with climate change, you need to be paying attention.

Verrill Dana is hosting a day-long conference on doing business in the Arctic on October 19th. The morning session will be a briefing on developments in the Arctic and North Atlantic and how those developments will affect the economy of Maine. The afternoon session will be an interactive workshop where participants will work in small groups to engage with experts in the region.

For more information, go to www.verrilldana.com

WHAT'S INSIDE

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NAFTA 23 Years Later

New NAFSA State Representative for Maine
and Education Program on Challenging
Recruiting Environment Announced

MENADO Joins the
Arctic Economic Council

WHAT'S AHEAD

New Member Briefing & Networking

October 3 • 4:00 - 6:00 PM
Portland, ME

How to Stay Competitive in a Challenging Recruiting Environment

October 17 • 1:00 - 5:00 PM
Portland, ME

Introduction to NAFTA Training

October 26 • 8:30 AM - 4:30 PM
Portland, ME

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