



Rural
Export
Center

The Rural Export Center

Every Company Has a Research Need

Collaboration with



Development District Association
of Appalachia (DDAA)



Learn How the U.S. Commercial Service can Help LDDs Support Local Businesses

Webinar Agenda

- 3:00 pm Opening Remarks – [Leslie Drake, West Virginia U.S. Commercial Director](#)
- 3:05 pm Trade Matters- [Enybe Diaz, Appalachian Rural Export Center](#) - [Enybe Diaz, Appalachian REC](#)
- 3:10 pm How Trade can help enhance ARC grant proposals- [Enybe Diaz, Appalachian REC](#)
- 3:20 pm How the U.S. Commercial Service has helped Appalachian Companies Grow- [Maryse Holly, Southern REC](#)
- 3:30 pm The Rural Export Center Presence in Appalachia- [Joseph Doyle, Ohio Valley REC](#)
- 3:35 pm How the Rural Export Center pave the way for International Expansion– [Joseph Doyle, Ohio Valley REC](#)
- 3:45 pm How we can partner- [Enybe Diaz, Appalachian REC](#)
- 3:55 pm Q& A- [Maryse Holly, Southern REC](#)



U.S.
COMMERCIAL
SERVICE

United States of America
Department of Commerce

Our Global Presence

The U.S. Commercial Service, creates jobs in the United States and strengthens U.S. economic and national security by promoting U.S. exports, and ensuring market access and a level playing field in international trade for U.S. companies.

Strategically located in **106 U.S. and 122 foreign locations**, our global network of trade and investment professionals are well-positioned to help U.S. companies succeed internationally and ensure that U.S. businesses and commercial interests have a robust advocate and first line of defense against unfair foreign trade practices and market access barriers.

U.S. Commercial Service Offices Worldwide



Let our global network work for you.

Worldwide Recognition

As the U.S. government, we can open doors in markets around the world.

Global Network

Our global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is designed to help you succeed in global markets.



The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

Our Services



Export Counseling

- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about U.S. government export controls, compliance and trade financing options.



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



Commercial Diplomacy

- Address trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.



History of Engagement with the Appalachian Region

Appalachian Regional Commission Export Trade Advisory Council

Made up of the 13-state EDO trade directors

Met twice a year to discuss common international trade goals to strengthen businesses

Supported rural companies at U.S. Commercial Service trade shows and missions around the world from 2008 – 2018.

DDAA Annual Conference

- U.S. Commercial Service attended conference in March 2024
- Co-presented on a panel, “Building Capacity to Support Business Development Across Appalachia”
- Eager to work with LDDs through local International Trade Specialists and Rural Export Centers

Export Matters

More than **70%** of the world's purchasing power is **outside** of the United States.

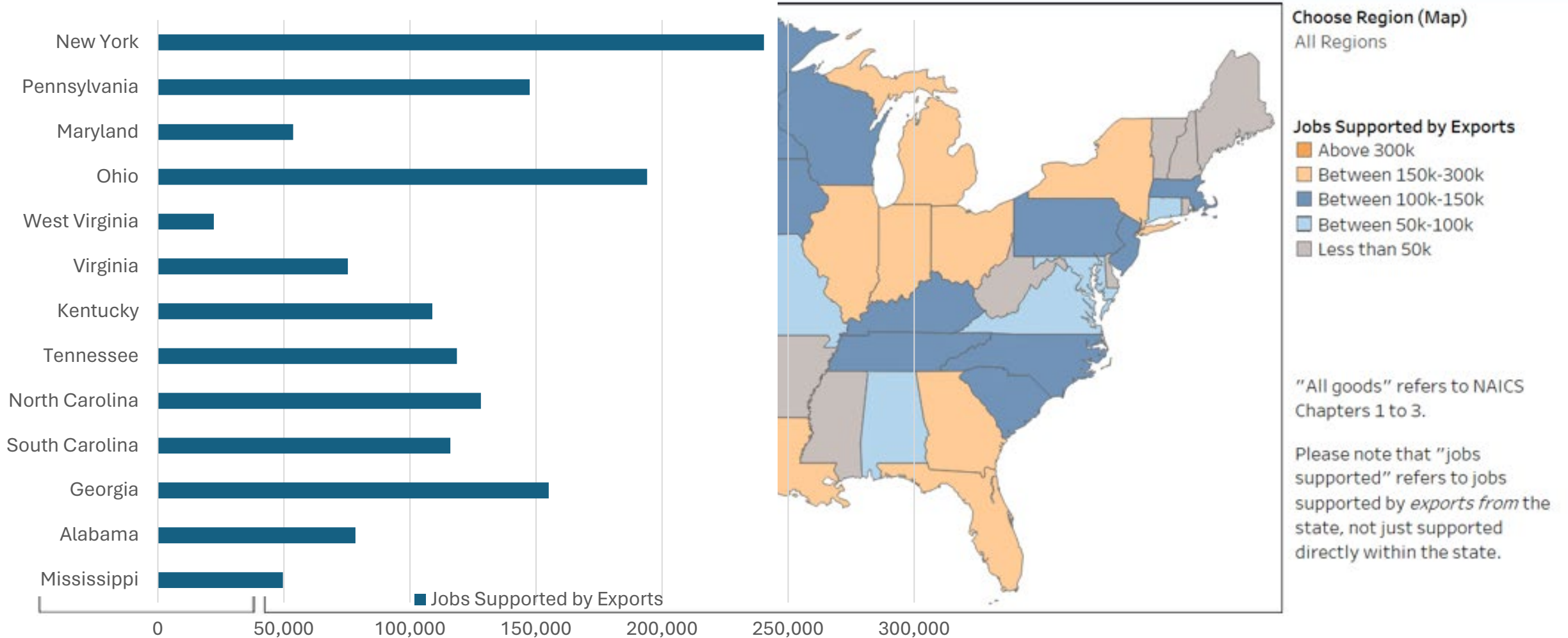
In 2023, U.S. exports increased 1.2% to \$3.1 trillion, according to the U.S. Census Bureau and the U.S. Bureau of Economics

**Companies that
export, grow faster.**

And are less likely to go out of business.



