Illinois State Trade and Export Promotion (ISTEP) Program

State of Illinois

Pat Quinn, *Governor*

Department of Commerce and Economic Opportunity

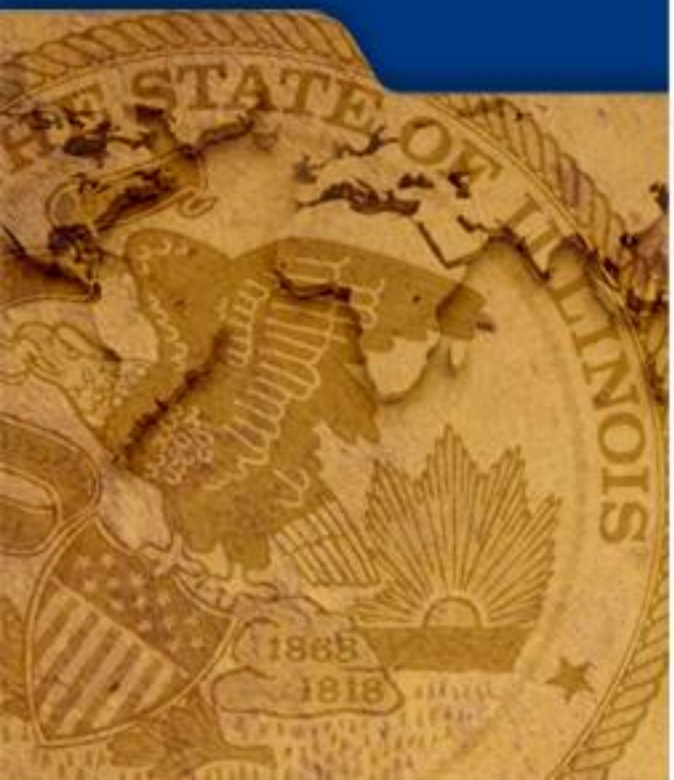
Office of Trade and Investment

Adam Pollet, *Director*

SBA
U.S. Small Business Administration

Illinois
Department of Commerce
& Economic Opportunity
OFFICE OF TRADE AND INVESTMENT

Governor Quinn's export goal: to double exports by 2014 to $82 Billion



OTI is responsible for implementing Gov. Quinn's export goal by promoting Illinois products abroad

Export facts relevant to OTI mandate:

- Since 2002, Illinois exports have grown $42.5 billion
- Exports totaled over $68.1 billion in 2012, an increase of 5.1% over 2011
- Direct exports accounted for 9.8% of the Illinois GSP in 2012
- Illinois ranks as the #1 state in the Midwest for exports and #5 in the nation

We accomplish these goals through:

- Organizing trade missions to promote Illinois SME exports
- Working to attract foreign direct investment with partners in Illinois and around the globe
- Planning the Governor's missions abroad, to attract foreign direct investment, promote the state's exports, and encourage tourism
- Directing the State's international protocol
- Managing the Illinois Export Advisory Council

Illinois' Top Export Markets

Rank	Description	ANNUAL 2012 (in billions)	ANNUAL 2011 (in billions)	%2011-2012
	Total Illinois Exports	**68.1**	**64.8**	**5.1**
1	Canada	19.4	19.5	-0.3
2	Mexico	6.4	5.7	11.6
3	Australia	5.4	3.7	44.7
4	China	4.1	3.9	6.5
5	Germany	2.7	2.5	6.4
6	Brazil	2.3	2.6	-8.1
7	Japan	2.1	2.0	2.8
8	United Kingdom	2.0	2.4	-13.5
9	Belgium	1.9	1.7	14.3
10	Chile	1.5	1.1	28.0
11	Singapore	1.5	1.5	- 3.7
12	France	1.3	1.2	12.3
13	South Africa	1.3	0.97	32.2
14	Netherlands	1.2	1.4	-12.6
15	India	1.1	1.2	-11.2

OTI relies on international trade specialists based in Chicago who work directly with a network of Foreign Trade Offices

