Growing Maine Through Global Connections

2019 Annual Report



Maine International Trade Center

mitc.com

What Trade Means to Maine

With more than 95% of the world's population and 80% of the world's purchasing power outside the U.S., future economic growth and jobs for Maine increasingly depend on expanding opportunities in the global marketplace.

Foreign-owned companies employ 34,200 Maine workers.

2,087 Maine companies exported \$2.8 billion in goods and services to 174 countries in 2018.

Trade-related jobs grew 11 times faster than total employment in Maine during the same time period.

> International trade supports 171,300 (more than 1 in 5) Maine jobs.

Sources: U.S. Census Bureau and "How Maine's Economy Benefits from International Trade & Investment" report from Business Roundtable

Our Key Partners

With the support and collaboration of these key partner organizations, MITC can provide additional valuable assistance to Maine exporters with significant impact on the state's economy.







U.S. Small Business Administration





2019 Highlights

welcomed Jaana Husu-Kallio, Permanent Secretary for Finland's Ministry of Agriculture and Forestry, as our Keynote Presenter at Maine International Trade Day in May. As a result of her visit, Maine and Finland signed a Memorandum of Understanding (MOU) in October to enhance collaboration in forest bioeconomy development.

In September, Greenland's Minister for Education, Culture, Church and Foreign Affairs Ane Lone Bagger traveled to Maine to build on existing educational collaborations and forge closer trade and tourism ties. Her visit followed Maine business development delegation visits to Greenland, positioning Maine as a supply chain partner for Greenland's many infrastructure and community development projects.

Dana Eidsness, Director of the Maine North Atlantic Development Office (MENADO) at MITC was selected by Mainebiz for their 2019 NEXT List, an annual honor recognizing ten business leaders who are driving change in the state's economy and making a significant impact on their industry. Maine's relationship with

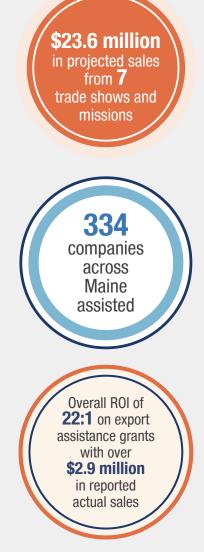


the North Atlantic is a big and bold and complicated idea that has captured the imagination of many. For Dana, though, this is more than her job; it is her mission and her calling.



Wade Merritt, MITC President and State Director of International Trade, was honored as Manager of the Year by the Maine Department of Economic and Community Development (DECD). Wade, who has worked at MITC for 23 years, was cited for his high level of

professionalism and his ability to bring out the best in his staff. As a result of his leadership, Maine businesses recognize MITC as the state's leading authority on international trade.



OUR ROLE

Maine International Trade Center (MITC) is Maine's leading source for international business assistance.

MITC offers customized consulting and research, affordable trade show participation, and an extensive network of connections across Maine and around the world to help businesses expand global markets for their products and services. A public-private partnership, MITC activities are supported by annual membership dues of nearly 300 businesses and organizations, corporate sponsors, and the Maine Department of Economic & Community Development (DECD).

MITC STAFF

Wade Merritt

President & State Director of International Trade Jeffrey Bennett

Director of Canada Desk & Senior Trade Specialist Billie Carv

Trade Information Specialist

Thomas Conley Director of Defense Industry Maine & International Trade Specialist

Patty Davis Director of Finance & Administration

Dana Eidsness Director of Maine North Atlantic Development Office

George Lindbom International Trade Specialist

Maria McIntyre Managing Director of Invest in Maine

Julia A. Munsey Director of Membership & Corporate Development

Cheryl Rau Director of Marketing & Communications

Zeynep Turk Director of StudyMaine & Senior Trade Specialist

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Carl Spang (Chair) Kestrel Corporation

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Heather Johnson Maine Department of Economic & Community Development (DECD)

Larry Robinson Maine Manufacturing Extension Partnership

Jeffrey W. Porter U.S. Department of Commerce

President's Letter

MITC Members and Friends,

As Maine's bicentennial year begins, it's a great time for reflection as well as looking forward. In 2019 we welcomed a new Governor and new economic development team in Augusta, and in 2020 will participate in the implementation of the new, 10-year economic plan - a project which culminated thousands of hours of work from people all over the state. With themes of market development for Maine's products as well as talent development for Maine's people, MITC is well positioned to continue to develop our traditional services and explore new partnerships in the context of the plan.

