

## Edwin Webb Remarks

### Small Business Successes

#### ***jAVS***

For some companies, the benefits from trade organizations are easy to quantify in monetary terms; for others, knowledge and expertise of international trade cannot be separated from the profit margin. With products that revolutionize the way courtrooms operate, jAVS has taken advantage of the wealth of knowledge and information that KWTC offers.

Seeking to export its digital technology, jAVS has benefitted from their partnership by keeping up to date with regulation and compliance issues. Due to the nature of their products, jAVS must take extra steps to comply with trade agreements and the Buy American Act--they credit the expertise with affording them clarification and advise. Referrals of credible freight forwarders from local trade organizations have also allowed the company to seek third-party evaluations of their day-to-day operations. Along with the knowledge and counseling, jAVS also credits the partnerships with providing marketing and public relations in sectors that previously were unavailable to the firm.

In order to advertise their products and services to foreign entities, the firm must be able send a portable demonstration system for on-site testing. After experiencing some failure of transporting the demo kit internationally, KWTC's suggestion of using an ATA Carnet has eased the process of traveling with the equipment. Not only will this reduce the upfront cost of testing its products overseas, but it will also reduce the barriers to entry for which it can market its goods. With the assistance of local trade organizations, Kentucky companies can be reassured that knowledge and expertise are readily available to help their businesses prosper.

#### **BFW Inc.**

Prior to 1990, BFW Inc. mainly focused on the domestic market to sell its medical equipment. Since then, however, BFW has not only responded to increasing demand from foreign distributors, but has also been proactive in its mission to increase international sales. As of today, overseas markets represent roughly 25% of the company's gross sales.

As a wholesaler of fiber-optic headlight systems, BFW Inc. also knows that there are more issues to be addressed in foreign trade than domestic sales. CEO Lynn Cooper is reminded everyday about the importance of removing tariff barriers as her goods face global competition from producers with lower input costs. She believes that with proper agreements in place, BFW Inc. will become more competitive in international trade.

Furthermore, she recognizes the burdens of keeping up with ever-changing requirements and regulations imposed on medical equipment in foreign markets. As a small company of four employees, BFW relies on the local international trade resources that Kentucky offers in order to comply with regulations and maintain the competitive edge that its products offer.

## **Roy Anderson Lumber**

Having exported its products successfully to European markets for 25 years, a Monroe County sawmill looked to improve their luck in exporting to China and Mexico. So, in 2007, Roy Anderson Lumber initiated dialogue with the International Trade Division (Cabinet for Economic Development) in search of guidance for these two elusive markets. Within a few months, the company, established in 1950, hosted a hardwoods delegation from China's Ministry of Commerce—from there, the export success and the business contacts grew.

By early 2008, the Kentucky China Trade Center had located additional sales leads and introduced the company to many new buyers after establishing trade show appearances in China. At the same time, matchmaking services and research offered by the Cabinet's Guadalajara office spurred the companies' two trips to Mexico. From 2007 to 2009, Roy Anderson Lumber experienced a 250% increase in export orders to China, much due to the assistance of the Cabinet.

Growth in the export sector, which supports 54,000 direct jobs in the Commonwealth, has clearly contributed to the 160 employee operation of Roy Anderson Lumber. And with the support of local trade organizations, Kentucky companies will continue to gain a competitive advantage in the international marketplace.