

GLOBALVIEW

MAINE INTERNATIONAL TRADE CENTER QUARTERLY NEWSLETTER

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Trade Mission to UK & Ireland Announced

The Maine North Atlantic Development Office (MENADO) is organizing a trade and outreach mission to the United Kingdom and Ireland in September. Led by Governor Paul R. LePage, the mission will include business meetings, group events, and unique cultural opportunities designed to help Maine companies expand their business development networks in these important markets.



With a population of 65 million people, the United Kingdom is the world's fifth largest economy and the second largest economy in the European Union. With a highly developed and diversified economy, the UK is the largest destination for US service exports, as well as the fifth largest for US goods exports. As the country continues to emerge from an economic downturn, Ireland has positioned itself to be a key market-entry point for American business looking to access Europe.

Who should go?

All industry sectors are welcome to participate; however, targeted key sectors for this trade development mission include: aquaculture, defense and security, food and beverage, IT, life sciences and medical devices, and marine equipment and technology. Based on participation numbers, special briefings and group events will be organized for these key sectors.

Sample itinerary

Wednesday, September 5:	Travel to UK
Thursday, September 6:	UK Business Meetings (London)
Friday, September 7:	UK Business Meetings (London)
Saturday, September 8:	UK International Beer Festival/Maine Beer Box events (Leeds)
Sunday, September 9:	UK Beer Festival/Maine Beer Box events (Leeds); evening travel to Dublin
Monday, September 10:	Ireland Business Meetings (Dublin)
Tuesday, September 11:	Travel to Cork; meetings in Cork City area
Wednesday, September 12:	Meetings in West Cork & Taste of West Cork Festival events
Thursday, September 13:	Meetings in West Cork & Taste of West Cork Festival events
Friday, September 14:	Return to Maine

Highlights

In addition to business briefings, meetings and/or group events in London, Leeds, Dublin and County Cork, this mission offers a few unique opportunities. For example, the Maine delegation will be there to support over 50

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President's Corner

Sustaining Roundtable Members

Bangor Savings Bank
Bank of America
BerryDunn
CIEE: Council on International
Educational Exchange
Consulate General of Canada - Boston
Emera Maine
IDEXX
KeyBank
Maine Department of Economic
& Community Development
Maine Technology Institute
Sappi Fine Paper North America
TD Bank
University of New England

President's Roundtable Members

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Allen Insurance and Financial
Baker Newman Noyes
Bangor International Airport
BDN Maine
Camden National Bank
Chase
Diversified Communications
Finance Authority of Maine
FirstPark Commerce Park
Geiger
Kepware Technologies
L.L.Bean, Inc.
Maine & Company
Mainebiz
Maine Composites Alliance
Maine Manufacturing Extension Partnership
Maine Maritime Academy
Maine Port Authority
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
Reed Exhibitions
Rudman Winchell
Sprague Energy Corporation
Tex Tech Industries
UK Department for International Trade
U.S. Small Business Administration
Verrill Dana, LLP
Wells Fargo Bank, N.A.



Dear MITC Members and Friends,

August is Member Appreciation Month! I want to thank you for your continuing support of Maine International Trade Center and ask you to stay on board for another exciting year. We're hard at work planning local and overseas activities for the next 12 months that you won't want to miss.

Here are a few great reasons to renew your membership now:

- Our annual Member Appreciation event at DiMillo's on Thursday, August 23;
- Member Appreciation gift drawings (pay membership dues by August 17 to be eligible);
- Our newly expanded global education series begins in September (more information coming soon), and if you haven't already done so be sure to check out the new Trade On Demand members-only web portal on www.mitc.com;
- Trade Day 2019 on May 23 & 24 at the Holiday Inn by the Bay in Portland;
- And as always, quick access to the most accurate up-to-date trade information from our team of experienced trade specialists just a phone call away at (207) 541-7400.

Your continued support and participation in our vibrant international community allows MITC to fulfill our mission to expand our state's economy through international trade, investment, and student attraction. We're grateful and proud to have you as a part of it. I look forward to continuing our great work together.