Maine's future in the bioeconomy and some new initiatives in workforce were two particular highlights of a phenomenal year. The bioeconomy was the focus of Trade Day 2019 in Portland, which featured speakers from all across the North Atlantic and a terrific keynote from Finland. From there, Maine and Finland agreed to develop a cooperative protocol to work on the forest bioeconomy, which Governor Mills signed in Iceland in October. On the workforce front, MITC helped lead a multistate group to Germany to explore their world-renowned apprenticeship program and organized an inbound delegation of study abroad agents who visited or met with numerous schools all around Maine.

I'm pleased to say that our work has not gone unnoticed. In November MENADO Director Dana Eidsness was honored as a member of this year's Mainebiz NEXT List, and in December I received the Maine Department of Economic & Community Development's Manager of the Year award.

I can't thank you enough for all of your support. We look forward to connecting with you in 2020.

Wade Merritt, President and State Director of International Trade



MITC Board of Directors: (front row, from left) Brenda Garrand, Carl Spang, Wade Merritt, Kelly L'Heureux, Adrian Kendall, (back row) Larry Robinson, Adam Kennedy, Jeffrey Porter, Tony Caruso, Denise Garland, and Amy Bassett

Growing Maine's Economy

Maine International Trade Center (MITC) helps Maine businesses grow through international sales. We offer one-on-one **Trade Assistance,** which covers a broad range of topics including logistics, tariffs, documentation, referrals, and research reports on best new markets. The results of our 2019 International Business Needs Survey confirmed that MITC's one-onone consulting and research services are extremely important and highly valued by Maine businesses.

Maine's Top Export Markets

Canada China Germany Hong Kong Italy Japan Malaysia Netherlands Singapore South Korea

MITC staff have a combined total of 95 years of international trade experience. Along with experience comes a depth of knowledge in key industry sectors including advanced manufacturing & composites, food & beverage, forest products, and life sciences. In addition, our team has developed a network of valuable contacts in Africa, Asia, Canada, the High North/North Atlantic, and Europe.







Defense Industry Maine (DIME) is an initiative of MITC established to help Maine companies diversify both within and outside of the defense industry, funded through a grant from the Office of Economic Adjustment, U.S. Department of Defense.

- In 2019, DIME and Stone & Associates helped create a 161page strategic plan on Maine's defense sector. The objective was to assist more than 150 companies in the Maine defense supply chain grow, diversify, and enhance resilience. Key recommendations were to expand workforce programs, provide grants and tools to companies to support diversification and improve business development, provide assistance navigating DOD/contractor procurement, and enhance collaboration among existing programs.
- DIME distributed over \$200,000 in OEA funds to 26 Maine companies for 39 different defense diversification projects in 2019.





The Maine North Atlantic Development Office (MENADO) was formed in 2013 as an initiative of MITC to increase trade, investment, and collaboration between the State of Maine and markets of the North Atlantic and to develop Maine's engagement in Arctic affairs.

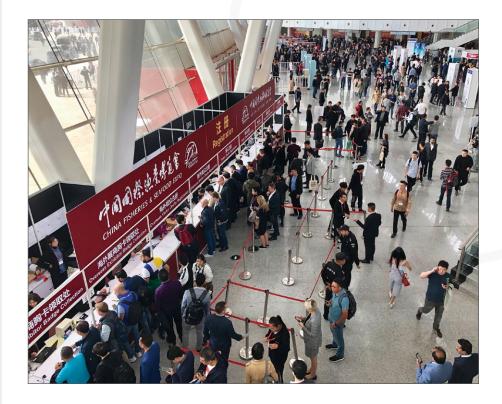
- In 2019, Maine was represented by the largest delegation at the Arctic Circle Assembly in Reykjavik, Iceland. Governor Janet Mills led the Maine delegation of over 60 individuals representing Maine businesses, academic institutions, and state and local governments. Since 2014, MENADO has organized a Maine delegation to the annual event, assisting with meeting schedules during and around the event, coordinating high-level discussions with international partners, and hosting Maine networking events to add value to the Arctic Circle Assembly experience.
- In November, MENADO hosted Norwegian Ambassador to the United States H.E. Kåre Aas for events themed around Maine's sustainable coastal development achievements. The Ambassador met over 120 Mainers during the 2-day visit and discussed topics ranging from sustainable marine transportation and aquaculture to "Connecting Our Coastal Communities for Economic Success - a discussion of the Norwegian Model" facilitated by our friends at the Island Institute. The visit generated several ideas for increased future engagement with Norway.