U.S. Jobs Supported by Exports of All Goods, 2021



Top Exports Markets 2023

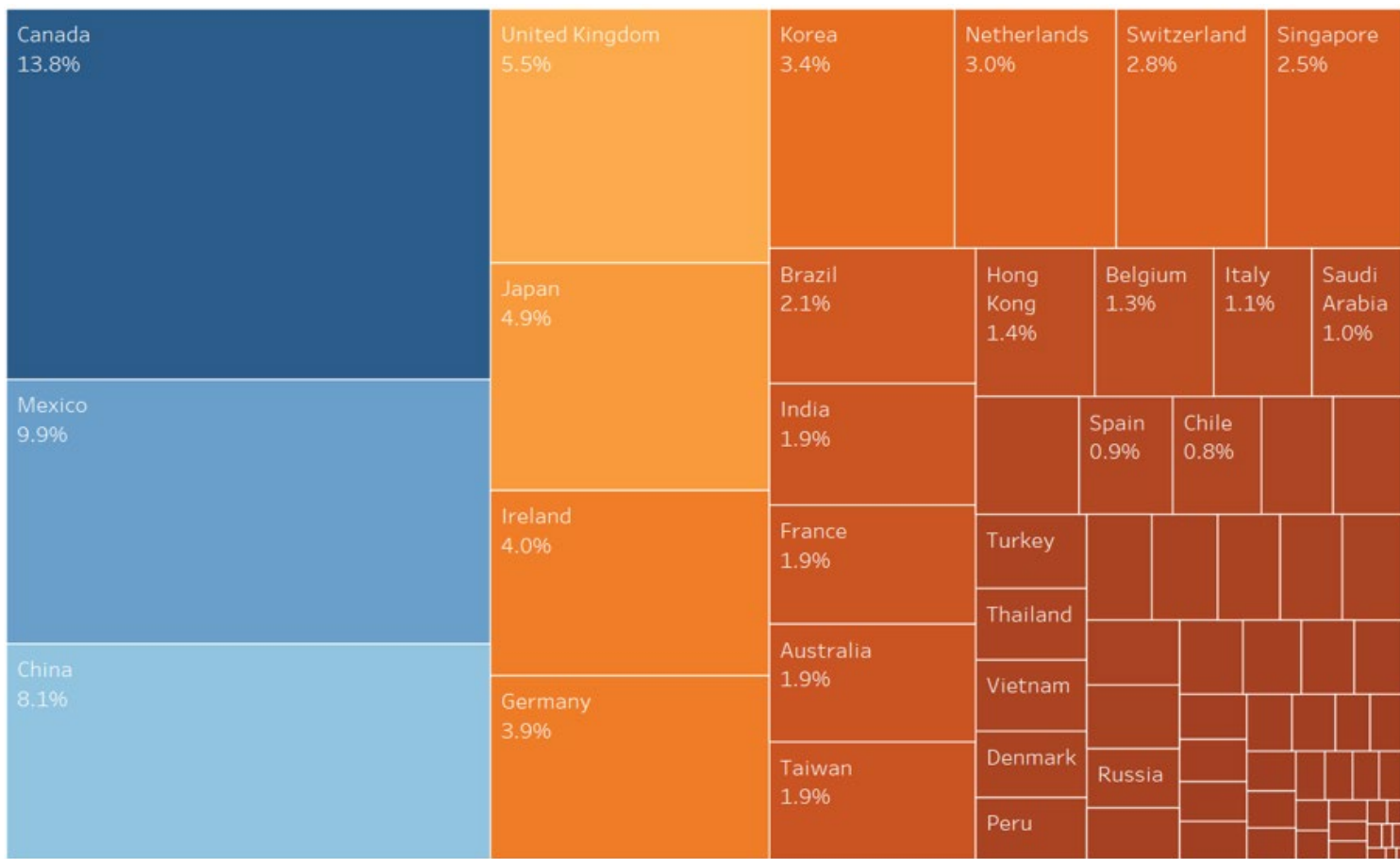
	1	2	3	4	5
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Appalachian States Top 5 Export Markets

	1	2	3	4	5
NY	Canada	Switzerland	Hong Kong	Israel	UK
PA	Canada	Mexico	Netherlands	China	Japan
MD	Canada	France	Netherlands	Germany	Japan
OH	Canada	Mexico	China	Japan	Brazil
WV	Canada	China	Japan	Netherlands	Belgium
VA	Canada	China	India	Mexico	Netherlands
KY	Canada	UK	Mexico	France	China
TN	Canada	Mexico	China	Netherlands	Japan
NC	Canada	China	Mexico	France	Netherlands
SC	Germany	Canada	China	Mexico	Belgium
GA	Canada	Mexico	China	Germany	Singapore
AL	Germany	Canada	China	Mexico	South Korea
MS	Canada	Mexico	Panama	Netherlands	China



Destination Shares of U.S. Jobs Supported by Goods and Services Exports, 2021



Visualizations prepared by the Office of the Deputy Assistant Secretary for Trade Policy and Analysis and the Office of Trade and Economic Analysis. For more information see Jobs Supported by Exports Methodology in our Publications.



APPALACHIAN STATES TOP EXPORT SECTORS 2023



trade.gov/data-visualization/state-economy-and-trade-factsheets

U.S. COMMERCIAL SERVICE

Top Export Sectors 2023	1	2	3	4	5
NY	Miscellaneous Manufactures	Metal Manufactures	Used or Second Products	Computer & Electronic Products	Other Special Classification Provisions
PA	Chemicals	Computer & Electronic Products	Non-electrical Machinery	Metal Manufactures	Transportation Equipment
MD	Transportation Equipment	Chemicals	Oil & Gas	Non-electrical Machinery	Minerals & Ores
OH	Transportation Equipment	Chemicals	Non-electrical Machinery	Fabricated Metal Products	Metal Manufactures
WV	Chemicals	Transportation Equipment	Minerals & Ores	Non-electrical Machinery	Metal Manufactures
VA	Minerals & Ores	Chemicals	Computers & Electronic Products	Transportation Equipment	Agricultural Products
KY	Transportation Equipment	Chemicals	Computer & Electronic Products	Non-electrical Machinery	Miscellaneous Manufactures
TN	Computer & Electronic Products	Transportation Equipment	Chemicals	Miscellaneous Manufactures	Non-electrical Machinery
NC	Chemicals	Non-electrical Machinery	Transportation Equipment	Computer & Electronic Products	Electrical Equipment
SC	Transportation Equipment	Chemicals	Plastics & Rubber	Non-electrical Machinery	Electrical Equipment
GA	Transportation Equipment	Non-electrical Machinery	Computer & Electronic Products	Chemicals	Paper
AL	Transportation Equipment	Minerals & Ores	Chemicals	Metal Manufactures	Paper
MS	Petroleum & Coal Products	Computer & Electronics Products	Miscellaneous Manufactures	Transportation Equipment	Chemicals

