

# GLOBALVIEW

MAINE INTERNATIONAL TRADE CENTER QUARTERLY NEWSLETTER

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## ExporTech™ Comes to Maine

We're pleased to bring ExporTech™—a proven national export assistance program helping companies enter or expand in global markets—to Maine for the first time!

ExporTech™ is a national export assistance program that applies a structured export strategy development process to help companies enter or expand in global markets. The program is intended for forward-looking small- and mid-market manufacturers that want to expand global sales.



Since 2007, 196 ExporTech™ programs have been delivered in 34 states and Puerto Rico with over 1,000 participating companies with the following results:

- On average, participating companies generate \$500,000 – \$700,000 in new export sales
- Many companies generate export sales within 6 months of completing the program
- The average participant reported cost and investment savings of \$91,000
- The average company created 5 new jobs

In cooperation with Maine MEP and MEP National Network, U.S. Commercial Service, U.S. Small Business Administration, and FedEx, MITC will host the ExporTech™ program sessions at our office in Portland.

Over a 10-week period, companies will participate in 3 one-day workshops (April 5, May 10, and June 14), obtain individualized coaching to develop an actionable export growth plan, and present their export growth plans to experienced international business people for feedback.

ExporTech™ is designed for executive leadership, such as the CEO, VP of International Sales, or Director of Business Development. Most companies involve multiple management staff to get the most out of the process.

### Facilitator

Michael Stone, President of Stone & Associates, is one of the principal architects of the ExporTech™ program. As one of the program's leaders, master facilitators, and content developers, he has collaborated with export assistance organizations (U.S. Export Assistance Centers, state trade offices, district export councils, SBDCs, etc.) across dozens of states. His client experience includes government/non-profit economic development organizations that serve manufacturing companies, Fortune 500 companies, and small- and mid-market industrial firms.

His engagements have required an understanding of global markets throughout North and South America, Europe, and Asia, and have involved a wide range of industries, including medical devices and equipment, major appliances, consumer and specialty glass products, personal protective equipment, pharmaceuticals, automotive, specialty wire products, fabricated metal components, plastic products, and fiber optic cable.



Space is limited. Learn more and register online at [MITC.com](http://MITC.com) today!

## 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  
University of New England  
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  
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.  
ON Semiconductor  
People's United Bank  
Perkins Thompson  
Pierce Atwood, LLP  
Puritan Medical Products Company  
Québec Government Office in Boston  
Reed Exhibitions  
Sprague Energy Corporation  
Tex Tech Industries  
Texas Instruments  
UK Department for International Trade  
U.S. Small Business Administration  
Verrill Dana, LLP

# President's Corner



Dear MITC Members and Friends,

For our organization, 2017 was a time of transition, as I assumed my new role in June, yet it was a very exciting and productive year. Here are a few highlights:

- 1,458 total consulting/research requests delivered
- \$96 million in actual and projected sales from 7 trade shows
- 718 attendees at 11 education programs and events
- Overall ROI of 204:1 on export assistance grants with over \$25.6 million in reported actual sales

The digital version of our 2017 Annual Report is available on the website at MITC.com.

Looking ahead to 2018, we are busy coordinating overseas activities. Trade Specialist Tom Conley is working with Maine companies participating in JEC World International Composites Event on March 8-11 in Paris. StudyMaine Director Zeynep Turk is planning an education mission in March to Mexico and Colombia (*see page 4*). Senior Trade Specialist Jeff Bennett is leading a group of Maine companies that will exhibit at Seafood Expo Global on April 24-26 in Brussels.

Meanwhile, back at home, we're excited to bring ExporTech to Maine for the first time! Kicking off on April 5th, the program combines one-day workshops with individual coaching for each company, leading to an export plan in just 10 weeks. (*see page 1*)

Save the date for Trade Day 2018 on Friday, May 18 (with an Opening Reception the evening before) at the Samoset Resort in Rockport, ME. This year's theme is "Global Trade's New Era: Accessing Asia," and the event concludes with our annual awards luncheon. Online registration will open in March. Sponsorships are still available for this important event; contact Julia Munsey ([munsey@mitc.com](mailto:munsey@mitc.com)) for more information.

We look forward to working with you in 2018!

All the best,

Wade Merritt, President and State Director of International Trade

## MUNSEY JOINS MITC STAFF

In November, Julia Munsey joined MITC in the new staff position of Director, Membership and Corporate Development.

Previously, Julia was a Partner in Dougherty Project Management, a Bangor-based project management company specializing in Technology, Business Process, and Marketing Communication projects. She was the project manager for the Maine Troop Greeters Museum located at Bangor International Airport.