Growing Maine's Economy

For small and medium-sized companies MITC offers valuable, face-to-face exposure to international buyers and distributors in a cost-effective way through coordinated group participation in **Trade Shows & Missions.** In addition to exhibiting in a shared booth space, companies have one-on-one meetings with pre-screened international buyers and distributors. Our team also works closely with participating companies to make the most of the experience before, during, and after the show or mission. During 2019, MITC coordinated participation for Maine companies in 6 trade shows and 1 trade mission including: Seafood Expo Global (Brussels), U.S. Seafood Mission to the Middle East (Dubai), Defense and Security Equipment International (London), and MEDICA (Düsseldorf).





Through **Export Assistance Grants**, MITC provides financial assistance to eligible Maine companies to expand international sales. Generally, these funds may be used for business-to-business matchmaking, interpreters or translators, trade show space, or other on-the-ground overseas activities.



MITC was awarded \$344,500 in federal funding under the seventh round of the U.S. Small Business Administration's State Trade Expansion Program (STEP) grant initiative to increase the number of small businesses that export, as well as the value of exports by small businesses.



Maine's Top Exports

Seafood Electronics Aircraft Parts Wood, Pulp, and Paper Computers Medical Instruments ROI of 22:1 overall on export assistance grants with **\$2.9 million** in reported sales

invest in maine

Invest in Maine is an initiative of MITC and Maine Department of Economic and Community Development established to promote job creation and growth through overseas business attraction. During 2019, the primary focus was on Italy.

- Maine was represented at U.S. Department of Commerce SelectUSA events in Milan and Bologna by MITC consultant OCO Global and Modula S.p.a., with global HQ in Italy and Americas' HQ in Lewiston, ME. The \$10 million investment and foothold in Maine has enabled the company to expand with a new Ohio location planned to open in 2020.
- Invest in Maine traveled to Italy for 10 meetings with company leads generated from the Milan event. One of these companies was ATR Group, a leading manufacturer of carbon and glass fiber structural parts and components in automotive (Porsche, Ferrari, Lamborghini), marine, and aerospace sectors. ATR operates nine plants in Italy and is looking at the U.S. for potential expansion in aerospace and automotive.





A statewide consortium of Maine high schools, colleges, and universities, MITC's StudyMaine initiative promotes Maine overseas as a top U.S. education destination.

In 2019, 2,621 international students contributed an estimated \$100 million to Maine's economy.

- StudyMaine and the U.S. Commercial Service organized a week-long visit for 19 education agents from Azerbaijan, Russia, and Turkey. The group toured 7 school campuses from Saco to Orono. In addition, Agent Fairs were held in Portland and Orono where 21 Maine secondary and post-secondary educational institutions participated in 360 one-on-one meetings.
- StudyMaine exhibited at the IEFT Education Fair and Agent Showcase in Istanbul, promoting Maine to potential students and parents, and held 43 meetings with education agents from 14 countries: Turkey, Russia, Azerbaijan, Nigeria, Uzbekistan, Turkmenistan, India, Jordan, Ghana, Kazakhstan, Ukraine, Serbia, UAE, and Cyprus.



Growing Maine's Economy

So far, over 40 Maine small businesses have received STEP Financial Assistance Awards, resulting in **\$2.9 million** in actual sales with an additional \$19.7 million projected in the next 12-18 months. These figures represent a **22:1** immediate return and a projected 144:1 future return on grant funds. In October 2019, MITC was awarded a new \$344,500 STEP grant with funding available through September 30, 2021.