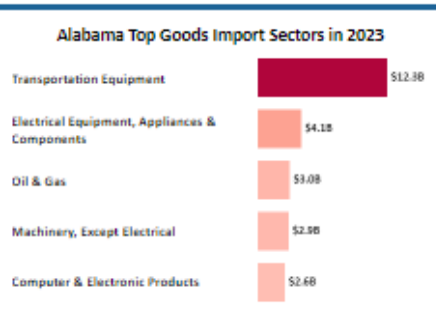
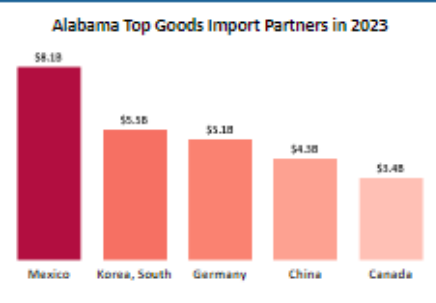
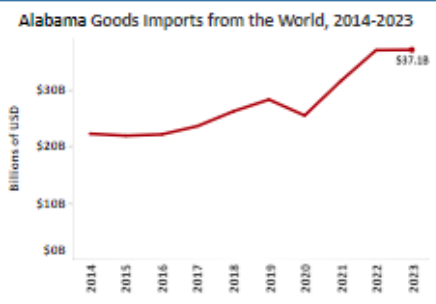
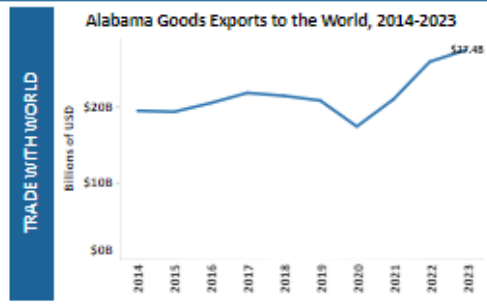


Alabama Trade & Economy Factsheet

EXPORTS

Select State
Alabama

IMPORTS



Prepared by the Office of Trade and Economic Analysis. For more resources please see trade.gov/trade-data-analysis. Sources include the U.S. Department of Commerce's International Trade Administration, Census Bureau, and Bureau of Economic Analysis. Data is updated as source material is updated/revised. Page 1 Last Updated: February 2024.



State Economy and Trade Factsheets

Foreign Direct Investment (FDI) Matters

The United States:

- #1 Home of the largest FDI in the world
- Largest consumer market on earth with a GDP of \$23 trillion and 332 million people
- Consistently ranked internationally among the best for its overall competitiveness and ease of doing business
- Free trade agreements with 20 other countries provide enhanced access to hundreds of millions of additional consumers

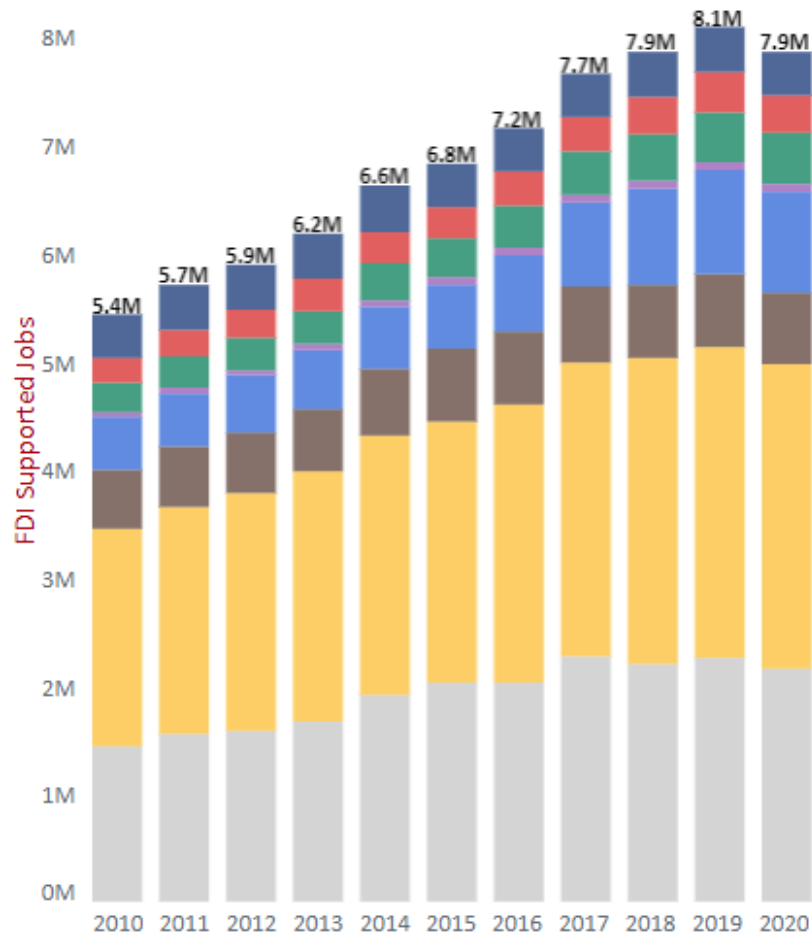
Nationwide, FDI in the United States contributes to productivity growth, generates U.S. exports, and creates high paying jobs for American workers.



In 2021 FDI supported
7.9 Million direct jobs in the United States

FDI Employment in U.S. by Industry

FOREIGN DIRECT INVESTMENT IN THE U.S.



