



# Trade World Wisconsin

U.S. Commercial Service  
- Milwaukee

June 2014

## Wisconsin Trade News

The U.S. Commercial Service in Milwaukee, WI is proud to recognize three Wisconsin companies that received the Presidential E-award, the highest honor bestowed upon those that are committed to expanding the U.S. economy through exports. Representatives from these companies travelled to Washington, DC to receive this prestigious award, presented by the Secretary of Commerce, Penny Pritzker. The companies, Gamber-Johnson, Hydro-Thermal Corporation and Phillips-Medisize Corporation were presented with the E-Award.

Gamber-Johnson, located in Stevens Point, Wisconsin, is the leading supplier of rugged mounting systems and vehicle mounting components. In business since 1954, the company has proven to be a pioneer in design and innovation. As a result they are now the preferred choice of fleet managers and can be found in thousands of fleets worldwide. These fleets can be found in industries such as law enforcement, public safety, telecommunications, utility and the military. Over two years ago Gamber-Johnson knew they had to look outside U.S. borders if they wanted to remain competitive, but were unsure of where to begin. To execute their business plan, the company worked with the Milwaukee U.S. Export Assistance Center and the Department of Commerce staff in embassies and consulates overseas to identify potential clients. As a result of their increased exports, they added 3,000 hours of assembly jobs, and 1,200 hours of temporary engineering design/drafting jobs in 2013. As they expand and grow their export sales they anticipate having to hire full time associates in assembly to support the demand.

Hydro-Thermal Corporation, located in Waukesha, Wisconsin, has been manufacturing patented heating equipment using steam to precisely control water and other liquid temperatures since 1934. Today the company has more than a dozen active patents and registration in multiple foreign countries. It manages its business process through an integrated ISO 9001 quality procedure. A test lab on-site allows engineers, researchers and academia to completely understand and develop new innovative and value-added processes. Almost 10 years ago the company began working with the U.S. Commercial Service in Milwaukee to seek counseling on international markets, classification and export controls. As a result of exporting, the company's international growth through strategic partnerships has allowed them to expand the number of export destinations, increase market share especially in the starch conversion industry, and encourage employment growth in Wisconsin.

Phillips-Medisize Corporation, located in Hudson, Wisconsin, is a global outsource provider of design, development and manufacturing services to the pharmaceutical, medical device, and specialty commercial markets. Founded in 1964, Phillips-Medisize employs over 3,200 people in 14 locations throughout the United States, Europe, Mexico and China. The company anticipates revenue of \$565 million, representing year over year growth of 9%. As a result of exporting, the company has seen growth in all aspects of their direct, indirect and support staff. With exports more than tripling over the past five years, they have seen their total employment more than double, going from 1,200 employees in 2010 to 3,200 in 2013.

Congratulations to these three companies for your hard work and dedication to helping the U.S. economy grow!

# Wisconsin Trade Programs

With limited native natural resources, the island nations of Singapore and Indonesia rely on international trade to fulfill many of their respective infrastructure needs. While close in proximity, these neighboring countries exhibit significant differences in culture, business and government. Together, Singapore and Indonesia represent the varying stages of development of the Southeast Asian region.

Recognizing the rapid rise in purchasing power and increasing global influence of Southeast Asia and the benefits the region offers to Wisconsin companies looking to launch or expand export initiatives to the area, the Wisconsin Economic Development Corporation (WEDC) is planning a Global Trade Venture to this exciting market.

Please consider joining the Wisconsin Economic Development Corporation (WEDC) and other Wisconsin business leaders in this Global Trade Venture.

Given the prospects for business development in Southeast Asia, Wisconsin businesses of all types should seriously consider this important region, especially those in the following industries:

Water and Environmental Equipment and Technology	Health Care and Medical Equipment and Services
Aviation and Aerospace	Defense and Security
Energy Power Generation and Distribution	Clean Energy
Food Processing and Packaging Machinery	Food and Agriculture Products
Mining	

## GLOBAL TRADE VENTURE TO SOUTHEAST ASIA

**Dates:** August 11-22, 2014

**Cities:** Singapore and Jakarta, Indonesia

**Venture Fee:** \$3,000 per person\*

Global Trade Venture participants will receive the following personalized services as part of this export development initiative:

- One-on-one appointments with potential customers, agents, distributors and other market intermediaries in each city
- In-country staff support
- Country briefings and networking events
- Interpreters as needed
- Some group meals
- Group airport-hotel-airport transportation
- Pre-trip and in-country support
- Hotel accommodations for August 12-22, 2014

\*Subsidized rate applies to Wisconsin companies that are exporters of a product or service. State agencies and business associations are welcome to attend subject to group size limits; however, they will be required to pay full venture costs of \$8,000.