MITC is the state partner for Food Export USA, which promotes the export of food, seafood, and agricultural products through the Market Access Program (MAP). MAP provides cost-share assistance to eligible organizations for activities such as consumer advertising, public relations, point-of-sale demonstrations, participation in trade shows, market research, and technical assistance. According to the most recent annual reporting available (2018), 32 Maine companies participated in 97 activities resulting in \$74 million in actual sales and \$124 million in projected sales.

Dual Industry/Market Focus for Export Growth

Grover Precision is a leading provider of precision seamless cannulated bar, gundrilling, deep-hole drilling, honing, and related machining and support services to a broad range of markets throughout the United States, Canada, and Europe. The company specializes in difficult applications in defense,



aerospace, medical, and oil & gas markets. Products include cannulated bar, seamless precision tubing, custom tubing, honed tubing, and thick wall tubing in lengths up to 12 feet.

Founded in 1983 by Rupert and Suzanne Grover as a family-owned contract gundrilling company in Oxford, Maine, the company has 70 employees, and 20% of their sales are international. Their strongest export markets are Germany and the United Kingdom.

In 2019, Grover Precision decided to focus their strategy for international business growth in two sectors: medical and aerospace.



The company began working with our Defense Industry Maine (DIME) initiative and received OEA grant funds to help achieve ISO 9001, AS9100D, and ITAR certifications with a goal of targeted 20% growth as a result.

In order to expand sales into new segments within existing markets, Grover Precision exhibited in MITC organized booth space at two top international trade shows: Defense & Security Equipment International in London, United Kingdom and MEDICA 2019 in Düsseldorf, Germany. The company received STEP Financial

Assistance Awards to help cover costs. These trade shows allowed the small Maine company to introduce their aerospace landing gear, pistons, and rotating parts and Turn-Key Tubing for medical implants and instruments to a global market.



MITC - and specifically Zeynep - was extremely professional. She helped us manage the booth, helped bring people to the booth, and set up networking events for all members of our group. We'll be working with MITC again in the next year, because it was such a great experience... a simple and seamless process for Grover.

Grant Niewinski,
Director of New Business Development



TRADE EDUCATION RESOURCES WEB PORTAL

We understand business professionals and entrepreneurs are busy. The dates and times that training seminars are offered may not fit with work and travel schedules. While MITC's team of trade specialists is always willing to answer questions and provide information or referrals, the need to know may not arise during normal business hours. That's why MITC launched **Trade on Demand** in 2018, as a complement to our Global U trade education series.



This members-only 24/7 web portal contains educational webinars and videos, market reports, exporter's guides by country, and trade terms and statistics. During 2019, there were 77 different member logins. Several new resources were added last year including:

- Export 101 Marketing, Logistics, Finance, and Legal videos
- Exporter's Guides for China, Italy, and The Netherlands
- Market Highlights for Iceland and Norway
- Updated Guide to CE Marking
- Steps to Comply with the Export Administration Regulations (EAR)
- Steps to Comply with the International Traffic in Arms Regulations (ITAR)

Developing Maine's Workforce

Maine's future success depends on a global workforce. When we talk with Maine businesses about barriers to growth and exporting, the inability to hire enough skilled workers to fill existing orders is frequently one of the top challenges for manufacturers across industry sectors. While addressing the workforce shortage is beyond the scope of MITC, our efforts in this arena provided international business focused training for individual employees or entrepreneurs and internships for college students during the past year.

Global U is MITC's three-tiered trade education series to provide practical skills training to help Maine businesses succeed in international markets.

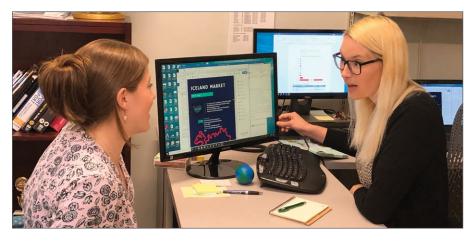
Global U orico practical skills training logistics | finance | legal | marketing



Level 1 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 2 offerings for those with some export experience include more advanced, in-depth content on topics such as international documentation requirements. Level 3 training is geared toward those who have experience in several international markets and sell a significant portion of their products/services abroad.



