



International Trade Administration—Enhancing Georgia’s **Business Competitiveness and Job Creation**

Helping Georgia companies export, penetrate new markets, and protect their interests abroad.

As the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration, the U.S. Commercial Service (CS) helps thousands of companies—at least 75 percent of which are small and medium-sized businesses—export goods and services worth billions of dollars every year. Located in 109 offices in 48 states, as well as in 126 offices in nearly 80 countries, our global network of trade experts provides U.S. companies with the market intelligence, trade counseling, business matchmaking, and commercial diplomacy they need to succeed in international markets.

Why Georgia companies should export:

- Over 95 percent of the world’s customers are located beyond U.S. borders
- Exporters realize up to 3 percent higher employment growth than non-exporters
- Export wages are typically 13–18 percent higher than non-export wages

Export Successes in Georgia

Suniva: Suniva, located in Norcross, Georgia, is a small manufacturer of high-efficiency monocrystalline silicon solar cell systems used in solar-energy applications. The company contacted the United States and Foreign Commercial Service (USFCS) for assistance in increasing its market presence in India. To help develop its India strategy, the USFCS recruited Suniva to participate in two Solar Trade Missions to India in 2009 and February 2010. During the trade missions, the USFCS provided Suniva with export counseling on the Indian market, export-financing information, as well as scheduled meetings with high-level government officials, private companies and potential buyers. As a result of its participation in the trade missions and USFCS assistance, Suniva recently signed three separate contracts with a customer in India to install its high-efficiency solar cell systems, totaling 10MW, with an estimated value of \$13.7 million at project completion.

ScanTech: ScanTech, located in Atlanta, is a small manufacturer of Advanced Electron Beam Accelerator and X-Ray technologies for use in security applications. The company contacted the United States and Foreign Commercial Service (USFCS) Atlanta office for assistance with export licensing for a potential sale to the United Arab Emirates (UAE). To help the company navigate the export-licensing process, the USFCS arranged meetings with the Department of Commerce Bureau of Industry and Security. In addition, the USFCS provided the company with information on securing a temporary import-bond; the relevant Schedule B code; and export financing through the Small Business Administration’s working capital loan program. As a result, ScanTech was able to secure a \$1 million contract with the government of the UAE to install its proprietary baggage-screening systems.

U.S. Commercial Service Georgia

Atlanta
(404) 897-6090
buyusa.gov/georgia

Savannah
(912) 652-4204
buyusa.gov/georgia

ITA Impact on Georgia (FY 08–FY09)

- CS-Facilitated Export Value: *\$567,530,284*
- Companies Served: *281*
- Jobs Supported by Exports: *3,381*
- Top Industries Served:
 - *Electrical Power Equipment*
 - *Aircraft Parts & Services*
 - *Agricultural Machinery & Equipment*
- Export Markets: *104*
- Active CS Clients: *597*

International Trade Administration—Fostering economic growth through trade.