Yellow represents FDI job creation in **manufacturing!**

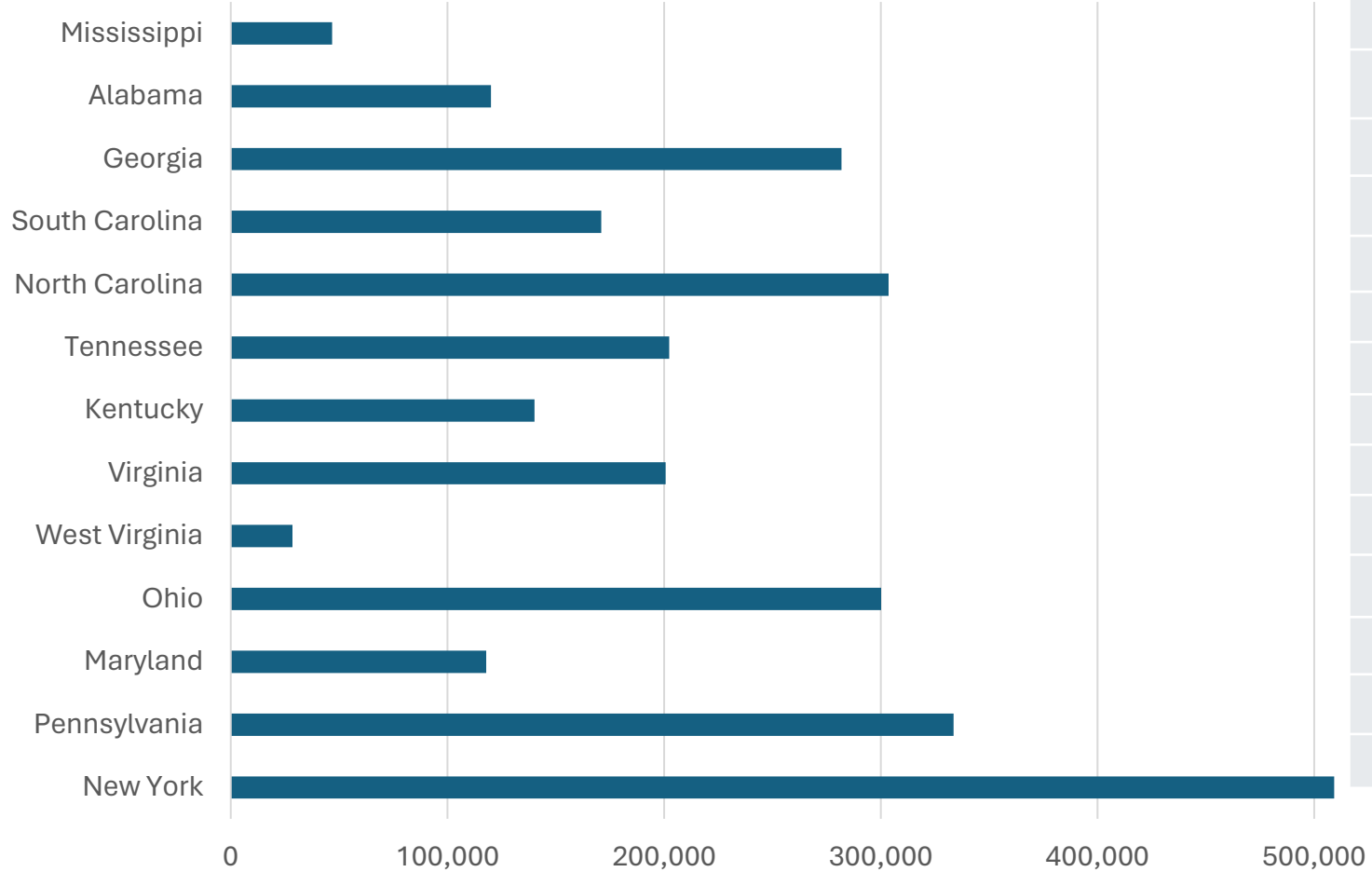
Top Markets (Millions) in 2021

1	Japan	\$721,035.0
2	Germany	\$636,501.0
3	Canada	\$607,257.0
4	United Kingdom	\$565,243.0
5	Ireland	\$353,041.0
6	France	\$325,742.0
7	Netherlands	\$251,232.0
8	Switzerland	\$228,846.0
9	Australia	\$102,249.0
10	Spain	\$80,855.0

FDI Employment - Legend

Finance and insurance	Other Industries
Information	
Professional, scientific, and techni...	
Real estate and rental and leasing	
Retail trade	
Wholesale trade	
Total manufacturing	

Jobs Directly Supported by FDI in Appalachian States



Top Sources of FDI in Appalachian States

	1	2	3
New York	UK	France	Canada
Pennsylvania	UK	Germany	Canada
Maryland	UK	Germany	Japan
Ohio	Japan	Germany	Canada
West Virginia	Japan	Canada	Italy
Virginia	Germany	UK	Japan
Kentucky	Japan	Germany	Canada
Tennessee	Japan	Germany	Canada
North Carolina	Germany	UK	Japan
South Carolina	Germany	Canada	China
Georgia	Germany	Japan	UK
Alabama	Germany	Japan	South Korea
Mississippi	Japan	Hong Kong	Germany

How can the U.S. Commercial Service support economic development in Appalachia?