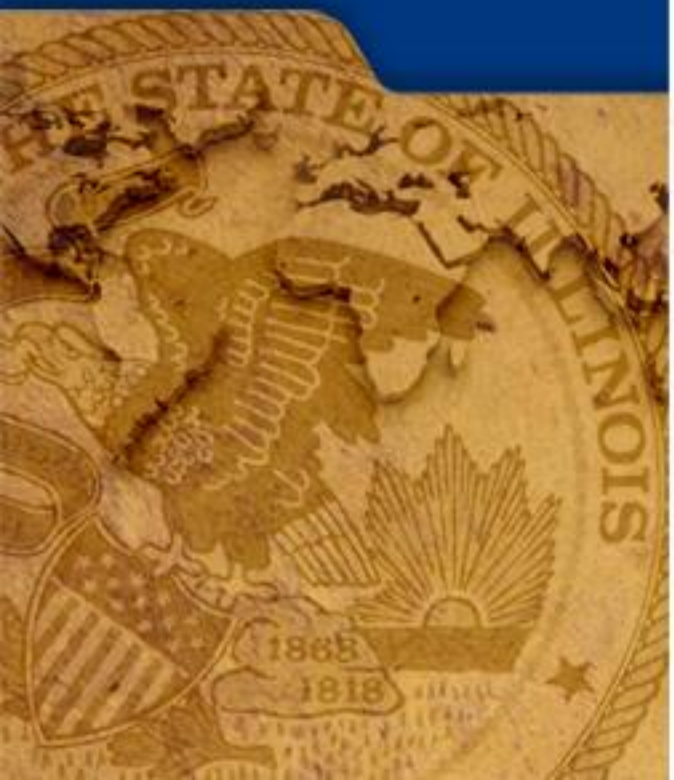
► OTI Headquarters staff:

- Deputy Director
- Six regional trade specialists
- Two regional specialists
- 1 FDI Manager

► OTI State of Illinois Foreign Trade Offices:

- Toronto, Canada
- New Delhi, India
- Tokyo, Japan
- Poland, Warsaw
- Mexico City, Mexico
- Shanghai, China
- Johannesburg, South Africa
- Sao Paulo, Brazil
- Hong Kong, China
- Jerusalem, Israel
- Brussels, Belgium

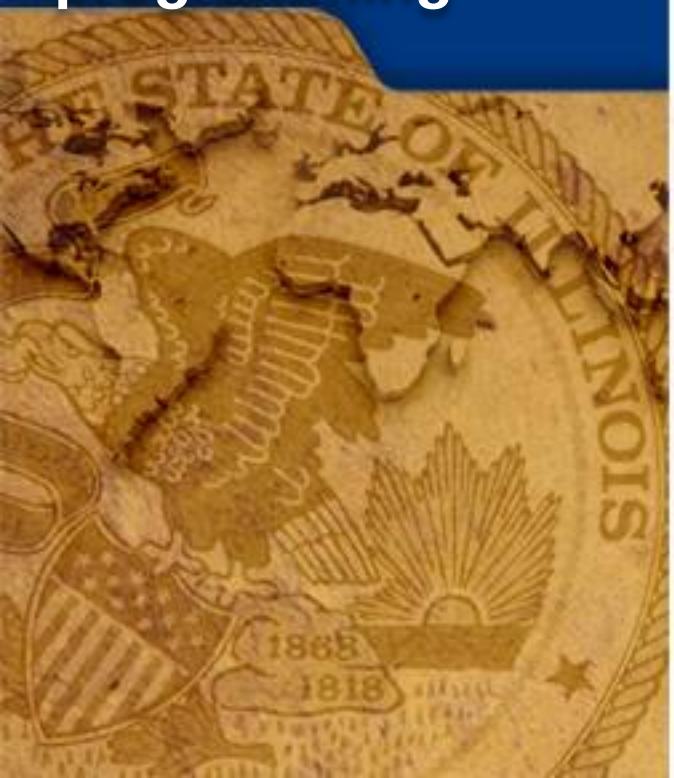
OTI export programs focus on direct technical assistance as well as building partnerships for export promotion