Julia currently serves as a member of the Friends of the Cross Insurance Center Advisory Board, board member of the Girl Scouts of Maine, and chair elect of the University of Maine Alumni Association board of directors.

Julia brings a wealth of professional experience, state-wide business connections, and enthusiasm. MITC and the Maine companies that we work with are very fortunate to have her on the team.



# CANADA DESK

## Spotlight – Ontario

With a population of more than 13.5 million, Ontario is home to about 2 in 5 Canadians. The largest concentration of people and cities is in the “Golden Horseshoe” along the western shore of Lake Ontario, including the Greater Toronto Area, Hamilton, St. Catharines, and Niagara Falls. The “Greater Golden Horseshoe” describes the extended metropolitan area, including parts of central Ontario surrounding the core region. With more than 9 million people, this area is one of the fastest growing areas in North America.



In addition to being Canada’s most populous province, Ontario is the country’s economic engine. Ontario’s thriving economy is driven by its diverse resources: agriculture, energy, business and financial services, biomed/pharmaceuticals, mining, information technology, and manufacturing.

After California and Texas, Ontario has the most manufacturing employees of any jurisdiction in Canada and the United States.

Canada has consistently been Maine’s largest export market with over \$1.4 billion in goods and commodities exported in 2016, accounting for nearly 48% of

all Maine exports worldwide. Two-way trade topped \$3.1 billion in 2016. Maine’s exports to Ontario rank third provincially, trailing our neighbors of New Brunswick and Quebec. Leading export commodities include automotive parts, prepared foods, aircrafts parts, paperboard, and medical devices. This reflects Ontario’s diverse economy and highlights many opportunities for Maine companies. MITC has organized several trade missions to Toronto, most recently in 2016, connecting Maine businesses with Canadian partners.

### Greater Toronto

The Greater Toronto Area (GTA) is the commercial, distribution, economic, and financial center of Canada. Consisting of the central city of Toronto and the four surrounding regional municipalities (Durham, Halton, Peel, and York), the area generates nearly 1/5 of the GDP of Canada and is the national headquarters for 40% of Canada’s businesses. With a workforce of approximately 2.9 million people, more than 100,000 companies, and a gross domestic product of U.S. \$109 billion, the GTA is Canada’s undisputed business and manufacturing capital.

Toronto is the most multiculturally diverse city on the planet: over 140 languages are spoken. It’s estimated that over half of Toronto’s residents were born outside Canada.

**For additional information about your opportunities in Ontario, contact Canada Desk Director Jeff Bennett at [jbennett@mitc.com](mailto:jbennett@mitc.com) or 207-553-7709.**



“I attended my first trade mission in August of 2016 to Ontario, Canada, and it was a great experience! We had meetings with companies in the area we would have never been able to connect with on our own. Not only did those meetings pay for themselves within the first year, but we have established some great relationships in a market we had previously struggled to penetrate and are continuing to see new business because of it. On top of the financial success, it was great being able to network and learn more about other Maine businesses who were also trying to grow their geographical foot print. As a whole, it was a great experience for us, and we hope to participate in many more trade missions in the future!”

— Tucker Emerson, Manager, Kewware Sales at PTC, Kewware Technologies

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# Maine Education Mission to Mexico & Colombia



MITC's StudyMaine initiative and the U.S. Commercial Service are organizing an international student recruitment mission to Mexico City and Colombia on March 11 - 17, 2018.

With a growing middle class, a large youth population, and increasing demand for education, Mexico is a strong market for student recruitment. The world's 16th largest economy, over 46% of Mexico's citizens are under 24 years old.

The United States is a leading destination for Colombian students due to higher employment opportunities after graduation, the high quality of education, and a renewed push by the Government of Colombia to encourage English bilingualism. Colombia is ranked 3rd among South American countries and 23rd in the world in sending students to the United States.

## Mission Benefits

- **Customized One-on-One Appointments:** Gold Key Matching Service individual meetings in Mexico City and Bogota based on your school's goals.
- **In-Country Research:** Research will be conducted by industry specialists, and you'll have the opportunity to meet via teleconference to discuss your school's objectives before leaving Maine.
- **Market Briefings:** Learn more about current economic and political conditions in Mexico and Colombia, as well as neighboring countries.
- **Group Tours and Events:** Visit high schools and higher-education institutions and meet with local embassy staff to gain first-hand knowledge of the education environment.