With best regards,

Wade Merritt, President and State Director of International Trade

New Grant to Support Maine Defense Industry

Recently, Maine International Trade Center (MITC) received a federal grant from the Office of Economic Adjustment to support the Maine defense industry through: regional job creation, attraction and expansion, workforce development, and economic diversification. There are ample opportunities for growth within the industry. From 2014 to 2017, Maine defense exports grew by about \$33 million. Last year, Maine businesses exported \$65 million of defense-related goods. Trade Specialist Tom Conley will be heading this new initiative. To learn more, contact Tom at conley@mitc.com.

2017 MAINE DEFENSE EXPORTS TOP MARKETS

1	Australia	\$16.5 million
2	Republic of Korea	\$12.3 million
3	Oman	\$10.7 million
4	Turkey	\$ 4.1 million
5	China	\$ 3.8 million

CANADA DESK

Canada Announces Countermeasures

On May 31, 2018, the United States announced tariffs on imports of certain steel and aluminum products from Canada. Rates were set at 25% for steel products and 10% for aluminum products.

In response, the Canadian government announced imposing similar tariffs on US products of steel, aluminum, and other products representing \$16.6 billion CDN, the value of 2017 Canadian exports affected by the US measures. As of this writing, the Canadian countermeasure will take effect on July 1, 2018.

Maine products affected by these countermeasures range from steel and aluminum products to jams, coffee, and maple syrup and account for more than \$67 million in exports from over 70 different product classifications in 2017.

While a relatively small percentage compared to Maine's total exports of \$2.7 billion in 2017, these countermeasures could prove significant for several businesses and industry sectors in Maine. As an example, of Maine's \$8.4 million of maple syrup exports last year, \$8.3 million was destined for Canada alone.

Many Maine manufacturers are already feeling the effects of the US imposed tariffs on Canada. According to Gary Merrill, president and CEO of Hussey Seating in Berwick, "We are far from the only manufacturer in New England feeling the pain of the new tariffs imposed. On top of the Canadian steel tariffs, prices for domestically sourced steel (HRPO and galvanized) have increased significantly in anticipation of the implementation of these tariffs. Like many in the construction industry, roughly 50% of our current year's revenues come from projects in our backlog sold at fixed prices. We've already taken a hit in the price increases to date and they continue to negatively impact our

ability to reinvest in the business to remain competitive and maintain our current employment levels." (*Source: Mainebiz, June 15, 2018*)

As the US continues to work towards fair trade, regarding Canada, it's worth keeping in mind the value of Maine's trading and investment partnership with our neighbors.



Canada is Maine's top customer with two-way trade topping \$3 billion in 2017. Exports to Canada represent 47% of all Maine exports globally, and 38,500 jobs in Maine depend on trade and investment with Canada. In addition, Maine welcomes more tourists from Canada than any other country.

For more information on Canada's proposed countermeasures and how they might affect your business, please contact MITC Canada Desk Director, Jeff Bennett at jbennett@mitc.com or 207-553-7709.

Canada Desk is
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New Global Trade Education Series Begins Fall 2018

With input from member surveys and industry professionals, Maine International Trade Center (MITC) has developed a new three-tiered trade education series to provide practical skills training and valuable takeaways to help your staff and your business succeed in international markets whatever your current experience level.

The education series, running from September through May, will include a combination of in-person seminars and live webinars. Content will focus on the four main pillars of international trade – logistics, finance, legal, and marketing – at three different levels of international business experience.

Level One seminars are meant for those new to export and import who are still determining if the time is right for them to begin international trade. Level Two offerings for those with some export experience will include more advanced, in-depth content on topics such as international documentation. Finally, Level Three training is geared toward those who have experience in several international markets and sell a significant portion of their products/services abroad.

Here's the schedule for the first quarter:

September 19: Accidental Exporter (Level One) • October 10: Export 101 (Level One) • November 1: ITAR Training (Level Three)

We'll be releasing the full series schedule soon so stay tuned!



