

# GLOBALVIEW

MAINE INTERNATIONAL TRADE CENTER QUARTERLY NEWSLETTER

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## Focus on Changing EU Markets, Annual Awards Luncheon, and New Product Showcase at Trade Day 2017

Registration is now open for Maine International Trade Day on May 25th from 12:00 - 6:00 p.m. at the Cross Insurance Center in Bangor, Maine. This year's theme is "Charting a Course in the Changing EU."

After 25 years of expansion and relative stability, the European Union is going through seismic changes. The EU's single market of 510 million people has grown to be the second largest economy in the world worth \$16 trillion. But the Greek debt crisis, followed by the imminent exit of Britain from the EU, have strained relations among the member states. Now, all eyes are on the upcoming elections in France and Germany.



May 25th • 12:00 - 6:00 p.m. • Bangor, Maine

In 2016, Maine exports to the EU totaled \$503 million, and Europe remained a dominant player, accounting for 4 of Maine's top 10 overseas markets. While the current uncertainty puts some long-standing transatlantic business relationships at risk, there will also be new opportunities as rules of trade change, European economies continue to rebound, and capital flows to new places for investment.



At Trade Day 2017, our panel of experts will discuss how economic and political changes in the EU will impact Maine businesses in the short-term, as well as long-term trends to guide future strategy.

As our Keynote Presenter, we are delighted to welcome **Matt Tripodi** (*at left*), Global Account Director at Euromonitor International, who will share key market trends for US trade in the EU. Mr. Tripodi has more than 18 years of experience in research and strategy consulting for leading multinational corporations, government and quasi-government agencies, and trade associations.

*Continued on page 5*

## 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

## President's Roundtable Members

Albatrans, Inc.  
Allen Insurance and Financial  
Baker Newman Noyes  
Bangor Savings Bank  
Barber Foods, Inc.  
BDN Maine  
Camden National Bank  
CBDC Charlotte-Kings  
Cianbro  
Dachser USA  
Diversified Communications  
Fairchild  
Finance Authority of Maine  
Geiger  
Hussey Seating Company  
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.  
One Source Risk Management & Funding, Inc.  
People's United Bank  
Perkins Thompson  
Pierce Atwood, LLP  
Puritan Medical Products Company  
Quebec Federation of Chambers of Commerce  
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  
Wells Fargo Bank, N.A.



## President's Corner

Dear MITC Members and Friends,

Spring is a great time to become a MITC member. In addition to taking advantage of reduced registration fees for May and June trade education events and unlimited trade assistance, the annual membership is good through June 2018 - more than two additional months free! If you have clients or suppliers that would benefit from MITC membership, now is the time to suggest they join. We're always happy to meet with potential new members and answer any questions.

Highlights in this issue include:

- ✓ With the important changes occurring in the European Union, this year's theme for Trade Day 2017 – “Charting a Course in the Changing EU” – couldn't be timelier. With four of our top overseas markets in the EU, you won't want to miss our expert presenters' insights on short-term and long-range potential effects on trade for Maine businesses. (*see cover article*)
- ✓ While the comprehensive trade agreement between Canada and the EU eliminating tariffs will impact most Maine exporters, the lobster industry is leading the charge to raise concerns about CETA with State leaders and our Federal delegation in Washington, DC. (*see next page*)
- ✓ For the second year, MITC/Invest in Maine organized a shared booth at JEC World, the composites industry's largest show, and continued to build on the successful private-public collaboration for trade and investment opportunities. (*see page 5*)
- ✓ In June, we will offer a full-day workshop focused on export documentation. We're delighted to bring back Mike Allocca of Allocca Enterprises, a nationally recognized expert in areas of export compliance and fellow winner of the prestigious President's E Award for excellence in export development training. (*see below*)

We look forward to seeing you in Bangor on May 25th at Trade Day 2017!

Kind regards,

Janine Bisailon-Cary, President

## Mastering Export Documentation What you don't know can hurt you!

June 22 • Brunswick, ME • 8:30a.m.-4:30p.m.

Many companies suffer unnecessary shipment delays, Customs audits, and demurrage charges due to incomplete or inaccurate documentation for shipments. Join us on June 22nd for this one-day program to learn step-by-step how to correctly fill out international documents, where to find needed information, and when specific documents are required.

### Who Should Attend?

Traffic managers, purchasing managers, shipping/receiving personnel, compliance officer, sales managers, customer service managers, and anyone involved or concerned with international shipments.



Learn more and register  
online at [mitc.com](http://mitc.com)



# CANADA DESK

## Comprehensive Economic and Trade Agreement (CETA) Raising Concerns for Maine



*CETA concerns were on everyone's mind during the recent Seafood Expo North America in Boston.*



The European Union is one of Maine's most important global markets. Maine exports to the EU topped \$503 million in 2016, second only to Canada. Even with rapid export development to China, Maine exports to the EU are nearly 2.5 times that of China.

CETA is a comprehensive trade agreement between Canada and the EU with one of its key provisions aimed at eliminating 98% of the tariffs between these two regions. Negotiations were concluded in August 2014 with the EU Parliament giving its consent on February 15, 2017 to the provisional implementation of CETA.

The majority of the text - its trade provisions - will apply provisionally from the first day of the month following the date on which the EU and Canada have notified each other that they have completed all necessary procedures. The more controversial provisions on investment protection will be on hold.

As of this writing, it's expected that the implementation of the trade provisions will occur this spring, perhaps as early as June 2017.

While CETA's trade provisions, and subsequent tariff eliminations, will impact most industries in Maine, perhaps no industry in Maine will be as greatly impacted as the lobster industry. When CETA comes into force, almost 96% of EU imports of Canadian fish and seafood products will be duty free.