From September through June, Global U conducts a combination of in-person seminars and live webinars. During 2019, training offerings included: Accidental Exporter, Export 101, Small Package Shipping, Import Compliance, Mastering Export Documentation and (in response to the workforce shortage facing our companies) a new Hiring International Employees webinar. Last year, 180 individuals attended Global U training sessions.



MITC has trained over 200 college students and recent graduates in our paid, part-time internship program **Future Global Leaders.**



As a Research Assistant, MITC interns learn about international trade from Maine's point of view, hone internet and other secondary research skills, and gain valuable insight into what real Maine companies doing business internationally need to know. In addition to

an overview of the tools of international trade (Harmonized Tariff Schedule, International Market Reports, Tariffs and Taxes, and U.S. Census data), interns are encouraged to attend our Global U trade education seminars and webinars, as well as networking events for our member companies.



LEARNING FROM GERMANY'S APPRENTICESHIP MODEL

MITC helped plan and participated in the Eastern Trade Council (ETC) Mission to Berlin in October.

The goal of the mission was to learn how the Dual-Education System and Apprenticeship system works in Germany and determine how some of these ideas could be applied to workforce challenges at home. Over 5 days, the schedule included meetings with representatives from federal, state, and city governments; national and regional chambers of commerce and trade associations; and start-ups, small businesses, and incubators focusing on the life sciences and renewable-energy industries.

There were 18 participants from 9 states, including representatives from Maine Department of Economic and Community Development and Maine Department of Labor.





Building a Strategic Approach for Export Growth

Seaweed is the hot new food trend. After **Ocean's Balance** generated buzz at the Summer Fancy Food Show in 2018, earning a mention in Martha Stewart magazine, it was not surprising that international buyers at top specialty food shows were interested in the company's edible products made from sustainably grown and harvested seaweed from the Gulf of Maine.



Established in 2016, Ocean's Balance produces a variety of seaweed-based products including Organic Whole Leaf and Flake seaweeds, Seaweed Sprinkles seasonings, and shelf-stable Kelp Purée. The company pioneered zero-input farming techniques that use no arable land, no fresh water, and no fertilizers.



After winning Greenlight Maine in March 2019, the company expanded its production capacity and quickly broadened national distribution, now selling products in 20 states from Maine to California. Selected as one of seven Maine companies to exhibit in MITC's New Product Showcase, Ocean's Balance was voted "Best in Show" co-winner by attendees at Trade Day 2019 in May.

With clear interest from overseas buyers, the company was ready to develop an international sales strategy rather than leaving export growth opportunities to chance. Working with MITC, Ocean's Balance has targeted the overseas markets

of Canada and various Asian countries that value the quality of Gulf of Maine seaweed. The company has applied for STEP Financial Assistance Awards to help support their participation in 2020 in three leading natural products and specialty food shows which draw international buyers and distributors.



Lisa Scali, Director of Sales & Marketing



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C.H. Robinson Worldwide Chase **CIEE:** Council on International Educational Exchange Citizens Financial Group, Inc. City of Bangor, Maine City of Portland, Maine Civil Arms Inc. Coface Colby Co. Engineering Combined Management, Inc. Compotech Consulate General of Canada in Boston Cornerstone HR **Corson GIS Solutions Cote Corporation** Cozy Harbor Seafood, Inc. Custom Composite Technologies, Inc. Dachser USA Deep Blue Design, LLC DeepWater Buoyancy, Inc. Deywoss One, LLC Direct Vet Marketing Inc. **Dirigo Strategies Diversified Communications Downeast Economic Development** E2Tech - Environmental & Energy Technology Council of Maine EastCoast Bio Eastern Maine Development Corp. Eaton Peabody Elmet Technologies Emo Trans, Inc. EnviroLogix, Inc. Exhibit Source of Maine, Inc./Nimlok Maine Fiber Materials, Inc. Finance Authority of Maine (FAME) FirstPark Commerce & Technology Center **First National Bank** Fish in the Garden, LLC Flowfold Fluid Imaging Technologies Ford Murray Forest Research, LLC Four Directions Development Corp. Foxcroft Academy Front Street Shipyard Fryeburg Academy **GAC** Chemical Corporation Garrand Moehlenkamp Geiger