Not included in the venture fee are the following:

- Roundtrip Wisconsin-Singapore, Jakarta-Wisconsin Airfare: Approx \$2,000
- Non-group Meals
- Visa Fees

## ITINERARY

August 11/12	Depart U.S. for Singapore, Arrive Singapore
August 13	Country Briefing and Site Visits
August 14	Individual Business Appointments in Singapore
August 15	Individual Business Appointments in Singapore
August 16	Travel to Indonesia
August 17	Cultural Activity in Indonesia
August 18	Country Briefing and Individual Business Appointments in Jakarta
August 19	Individual Business Appointments in Jakarta
August 20	Individual Business Appointments in Jakarta
August 21/22	Depart Jakarta for U.S.

If you have questions about this Global Trade Venture, contact:

# Wisconsin Trade Programs

## Midwest Buyer's Mission

July 23, 2014



Meet with international food buyers from Asia, Europe, Canada, India, Mexico, Central and South America, and the Middle East. Sign up for scheduled one-on-one meetings. Food Export In-Market Representatives from Brazil, China, Europe, Middle East, and Vietnam will be on hand to answer questions and assist with market specific insight. This is a great opportunity for Wisconsin food companies that produce products for the retail and food service industries. Early registration deadline is May 19, 2014. Final registration deadline is June 9, 2014. If you have any questions, contact Lisa Stout with WDATCP, Tel: 608-224-5126, Email: [lisa.stout@wisconsin.gov](mailto:lisa.stout@wisconsin.gov)

# Market Research Reports from the U.S. Commercial Service

*\*These market research reports are available for free only to U.S. companies and students/researchers that are registered with export.gov*

[Canada - Automotive Innovation Fund -Additional \\$500 million for Two Years](#)  
[Canada: Anti-Spam Legislation](#)  
[Biotechnology in India](#)  
[Outlook for Brazil's Oil and Gas Onshore Segment](#)  
[India - Textile Sector - Technical Textile Industry](#)  
[India - Oil and Gas Industry](#)  
[Canada: Temporary Entry of People under NAFTA](#)  
[Kazakhstan: Franchising Industry](#)  
[European Union—EU Funded Fuel Cells & Hydrogen Projects](#)  
[Canada: Atlantic Canada Mega Projects](#)  
[Major Infrastructure Projects in Mexico](#)

## Upcoming Webinars

June 18, 2014—[Discover Global Tourism Markets: India](#)  
 June 24, 2014—[How REACH is Affecting the Chemical Industry](#)  
 June 24, 2014—[Opportunities in Europe's Helicopter Market](#)  
 June 25, 2014—[Aerospace Business Development Opportunities in France](#)  
 June 25, 2014—[Opportunities for Infrastructure Business Development in Morocco, Egypt, Jordan](#)  
 June 25, 2014—[US Sanctions Against Russia; What US Exporters Need to Know](#)  
 June 25, 2014—[Selling to the Government of Canada: Canada's Defense Procurement Strategy](#)  
 July 1, 2014—[Mexico Franchising Opportunities](#)  
 July 8, 2014—[Ex-Im Bank Webinar Series: Competitive Financing for Your Foreign Buyers](#)  
 July 9, 2014—[European Union Regulations for Cosmetics and Beauty Products](#)  
 July 9, 2014—[India Franchising Opportunities](#)  
 July 15, 2014—[eManifest Proposed Regulatory Changes](#)  
 July 18, 2014—[Safety and Security Mission to Morocco, Algeria and Egypt](#)  
 July 24, 2014—[Selling to NATO](#)  
 August 7, 2014—[Renewable Energy Opportunities in Peru](#)

## New Country Commercial Guides

- [Doing Business in Rwanda](#)
- [Doing Business in Norway](#)
- [Doing Business in Croatia](#)
- [Doing Business in Latvia](#)
- [Doing Business in Costa Rica](#)
- [Doing Business in New Zealand](#)
- [Doing Business in Hungary](#)
- [Doing Business in the European Union](#)
- [Doing Business in Colombia](#)
- [Doing Business in the Czech Republic](#)
- [Doing Business in Trinidad and Tobago](#)

# Department of Commerce Trade Missions

## U.S. Department of Commerce Safety and Security Trade Mission to Panama and Colombia

September 22-26, 2014

**Note: Registration deadline for this mission is midnight eastern time, June 20, 2014.**

The U.S. Department of Commerce is organizing a Trade Mission to Panama City, Panama and Bogotá, Colombia, with an *optional* port security site visit to Cartagena, Colombia. The purpose of this mission is to assist U.S. companies in launching or increasing exports of U.S. safety and security goods or services to Panama and Colombia. The mission will include business-to-business matchmaking appointments with local companies, as well as market briefings and networking events.