Exports help Appalachian businesses grow & diversify

Foreign Direct Investment helps create & retain jobs

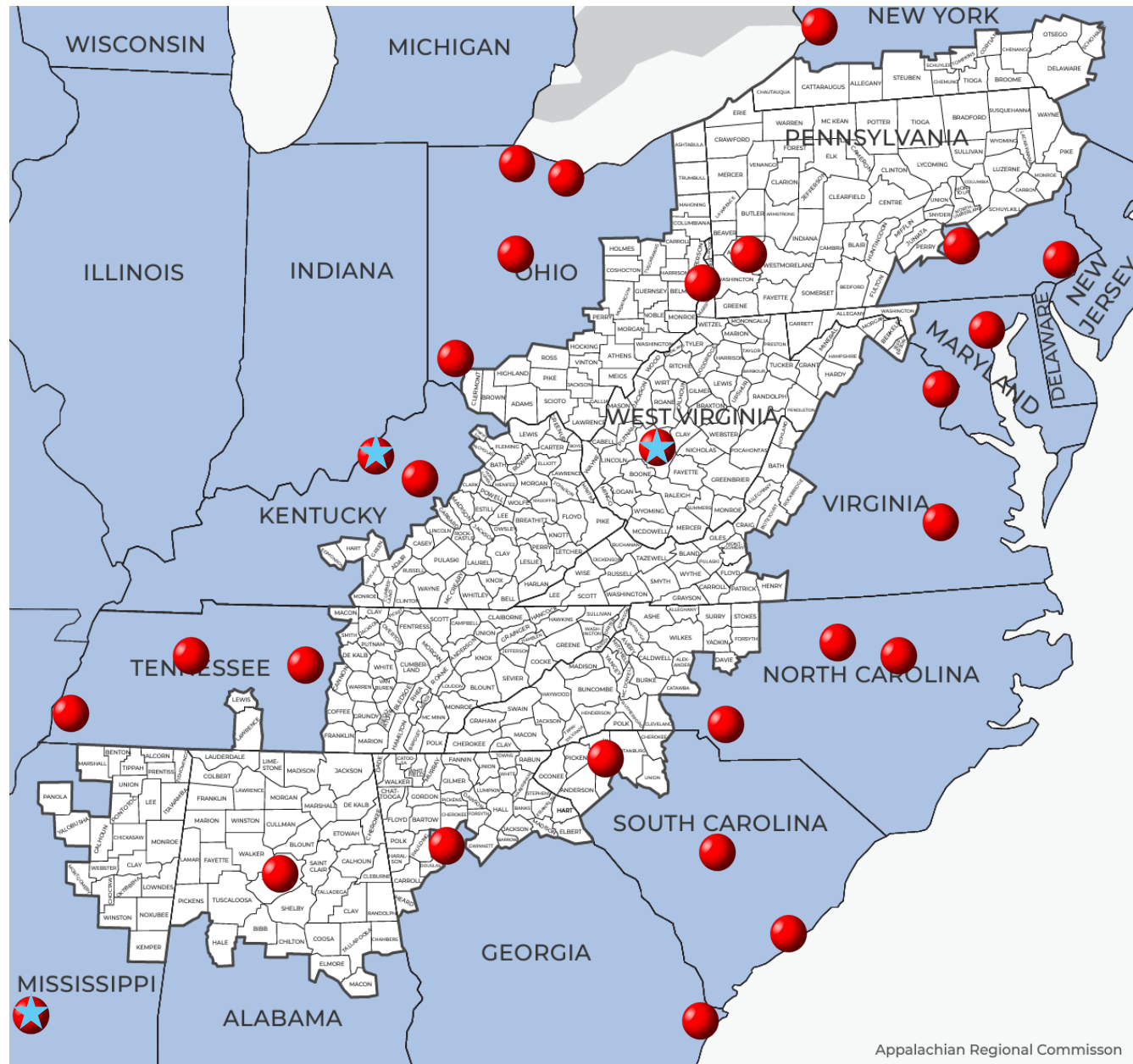
Our Presence in the Appalachian Region

26 U.S. Commercial Service Offices

- AL: 1 Office – Birmingham
- GA: 1 Office Atlanta
- KY: 2 Offices – Louisville, Lexington
- MD: 1 Office – Baltimore
- MS: 1 Office - Jackson
- NY: 3 Offices – Buffalo, Rochester, Westchester
- NC: 2 Offices – Charlotte, Greensboro
- OH: 4 Offices – Cleveland, Toledo, Columbus, Cincinnati
- PA: 3 Offices - Pittsburgh, Harrisburg, Philadelphia
- SC: 1 Office - Greenville
- TN: 3 Offices: Knoxville, Memphis, Nashville
- VA: 2 Offices – Arlington, Richmond
- WV: 2 Offices – Charleston, Wheeling

3 CS Rural Export Centers

- Appalachian – Charleston WV
- Ohio Valley – Louisville KY
- Southern – Jackson, MS



Appalachian Regional Commission


















International Trade Administration Global Teams

22 Global Teams

17 Industry Teams

5 Regional Teams



 Aerospace and Defense	 Automotive and Smart Mobility	 Advanced Manufacturing
 Food and Agriculture Value Chain	 Healthcare and Health Technologies	 Education and Training Services
 Environmental Technologies	 ICT and the Digital Economy	 Media & Entertainment
 Marine Technology	 Safety and Security	 Financial Services
 Textile, Apparel & Sporting Goods	 Design and Construction	 Franchising



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Department of Commerce

How Trade can help enhance ARC grant proposals

ARC's Investment Priorities for Appalachia



Building
Businesses

Workforce
Ecosystems

Community
Infrastructure

Regional Culture
and Tourism

Leaders and Local
Capacity



625,000 Jobs

Supported by U.S.
Commercial Service
trade and investment
efforts. (FY22)



32,000+ Exporters

The number of U.S. export
clients assisted last year.
85% small and medium size
businesses. (FY22)



How we help attract Foreign Direct Investment to create new jobs in your community

Our **SelectUSA** Services for U.S. EDOs



Global Marketing Platform

Promote your location directly to international companies through road shows, seminars, and special events such as the SelectUSA Investment Summit.



Investment Attraction Strategy

Our specialists have on-the-ground expertise in 70+ markets to help hone your investment strategy using local insight, unbiased data, and detailed analytics.



Navigating of the Federal System

We provide guidance and can answer questions about the federal regulatory environment and programs that support investment.



High-level Advocacy

When your community is competing with a foreign location for investment, we can help by coordinating high-level U.S. government advocacy on your behalf.

[Find your State FDI Data Fact Sheet Here!](#)

[Find your Target Market Data Fact Sheet Here!](#)



June 23 - 26
SELECTUSA INVESTMENT SUMMIT

CELEBRATE THE 10TH SELECTUSA INVESTMENT SUMMIT

The top event in the United States for FDI promotion, connecting investors, companies, economic development organizations (EDOs), and industry experts to seize every opportunity available to make deals happen through U.S. investment.

Hosted by the U.S. Department of Commerce at the Gaylord National Resort & Convention Center, National Harbor, Maryland.

APPLY

Regular Rate

USD \$1,290.00 by
June 22, 2024 ET



"It [is] an invaluable experience, where I made strategic contacts and helped inform the next steps for the expansion of my business into the U.S. market space."

- 2023 Participant

CONNECT
with U.S. government representatives

DISCOVER
the Exhibition Hall with U.S. states, territories, and regions and industry experts

NETWORK
with over 4,000 attendees

LEARN
how, when, and where to land in the United States

MISSISSIPPI

STATE FDI FACT SHEET

What is SelectUSA?

SelectUSA is the U.S. government program to promote and facilitate business investment in the United States.

How do we help?

We work with companies and U.S. economic development organizations to provide information, facilitate direct connections, and resolve questions regarding federal regulations. We also provide a promotional platform for U.S. state and local governments.

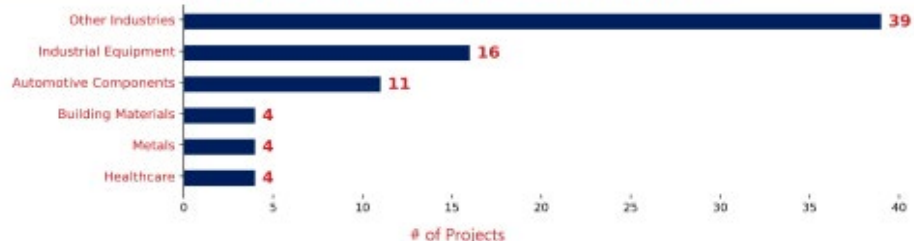
U.S. jobs directly supported by majority foreign-owned affiliates

46,700

Contact Us

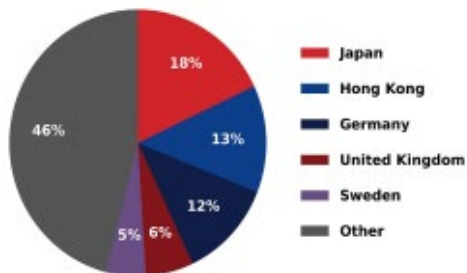
Write: SelectUSA@trade.gov
 Tweet: [@SelectUSA](https://twitter.com/SelectUSA)
www.selectusa.gov

Top Industry Sectors in Mississippi



Top Sources of FDI in Mississippi

(78 Total Announced Greenfield Projects)



Nationwide, FDI in the United States contributes to productivity growth, generates U.S. exports, and creates high paying jobs for American workers.