As a complement to our new global education series, we launched Trade on Demand last month.

Trade on Demand is a members-only web portal with education resources available 24/7 for when you have the time (or the need) to know. You'll find webinars, reports, exporter's guides by country, and more.

We'll be adding new content each month. If there is something else you would like to see on Trade on Demand, please give us your suggestions.

You'll find the link to access Trade on Demand at mitc.com. If you need the password, please contact Billie Cary (bhcary@mitc.com).

Trade Mission to UK & Ireland Announced *Continued from page 1*

Maine brewers and their families at the Leeds International Beer Festival. The Maine Beer Box, a shipping container outfitted with 78 taps, will be on display at the festival where Mainers will pour Maine craft beers.

Other mission highlights include:

- "Maine and the UK" event in the Palace of Westminster (Houses of Parliament)
- Defense and security procurement briefings in London and Cork
- Life sciences roundtable event in Cork
- Food and beverage promotion and tasting opportunities at the Taste of West Cork Festival in Skibbereen, Ireland
- Special presentations and experiences highlighting Maine's history with Ireland, coordinated by the Maine Irish Heritage Center and Skibbereen Heritage Center in Ireland

Learn more and register online at www.mitc.com. Questions? Contact MENADO Director Dana Eidsness at eidsness@mitc.com

Maine Companies Exhibit at OutDoor Europe

In June, Senior Trade Specialist Jeff Bennett traveled with four Maine companies to the OutDoor Europe trade show in beautiful Friedrichshafen, Germany.

What started in 1994 as a small niche segment for nature sports enthusiasts and specialist suppliers has become the leading trade fair and global summit meeting for the entire outdoor industry. OutDoor

Europe brings together nearly 1,000 exhibitors, 21,000 trade visitors from 90 countries, and over 1,000 journalists from 31 countries.

With an exhibit booth and buyers meetings organized by MITC, Maine Outdoor Brands, and the US Commercial Service, Maine was well-represented by Blaze Partners, Flowfold, Good To-Go, Sea Bags, and Threlkeld Outdoor.



MITC Continues 2018 Statewide Business Tour in Bangor



In June, we continued the “MITC Across Maine: 2018 Business Tour” in Bangor. In the morning, MITC staff met with business leaders, educational institutions, and local and regional economic development staff at the Bangor International Airport for a roundtable discussion of the unique capabilities and opportunities in the region, as well as how MITC can help businesses and the region grow via international activities. The MITC team also visited and toured Geaghan Brothers



Brewing Company and the Advanced Structures and Composites Center at the University of Maine.

“As a statewide organization, we are committed to supporting all of Maine’s internationally active organizations,” MITC President Wade Merritt said. “Bringing our whole team to the region for the day is an exciting way for us to experience what’s happening here and learn about potential opportunities for collaboration and growth.”

“In addition to being informative about MITC’s activities, the event was also a great opportunity to connect with many local contacts who think globally. Wonderful things are happening in the state of Maine, and all of us working together means even better things can happen.”

— Bev Uhlenhake, CCIM, Broker,
Epstein Commercial Real Estate

To learn more about the “MITC Across Maine: 2018 Business Tour,” contact Julia Munsey, Director of Membership and Corporate Development, at munsey@mitc.com.

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Canada Announces Countermeasures

New Global Trade Education Series
Begins Fall 2018

Maine Companies Exhibit
at OutDoor Europe

MITC Across Maine:
2018 Business Tour in Bangor

WHAT'S AHEAD

Annual Member Appreciation Reception

August 23 • 5:00-7:00 PM
DiMillo's on the Water, Portland, ME

Accidental Exporter

September 19 • 4:00-6:00 PM
Ri Ra Irish Pub, Portland, ME

Export 101

October 10 • 8:30-11:30 AM
Abromson Center, USM, Portland, ME

ITAR Training

November 1 • 8:30 AM – 4:30 PM
Abromson Center, USM, Portland, ME



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