The mission will focus on high potential safety and security opportunities in Panama and Colombia. Both countries have a growing safety and security sector. Panama's safety and security market in 2013 is estimated to grow to \$74 million. Port expansion, new airports, new mall development, the Metro transportation system, and the Panama Canal expansion will provide excellent opportunities for U.S. safety and security companies. In Colombia, the safety and security market is growing at an estimated rate of 5 to 10% per year. In addition, increased Colombian defense spending is providing opportunities for U.S. defense technologies, equipment, and services that overlap into the safety and security sector.

## Canada Far North Trade Mission

October 8-9, 2014

**Note: Registration deadline for this mission is August 14, 2014.**

Canada's North is ripe with opportunities for U.S. companies! Billions of dollars' worth of projects are already in the pre-planning, planning and implementation phases, and cover the full gambit of business sectors, including; mining, infrastructure, water & sewer, environmental technologies & services, remote healthcare related technologies, distance education and energy (both traditional and renewable).

The purpose of the Canada Far North Trade mission is to assist participating U.S. firms in gaining valuable market insights, making industry contacts, solidifying business strategies and advancing specific projects in Canada's North. This event is open to U.S. companies and trade associations from a cross section of industries with the potential to provide needed and appropriate services in the more remote regions of Canada.

## Renewable Energy and Energy Efficiency Trade Policy Mission to Peru

November 12 - 13, 2014

**Note: Registration deadline for this mission is September 15, 2014.**

The U.S. Department of Commerce's International Trade Administration (ITA) is organizing a Renewable Energy and Energy Efficiency (RE&EE) Trade Policy Mission to Lima, Peru from November 12-13, 2014. The mission is designed to be led by a senior Department of Commerce official, and will focus on: 1) creating a policy environment conducive to growth in Peru's RE&EE market; 2) introducing U.S. RE&EE exporters to key Peruvian Government officials; and 3) supporting the United Nations Framework Convention on Climate Change annual meeting (COP-20) hosted by Peru in December 2014.

The RE&EE trade policy mission will promote the export competitiveness of U.S. wind, solar, geothermal, biomass, hydropower, waste-to-energy, smart grid, and energy efficiency industries; and will demonstrate U.S. Government support for Peru's strong renewable energy and energy efficiency goals. The mission supports ITA's commitment in the Renewable Energy and Energy Efficiency Export Initiative (RE4I) to significantly increase U.S. RE&EE exports through the development and creation of new export opportunities.

# Department of Commerce Trade Missions

## [Infrastructure Business Development Mission to Morocco, Egypt and Jordan](#)

December 3-11, 2014

**Note: Registration deadline for this mission is September 12, 2014.**

The United States Department of Commerce, International Trade Administration is organizing an Executive-led Infrastructure Business Development Mission to Morocco, Egypt, and Jordan from December 3-11, 2014. The purpose of the mission is to introduce U.S. firms and trade associations to Morocco, Egypt, and Jordan's rapidly expanding infrastructure markets and to assist U.S. companies to pursue export opportunities in these markets. The mission is intended to include representatives from U.S. companies and U.S. trade associations with members that provide infrastructure-related technologies, project managers and implementers, as well as companies with efficient energy equipment and technologies. The mission will visit three countries, Morocco, Egypt and Jordan, where the delegates will receive market briefings and participate in customized meetings with key port officials and prospective partners. Participants may also opt to receive briefings on opportunities and have meetings in the efficient energy infrastructure market in the West Bank for an additional cost.

## [Safety and Security Mission to Morocco, Algeria and Egypt](#)

March 4-12, 2015

**Note: Registration deadline for this mission is January 15, 2015.**

The United States Department of Commerce, International Trade Administration is organizing an Executive-led Business Development Mission to Morocco, Algeria and Egypt with an optional stop in Lebanon, March 4-12, 2015. The purpose of this mission is to help U.S. firms in the safety and security industry find business partners and sell products and services in North Africa. The targeted sector for participation in this Business Development Mission is safety and security, including U.S.-based manufacturers of safety and security equipment, U.S. based providers of safety and security services, and U.S. trade associations promoting U.S. safety and security products and services.