In 2021 FDI is responsible for:

- Competitive Jobs**
7.9 Million direct jobs in the United States
- R&D Activity**
\$78.3 Billion in R&D expenditures
- Goods Exports**
23% of all U.S. goods exports

Sources: FDI Markets (data from July 2013 - June 2023) & U.S. Bureau of Economic Analysis (last updated: August 2023)

INTERNATIONAL MARKET FACT SHEET

JAPAN

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#1

Largest source of FDI in the United States in 2022

(by UBO)

Contact Us

Write: SelectUSA@trade.gov
 Tweet: [@SelectUSA](https://twitter.com/SelectUSA)
www.selectusa.gov



Supporting U.S. Jobs
963,400

Number of U.S. workers employed by U.S. affiliates of majority Japanese-owned firms in 2021.



Investing in Innovative R&D
\$12.6 billion

Value of research and development (R&D) spending by U.S. affiliates of majority Japanese-owned firms in 2021.



Expanding U.S. Exports
\$74.8 billion

Value of U.S. goods exports by majority Japanese-owned firms operating in the United States in 2021.

Sources: U.S. Bureau of Economic Analysis (latest available as of August 25, 2023), FDI Markets (data from July 2013 - June 2023)

Japanese FDI in the USA (in USD millions)

Position (UBO) Flow	2018	2019	2020	2021	2022
Position	\$522,315	\$663,176	\$694,223	\$768,902	\$775,247
Flow	\$20,817	\$35,292	\$28,615	\$62,721	\$27,598

U.S. FDI in Japan (in USD millions)

Position Flow	2018	2019	2020	2021	2022
Position	\$108,933	\$120,010	\$118,453	\$109,543	\$77,489
Flow	\$1,550	\$7,202	-\$2,397	\$5,905	\$7,104

TOP 6 INDUSTRY SECTORS

By # of announced Japanese FDI projects in the USA

- #1 Industrial Equipment
- #2 Auto Components
- #3 Software & IT Services
- #4 Plastics
- #5 Automotive OEM
- #6 Metals

TERMINOLOGY - UBO: Ultimate Beneficial Owner; the entity at the top of an affiliate's ownership chain. Position/Stock: Snapshot of cumulative FDI taken at year end. Flow: FDI coming into a country over a period of time.

Last Updated August 2023



How we help you bring more international visitors to your destinations

Travel and tourism represented 5% of all U.S. exports in 2022

Total: \$164.5 billion

U.S. Commercial Service presence at the U.S. Travel Association's IPW 2024

Los Angeles
May 3-7, 2024

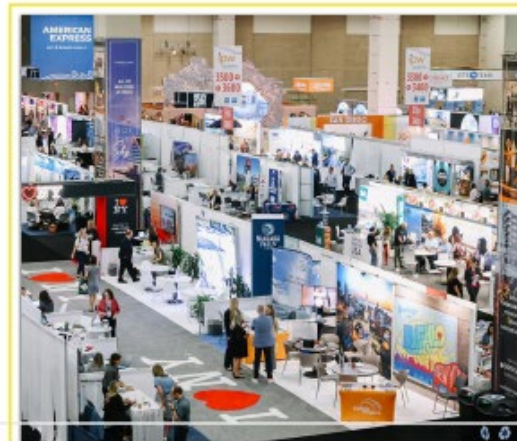
Some Destination Marketing Organizations from Appalachia at IPW:

- Wild, Wonderful West Virginia
- Virginia Tourism Corporation
- Explore Asheville Convention & Visitors Bureau
- VisitPITTSBURGH
- Greater Birmingham CVB

1,000+
U.S. SUPPLIER ORGANIZATIONS attend representing all regions and industry segments

1,100+
TRAVEL BUYERS attend from more than 60 countries

500+
TRAVEL JOURNALISTS attend from across the globe



NAME	OFFICE
Diana Brandon	CS Argentina
Monique Roos	CS Australia
Robee Sallegue	CS Austria
Ira Bel	CS Belgium
Emanuelle De Nadal	CS Brazil
Chris Alexander	CS Canada
Norcia Ward	CS Colombia
Emilio Cordoba	CS Costa Rica
Patrycja Dahl	CS Denmark
Karla Tejada	CS El Salvador
Valerie Ferrière	CS France
Elizabeth Walsh	CS Germany
Mary Simopoulou	CS Greece
Csilla Viragos	CS Hungary
Julianne O Leary	CS Ireland
Inbar Marom	CS Israel
Luisa Salomoni	CS Italy
Daniel Lew	CS Japan
Tamami Honda	CS Japan
Jessica Son	CS Korea
Juan Carlos Ruiz	CS Mexico
Glenn vanPolanen	CS Netherlands
Muhammad Ayaz Khan	CS Pakistan
Fabiana Ortega	CS Panama
Laura Villanueva	CS Peru
Jolanta Mojsa	CS Poland
Ana Paula Vila	CS Portugal
Monica Bogodai	CS Romania
Rachel Duran	CS Serbia
Yiu Kei Chan (CYK)	CS Singapore
Karen DuBois	CS Spain
Nancy Bjorshammar	CS Sweden
Lynn Kao	CS Taiwan
Stephen Brown	CS United Kingdom

TRAFFIC & INTEREST

Virginia Example: Heart of Appalachia Tourism Authority -Legislative Report 2023



Most Viewed Pages: Heart of Appalachia Website

PAGE TITLE AND SCREEN CLASS	VIEWS
Experience the Authentic Appalachi...	40K
Blue Highway Fest Heart of Appala...	23K

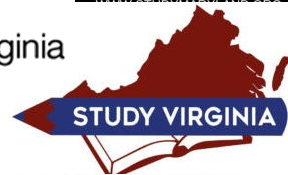
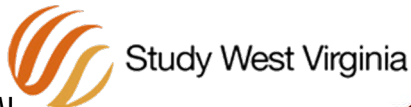
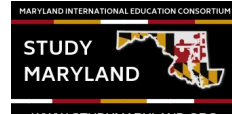
COUNTRY	TRAFFIC ↑
Canada	7565%
United Kingdom	247%
Australia	103%
Ecuador	400%
Spain	142%
Sweden	7.2%

Working with the US Department of Commerce, Heart of Appalachia marketed the event internationally, garnered an increase in website visits from the targeted countries.



How we help your universities and colleges grow

Collaboration with US: A Study Destination State Consortia in Appalachia



STUDY SOUTH CAROLINA



Promoting study in the United States **strengthens economic development** through innovation, workforce development, and attracting foreign direct investment.