Seafood is the state's leading export commodity, driven by the lobster industry, with the EU a major export market. The EU is a mature market with high levels of seafood consumption and represents historically Maine's largest (with the exception of Canada) export destination for seafood and lobster. With Maine and Canada sharing the same lobster species, competing for the same global markets, the CETA signing has raised serious concerns for Maine's lobster dealers and processors.

MITC continues to work with Maine industry leaders and our state and federal delegations to raise awareness of CETA concerns.

**For specific questions on CETA's potential impact on your business and industry, please contact MITC Canada Desk Director, Jeff Bennett at [jbennett@mitc.com](mailto:jbennett@mitc.com) or 207-553-7709.**

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# Maine Schools Return from Recruiting Mission to Russia and Ukraine



In late January and early February, MITC's StudyMaine initiative led seven educational institutions on an Education Mission to Russia and Ukraine. The delegation included Lincoln Academy, Maine Central Institute, Mt. Blue Campus, Thornton Academy, University of Maine, and Washington Academy.

The trip included stops in Moscow, Kazan, Ekaterinburg, St. Petersburg and Kiev. The itinerary included educational fairs, agent fairs, one-on-one meetings with agents, and school visits. School representatives had opportunities to meet with parents, students, and agents in all the locations.

Based on the post-mission survey results, participants reported an estimated dollar value of enrolled students at \$774,000. In addition, 64 agreements were signed with agents, and 4 agreements were signed with schools.

Through the StudyMaine Mission to Russia and Ukraine, the educational institutions were able to promote Maine as a safe, beautiful, and accessible destination that provides great educational opportunities to students from all over the world.



“Traveling with the Maine International Trade Center and the US Commercial Service made our education mission to Russia and Ukraine one of the most informative and educational mission trips I have taken. Visits with education consultants, students, parents, and US Commercial Service staff in both countries allowed Washington Academy to continue to build on established partnerships and develop new contacts for future education and cultural exchange. It was so much fun to travel with colleagues from other Maine Schools. MITC's Zeynep Turk and US Commercial Service's Jeff Porter had clearly spent a great deal of time and effort in coordinating this mission for us. Where to next?”

— Robin Gautier, Director of Advancement & Admissions,  
Washington Academy, East Machias, ME





# Maine Composites Industry Showcased at JEC World in Paris

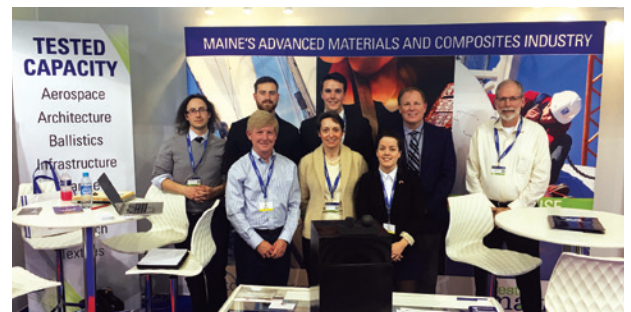


In March, MITC/Invest in Maine hosted a double booth at JEC World International Composites Event, the industry's largest show. Maine capacities and innovation were displayed center stage in the U.S. pavilion. This was the second year that MITC organized a shared booth at the three-day show in Paris.

In addition to MITC/Invest in Maine, the delegation included Fiber Materials Inc., Montalvo Corporation, Tex Tech Industries, Maine Marine Composites, and the University of Maine's Advanced Structures and Composites Center.



The collaboration between private companies and public organizations during the show worked to promote the state's unique proposition as an R&D and industry leader. The goals of participation were to showcase the state's capacity in the composites industry sector, explore international markets, and seek out investment opportunities.



## Trade Day 2017 *continued from page 1*

Following the Annual Trade & Investment Awards Luncheon, our expert panel will discuss Opportunities and Challenges for EU Trade and Investment. Panelists are Jennifer Yoder, Colby College; Harriet Cross, UK Consul General; Matt Tripodi, Euromonitor International; and Mark O'Connell, OCO Global.

The event concludes with a networking reception. For the third year, the New Product Global Showcase will feature some examples of innovation from Maine companies, and attendees will be able to vote for "Best in Show."

Registration for the event includes the luncheon and the networking reception. The cost is \$75 per person for MITC Members and \$95 per person for non-members. Maine State Legislators receive free admission.

**Learn more and register online at [mitc.com](http://mitc.com).**

*Advance registration will close on May 23rd.*

## 2017 AWARD WINNERS

### Exporter of the Year:

Yale Cordage

### Innovator of the Year:

Advanced Structures & Composites Center, University of Maine

### Service Provider of the Year:

Verrill Dana, LLP

### Foreign Direct Investor of the Year:

C&L Aviation Group

### President's Award:

MITC Board Treasurer Joe Mooney, TD Bank  
MITC Board Chair John Wolanski, GAC Chemical Corporation

### Future Global Leader Award:

Luke Middleton

## TRADE EDUCATION FORUMS

### LEAD SPONSORS



### NETWORKING SESSION SPONSORS



### BREAKOUT SESSION SPONSORS

Baker Newman Noyes • Maine Maritime Academy  
Maine Port Authority • Mohawk Global Trade Advisors

## WHAT'S AHEAD

E-Commerce Forum  
April 11

1:00 - 5:00 pm • Portland, ME

Maine International Trade Day:  
Charting a Course in the Changing EU  
May 25

12:00 - 6:00 pm • Bangor, ME

Mastering Export Documentation:  
What you don't know can hurt you!  
June 22

8:30 am - 4:30 pm • Brunswick, ME

## WHAT'S INSIDE

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Maine Composites Industry Showcased at JEC World in Paris

Maine Schools Return from Recruiting Mission to Russia and Ukraine

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