



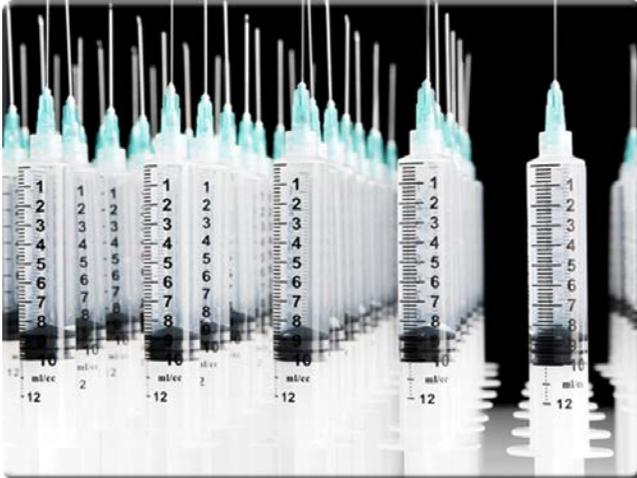
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Irish Eyes Smile Upon Fargo Automation



[Fargo Automation](#), a Fargo-based manufacturer of pharmaceutical and medical device packaging equipment, saw opportunity to sell outside the USA, but as a new-to-export company in a highly regulated industry, company managers were initially cautious of exporting. They reached out to the U.S. Commercial Service's North Dakota office (Heather Ranck), who coached them in all major aspects of exporting through the ExporTech program. Fargo Automation also participated in a seminar in Fargo in June 2013 on Doing Business in Europe, where Sylvia Mohr from the U.S. Commercial Service in Brussels, Belgium, provided Fargo Automation one-on-one assistance regarding obtaining the CE Mark.

Following the ExporTech program, Fargo Automation decided to try a U.S. Commercial Service Gold Key Service in Ireland. With the Gold Key Service, staff from one of the U.S. Commercial Service offices located at U.S. Embassies and Consulates around the world will seek potential business partners for a U.S. company, lining up back-to-back meetings, hotels, logistics and interpreters (if needed). The U.S. Commercial Service staff in Ireland contacted over 50 companies on Fargo Automation's behalf. All the responses were relayed to Fargo Automation and based on the positive responses meetings with six different Irish companies were set up for Fargo Automation's visit in September of 2013. With the hotel, car rental and logistical information provided by the U.S. Commercial Service, Fargo Automation was able to make the most of their time in Ireland. Because of their careful preparation, Fargo Automation had a successful trip and was very pleasantly surprised to land a quick sale immediately following the Gold Key.

"This is a big step for our company – it is the first machine we are selling into the European market," said Jake Kamrud, Fargo Automation Sales Manager. "This will bring some new challenges, but it should also bring new opportunities of future sales in Europe."

For information on the U.S. Commercial Service, call (701) 239-5080, or visit www.export.gov/northdakota



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