Academic year 2021-2022:

- The U.S. hosted nearly one million international students
- \$37.68 billion in education-related travel exports
- Top countries: India, South Korea, Canada, Brazil, Saudi Arabia, Mexico & Nigeria
- 335,423 U.S. jobs supported

Academic year 2022-2023:

- Total number of international students increased by 12% - **They pay full tuition & contribute to the tourism industry!**

In 2022 U.S. research and development services exports generated \$57.8 billion



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How The US Commercial Service Has Helped Appalachian Companies Grow

Company Name: Advanced Superabrasives Inc. (ASI)

Location: Mars Hill, North Carolina

Industry: Custom Super Abrasive Product Solutions

- **Objective:** Previously Exported to 28 Countries and Sought Expansion
- **Solution:**
 - Company Used RAISE (Rural America's Intelligence Service for Exporters) to Identify Markets and Potential Partners. One of the top markets identified through the RAISE Report was South Korea.
 - The State Trade Expansion Program (STEP) grant helped facilitate the RAISE Report. STEP funds are provided by the U.S. Small Business Administration and overseen by the Economic Development Partnership of North Carolina.
- **Result:** ASI signed a contract with a South Korean company which will incorporate ASI's products into their own and sell to multiple countries. This will provide significant sales growth opportunities for the U.S.-made abrasives company.





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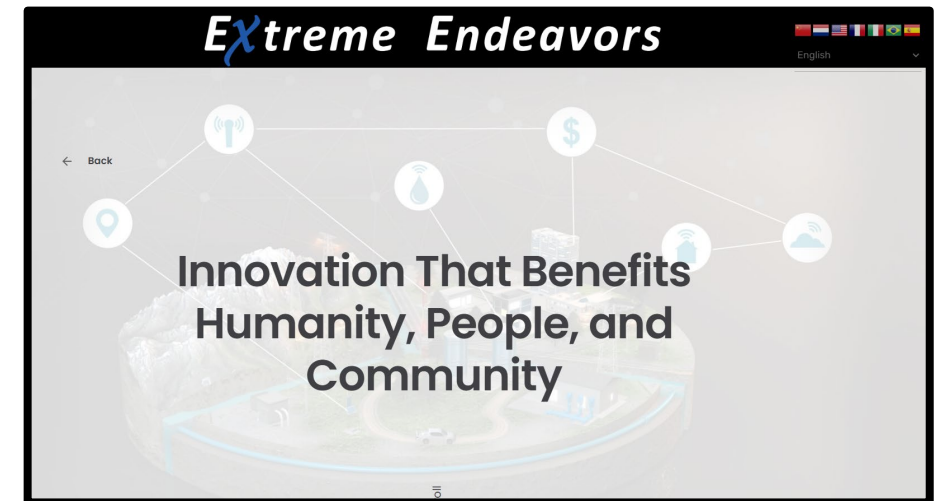
How The US Commercial Service Has Helped Appalachian Companies Grow

Company Name: Extreme Endeavors

Location: Philippi, West Virginia

Industry: Scientific Research & Engineering

- **Objective:** Extreme Endeavors sought strategic partners to promote and sell their products and services
- **Solution:**
 - Rural Export Center performed a RAISE matrix, where Peru was identified as a top market.
 - CS Wheeling, West Virginia facilitated introduction to CS Lima, Peru staff as well as US based Environment Team
 - CS Peru highlighted the 2021 in ExpoAgua Show – the premiere water expo in Peru - and a featured component of the October 2021 U.S. Environmental Technologies Trade Mission to Latin America
- **Result:** Extreme Endeavors signed an “operating agreement” with Peruvian Company Zaimar Group that would permit the Peruvian company to market Extreme Endeavors technologies. During Expo Agua they also met and hired a local Peruvian employee to assist with local marketing.





How The US Commercial Service Has Helped Appalachian Companies Grow

Company Name: Mission Met LLC

Location: Athens, Ohio

Industry: Software

- **Objective:** Mission Met sought assistance to enter the New Zealand market and to expand their presence in Australia.
- **Solution:**
 - CS Cincinnati provided an Initial Market Check (IMC) service in Australia and CS Featured US Exporter (FUSE) service to highlight their offerings in both New Zealand and Australia.
 - The Rural Export Center provided a comprehensive Website Globalization Review (WGR)
 - Additional Services included: CS Franchising Resource Guide, Top Markets report and resources for protecting Intellectual Property. CS North Bay also facilitated client intake and helped Mission Met receive grant funds that went towards the FUSE and WGR services.
- **Result:**
 - Mission Met found their first re-seller for New Zealand and adjusted their expansion strategy.. WGR informed their website upgrade and increased their critical metric of Domain Authority as a result.
 - With their first distribution partnership in New Zealand, Mission Met is pursuing opportunities in the rural education sector by organizing a pilot program with indigenous municipalities

Start Your Nonprofit Strategic Planning with Mission Met

Mission Met helps nonprofits develop and execute their vision.



NONPROFIT ORGANIZATION FUNDERS

We partner with foundations, government agencies, associations, and other funders to deliver a cohort-based and cutting-edge strategic planning program for leaders of nonprofits.

[Learn More](#)

LEADERS OF NONPROFIT ORGANIZATIONS

We run strategic planning training and coaching programs to transform leaders of nonprofits.

[Learn More](#)