OTI Chicago-based export programs in support of Illinois firms

- Develop and lead foreign trade missions anchored by target sector trade shows (e.g. life-sciences, medical, aviation)
- Utilize market and industry research to evaluate key international opportunities and identify buyers, agents, and distributors
- Partner with various public and private organizations including trade associations and other service providers to promote international trade
- Provide referral to international service providers for Illinois firms
- Provide referral to other state agencies for Illinois firms

OTI Foreign Offices are invaluable on-the-ground resources and are essential to delivering core OTI export programming



OTI Foreign Trade Office Services

- Provide all in-country assistance for foreign trade missions
- Arrange match-making and one-on-one, tailored business meetings for individual Illinois firms
- Offer critical foreign market expertise and research in identifying and tracking agent and/or distributor leads
- Promote Illinois products and services to foreign customers in their region

ISTEP assistance covers either Illinois group trade missions or individual foreign market sales missions and product compliance certification services

1. **Group trade missions**
   - 21 trade show missions focused on key growth sectors
   - 8 firms per mission (144 firms total)

2. **Individual foreign market sales missions**
   - Approximately 40 individual overseas sales missions using either Gold Key, Trade Show participation or OTI in-country services

3. **Product compliance certification**
   - Funding to assist SMEs with obtaining compliance certification services for their products

Companies may participate in 2 group or individual foreign market sales missions. In addition, companies may also receive financial assistance to achieve product compliance certifications.

Group trade missions support Illinois companies focused on key growth sectors

Group trade missions are available to a limited number of companies. Qualified participants will receive the following complimentary services:

- Financial assistance covering associated costs including: trade show booth fees, group ground transportation, matchmaking fees, interpreters, briefing materials, and assistance with travel logistics
- 25%-75% travel cost reimbursement, not to exceed $5,000 for travel per company

Partial travel reimbursement covers maximum of 2 Illinois company representatives for economy class air fare and standard hotel room – detailed guidelines apply

Summary of OTI's Export Promotion Program

OTI's Export Programming	Impact Targets
1 • 21 group trade missions • 8-10 firms per mission	• Increased post-mission export sales
2 • Approximately 40 individual foreign market sales missions using Gold Key or OTI in-country resources	• Increased post-mission export sales
3 • Funding to assist SMEs with obtaining compliance certification services for their products	• Increased export sales

What ISTEP and OTI financial assistance covers

1 Group Trade Missions		2 Individual Foreign Market Sales Missions		3 Product Compliance Certification
Program Costs	**Company Travel**	**Program and Travel Costs**	**Company Travel**	
100%	25% - 75% reimbursement for economy air & hotel room ONLY – up to two travelers – max.$5,000	25%-75% of economy air & hotel room and U.S. DOC Gold Key fees, trade show exhibition, conference registration - max reimbursement $7,500	Only one company traveler	50% of costs, up to $5,000