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North Yarmouth Academy Northeast Intermodal Northern Maine Development Commission Nova Star Cruises, Ltd. O'Brien Medical, LLC OCEANAIR Inc. OceanPlanet Energy, Inc. Ocean Renewable PowerCompany, LLC (ORPC) **Ocean Rescue Systems International Old Port Advisors** One Source Risk Management and Funding, Inc. **Optimum Imaging Diagnostics** Organic Alchemy Composting **Orono High School** Orono Spectral Solutions, Inc P.A.T. Products Partners Creating Growth Penobscot Bay Regional Chamber of Commerce People's United Bank Perkins Thompson Peter Snell & Associates Pierce Atwood, LLP Planet Dog **Planetary Emissions Management** Planson International Pole Star Maritime Portland Pudgy, Inc. Portland Regional Chamber of Commerce Portland Shellfish Company, Inc. Preti Flaherty Puritan Medical Products Company Québec Government Office in Boston Redd R.J. Peacock Canning Co. **Radius International** RainWise, Inc. Rave's Mustard Ready Seafood **Reed Exhibitions River Valley Growth Council Robert Half Finance & Accounting Rubb Building Systems Rudman Winchell** Saint Joseph's College Sanford Regional Economic Growth Council Sappi Fine Paper North America Saunders Electronics Savatteri Law Firm PC Scarborough Economic Development Corp. (SEDCO) Scythe Supply Sea Bags Sephone Internet Solutions SGC Engineering Ship-Right Solutions Shively Labs Shucks Maine Lobster LLC

Silver Performance Gear Soli DG, Inc. Solstice Corporation Songo River Group, LLC Southern Maine Community College Southworth Products Corp Sprague Energy Corporation SteriZign Precision Technologies, LLC Stillwater Scientific Instruments Stone & Associates. Inc. Stonewall Kitchen Strainrite Companies/Lapoint Industries Students in Free Enterprise Sunrise County Economic Council Supply Chain Mavens Sure Express Worldwide Talon Industries, LCC Tangram 3DS Target Technology Center TD Bank TechMaine Tempshield, Inc. **Tex Tech Industries** Texas Instruments The Dunham Group The Montalvo Corporation The Rowley Agency, Inc. Thornton Academy Time Temperature Integration, LLC Town of Bridgton Town of Camden UK Department for International Trade **U.S. Department of Commerce U.S. Small Business Administration** University of Maine University of New England University of Southern Maine Verrill Versa Gripps Versionzero Village Candle, Inc. ViroStat, Inc. Visible Government Online Washington Academy Washington County Community College Wells Fargo Bank, N.A. Western Maine Economic Development Council Whitney Campbell & Co. Advertising Wild Blueberry Commission of Maine Woodex Bearing Company, Inc. World Affairs Council of Maine Xuron Corp. Yale Cordage, Inc. Zeomatrix, LLC **Zootility Tools**

Working Together

Our members are the lifeblood of what we do. Our success depends on their success in entering and doing business in markets around the globe, which in turn supports jobs in Maine and strengthens the state's economy. Working together helps all of us grow and prosper.

Over 300 MITC members include manufacturers and service providers, educational institutions, industry associations, and economic development partners. We work with both exporters and importers.

President's Circle Member



Director's Circle Members



America's Most Convenient Bank®

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Our Members

Located in **92** communities in all 16 Maine counties

82% 100 or fewer employees 69% less than 25 employees

Representing **24** industry sectors

SAVE THE DATE MITC 2020 Events

Trade Day 2020 May 14th & 15th, Bangor INTERNATIONAL

DE B D A Y

MAINE

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mita

Annual Member Appreciation Event

August 20th, Portland

Member Holiday Reception December 8th, Portland