To learn more, contact StudyMaine Director Zeynep Turk at [turk@mitc.com](mailto:turk@mitc.com) or 207-541-7474.



## CALL FOR ENTRIES

### New Product Global Showcase

Does your company have a new product or service? Enter to exhibit in the New Product Global Showcase at Trade Day 2018. This is a juried process, and participation is limited. Learn more at [MITC.com](http://MITC.com) or contact Tom Conley at [conley@mitc.com](mailto:conley@mitc.com) or 207-553-7708.

**DEADLINE FOR ENTRIES IS APRIL 6, 2018.**



# Member Success Story

Fiber Materials, Inc. (FMI) designs, develops, and manufactures high temperature composite materials for air, land, sea, and space. While the core business is defense, FMI also plays a key role in the country's space program. In collaboration with NASA, they designed a heat shield system for the Mars 2012 rover mission and are currently working on new systems for the Mars 2020 rover mission and the New Frontiers program. Now, FMI is expanding into new commercial markets and seeking international opportunities.

"While the majority of our business is U.S. Defense and Space related, we have no restrictions that would limit our international sales growth plans," Dan Godbout, Director of Worldwide Sales and Marketing at FMI, said.

"We're growing right now, both in our core business and new business areas," Godbout noted. "We're looking for all types of people to support the growth of the business – mechanical and civil engineers, production workers, machinists, sales engineers, advanced materials experts, chemists, and scientists."

A privately-owned business for 42 years, FMI was sold to GrafTech International in 2011, becoming part of a public company. Godbout joined FMI two and a half years ago, after a 20-year career in Business Development at Fairchild Semiconductor, with the intent to grow and diversify the business. In December 2016, FMI was purchased by Edgewater Capital Partners and is now a private company again with a focus on growth.

"We want to diversify the business so that we have opportunities in other markets like commercial aerospace, high performance racing, and in-

**Company:** Fiber Materials, Inc.  
**Year Founded:** 1969  
**Number of Employees:** 180  
**Location:** Biddeford, ME  
**MITC Member Since:** 2014



**Description:** Fiber Materials Inc. (FMI) develops and manufactures high temperature materials and composites for use in industrial, commercial, and aerospace applications. FMI produces carbon/carbon & carbon/carbon SiC composites, rigid insulation, and advanced polymer matrix composites. As a recognized leader in the manufacture of high temperature composite materials, FMI produces components and products that serve a range of applications from industrial insulation and friction hardware, and from thermal protection systems (TPS) to rocket motors to missile nose tips. FMI materials can be found inside industrial furnaces, at the National Air and Space Museum, and on the surface of Mars.

dustrial applications," Godbout added. "The focus will be in extreme applications where you may have erosive/corrosive or high temperature environments that still require high strength but light weight material."

In March 2017, FMI was part of the Maine delegation organized by Maine International Trade Center (MITC) at JEC World International Composites Event in Paris, France. In addition to exhibiting in the Maine booth in the U.S. Pavilion, FMI held several one-on-one business matchmaking meetings, arranged by MITC's contractor in Europe OCO Global.

"MITC's engagement and encouragement to participate in JEC enabled us to make contacts in new markets and exhibit our new product," Godbout explained. "We are already seeing success."

The new product is a breakthrough 3D Polymer Matrix Composite (PMC) material, which earned FMI a 2017 Smaller Business Association of New England (SBANE) Innovation Award, winning top honors in the for-profit category. The PMC material is a revolutionary solution for high performance products which require a high strength to weight ratio such as prosthetics, high performance race vehicles, and aerospace.

As a result of their JEC participation last year, FMI gained visibility in new markets and immediate export sales. While he could not name specific teams, Godbout said two high performance auto racing teams are evaluating the PMC materials for the 2018 season. He added that a company in Switzerland is also currently evaluating the product for use in high performance watch faces.

While approximately 1% of FMI's sales were international in 2017, Godbout hopes to increase that number to 10% in 3 years and 20% in 10 years. FMI will be part of the Maine delegation again in the upcoming JEC World International Composites Event in March 2018 and continue working with MITC to identify other opportunities to expand their commercial markets in Europe.



MITC Trade Specialist Tom Conley, who works with Maine companies in the advanced manufacturing sector, and Dan Godbout, Director of Worldwide Sales and Marketing at FMI.

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## WHAT'S AHEAD

ExporTech

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Annual Canada Day Program

April 10 • Portland, ME

TRADE DAY 2018

Global Trade's New Era: Accessing Asia

May 17 & 18 • Samoset Resort, Rockport, ME



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