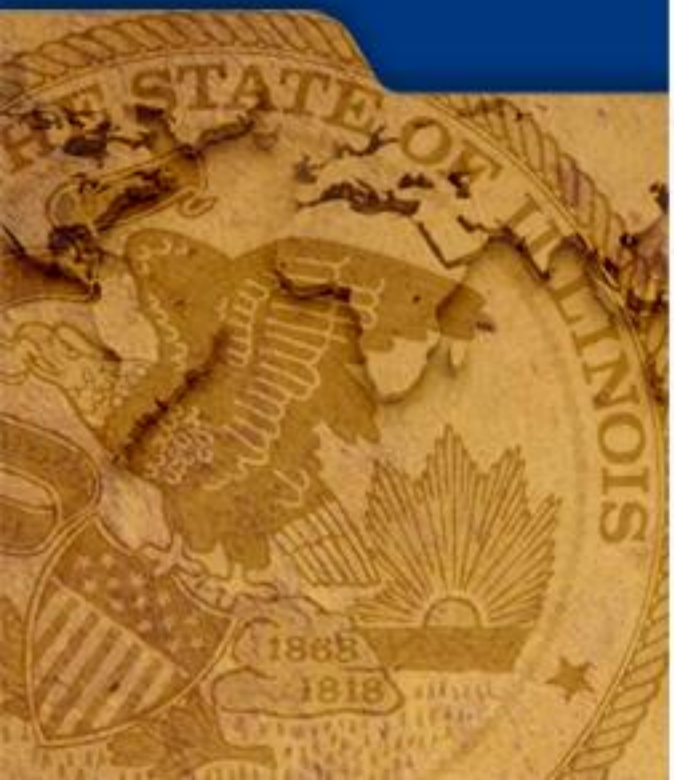
2013 – 2014 Group Trade Missions

Trade Show	Location	Date
Medic West Africa Trade Show	Lagos, Nigeria	October 16-18, 2013
WATEC Trade Show	Tel Aviv, Israel	October 22-24, 2013
ChemExpo Trade Show	Johannesburg, South Africa	November 6-7, 2013
MEDICA 2013	Dusseldorf, Germany	November 20-23, 2013
Arab Health Trade Show	Dubai, UAE	January 27-30, 2014
Nanotech Trade Show	Tokyo, Japan	January 29-31, 2014
Mobile World Congress 2014	Barcelona, Spain	February 24-27, 2014
Canadian Restaurant Foodservices & Association Trade Show	Toronto, Ontario, Canada	March 2-4, 2014
Coal Trade Mission	Mumbai, India	March 4-6, 2014
Expo Manufacturer Trade Show	Monterey, Nuevo Leon, Mexico	March 4-6, 2014
Education Mission to China	China – Wenzhou, Taizhou, Yiwu, Shenzhen, Guangzhou, Shenyang	March 10-21, 2014

2013 – 2014 Group Trade Missions – *Continued*

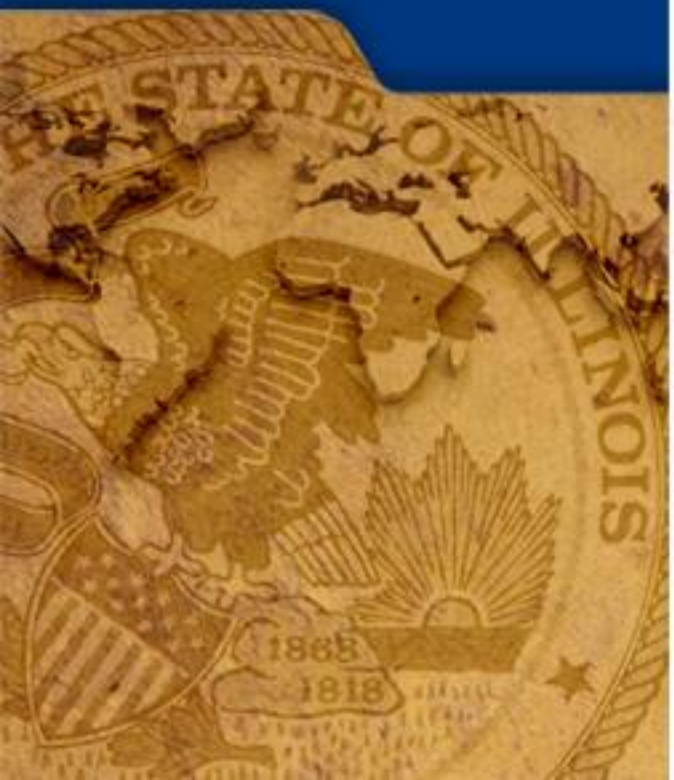
Trade Show	Location	Date
Medical Fair India	Mumbai, India	March 14-16, 2014
WIN Automation Trade Show	Istanbul, Turkey	March 19-22, 2014
GLOBE 2014 Forum	Vancouver, British Columbia, Canada	March 26-28, 2014
China International Nutrition & HealthCare Expo	Beijing, China	April 8-10, 2014
Expomin 2014	Santiago, Chile	April 21-25, 2014
Biotech 2014	Tokyo, Japan	May 14-16, 2014
CeMAT	Hannover, Germany	May 19-23, 2014
Hospitalar Trade Show	Sao Paulo, Brazil	May 20-23, 2014
Water Expo Trade Show	Singapore	June 2-4, 2014
Tanzania Trade Fair & Kenya Matchmaking Mission	Dar Es Salaam, Tanzania & Nairobi, Kenya	June 24-July 9, 2014

STEP Success Statistics



- 273 Illinois Companies assisted through the STEP program since it began on October 1, 2011
- $12.2 Million actual sales have been reported to date
- 33% of companies assisted were classified Disadvantaged Small Business (Minority-Owned Business, Woman-Owned Business, Veteran-Owned Business, Rural Small Business)
- 18% were New Exporters
- 24% were New to the Market to which they traveled

STEP Success Company Results



- **Aqua-Aerobic Systems** - located in Loves Park, IL manufactures wastewater treatment equipment. Their participation in Water Expo 2012 in Singapore resulted in over $400,000 in actual sales with an additional $1.2 Million estimated future sales.

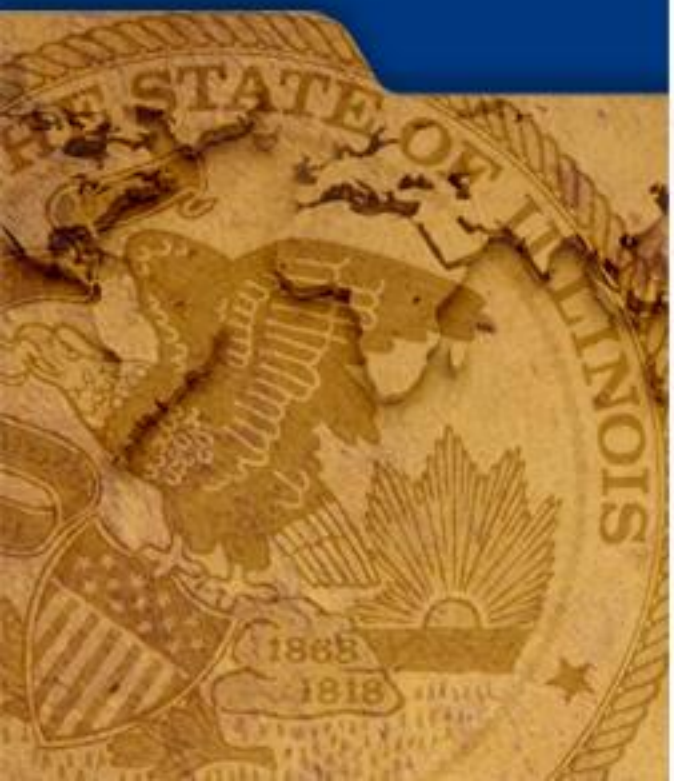
"As a direct result of the DCEO-OTI assistance, we were able to get a sale of our disk filter in Brunei. This is the first of its kind for this type of equipment in the region."

- **Pactrans Air & Sea Inc.** - located in Bensenville, IL is a woman-owned transportation logistics service provider. Their participation in the 5th International Exhibition for Logistics, Telematics and Transport in Shanghai China, resulted in nearly $2 Million in actual contracts with an additional $20 Million estimated in future deals generated from their 450 leads obtained during the show.

"DCEO-OTI assisted us in our exporting efforts by providing us with valuable introductions to potential customers."

- **AP Refinishing Services Inc.** - located in Prospect Heights, IL, specializes in concrete and bathtub finishing and refinishing solutions for commercial and residential applications. Their participation in the BUDMA International Fair in Poznan, Poland resulted in 2 new contracts worth over $70,000.00 and they estimate an additional $150,000 in future sales.

"We had a great chance to show our products and techniques for European customers at BUDMA. Our participation allowed us to meet new clients and future business partners. We are very pleased and would like to cooperate in the future with DCEO-OTI."



For More Information Contact

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