The Rural Export Center

Every Company Has a Research Need

Regional Rural Export Centers



Appalachian REC
Charleston, West Virginia

Ohio Valley REC
Louisville, Kentucky

Southern REC
Jackson, Mississippi

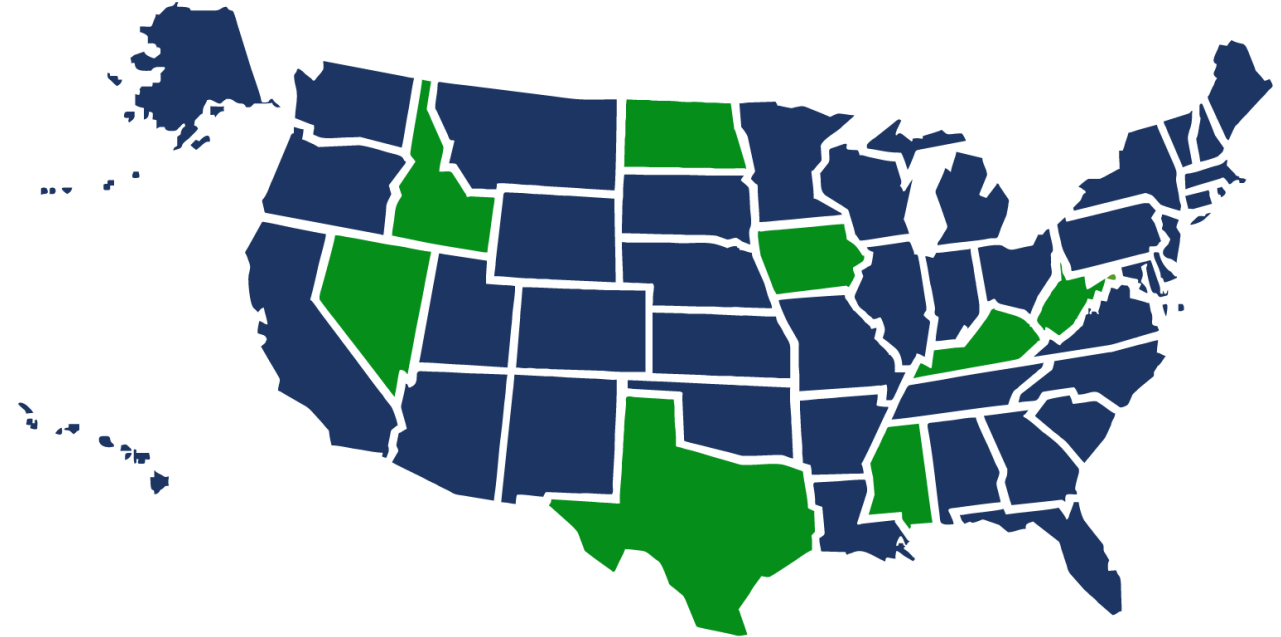
Midwest REC
Des Moines, Iowa

Upper Midwest REC
Fargo, North Dakota

Southwest REC
Midland, Texas

West REC
Las Vegas, Nevada

Pacific Northwest REC
Boise, Idaho



National REC
Fargo, North Dakota

Rural Export Centers in Appalachia



Appalachian REC
[Enybe Diaz](#)
Charleston, WV

New York, Pennsylvania, Maryland, West Virginia, Virginia, North Carolina, South Carolina



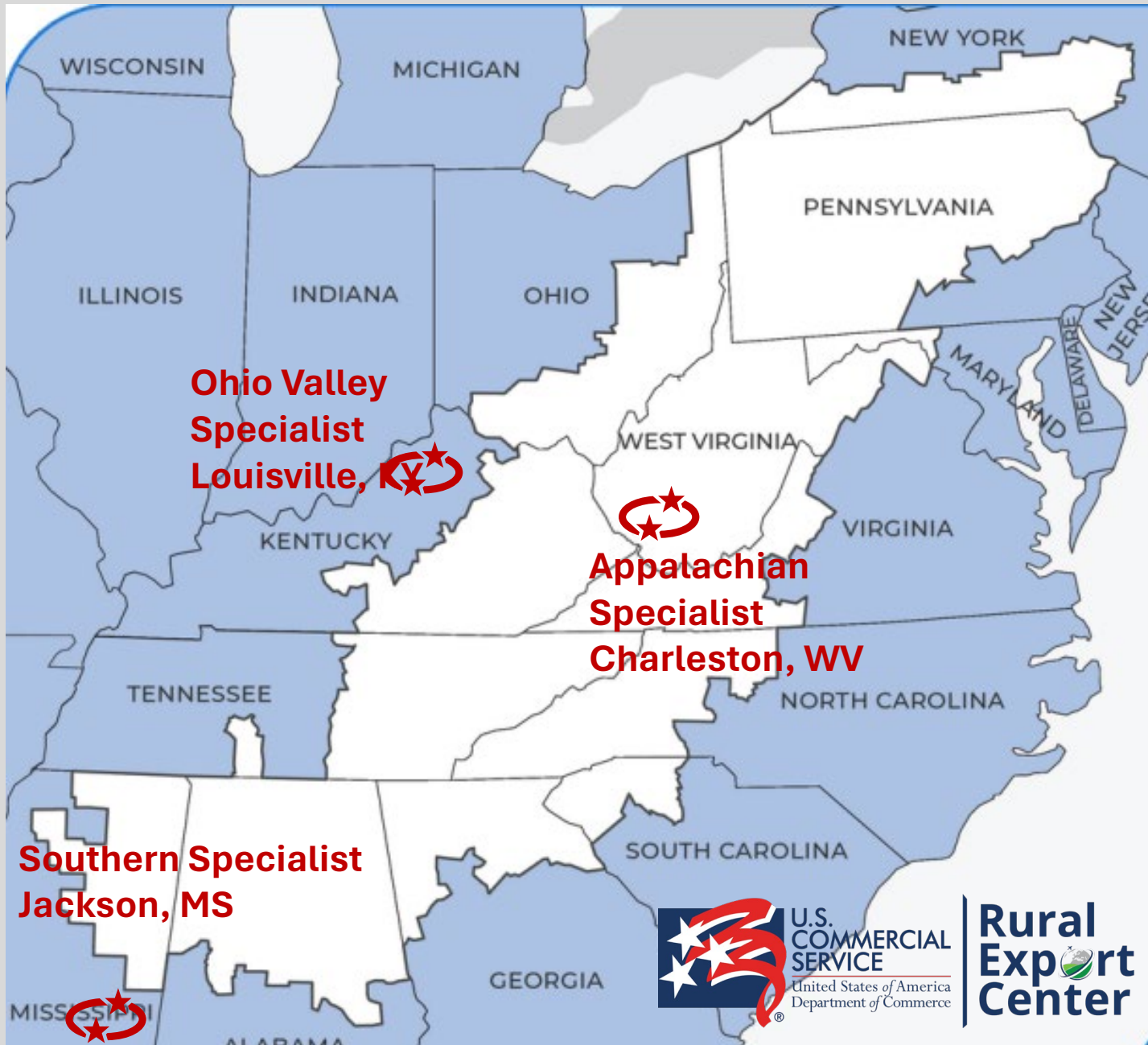
Ohio Valley REC
[Joseph Doyle](#)
Louisville, KY

Kentucky, Tennessee, Ohio



Southern REC
[Maryse Holly](#)
Jackson, MS

Mississippi, Alabama, Georgia



In-Depth Research

Questions RAISE Helps Answer



Matrix

Which markets should I prioritize?

Country Reports

What are the trends, size, and growth of my chosen market?
Who can I partner with or sell to?



Potential Partner List

Who can I partner with or sell to?



What is a “Matrix”?



Matrix Sample: Education Sector			Total Consumer Expenditure on Education (USD million)		Total Consumer Expenditure on Education by the Top 10% of Wage Earners (USD million)		Total Government Expenditure on Education (USD million)		International Intensive English Program (IEP) Students in U.S. by Place of Origin		International Post-Secondary Students in U.S. by Place of Origin		Total Population Aged 14-18		Percentage of Enrollment in Secondary Education in Private Institutions	
A Product of the Rural Export Center in Fargo, ND			6.0%		8.0%		5.0%		7.0%		4.0%		5.0%		4.0%	
RANK	COUNTRY	CONTINENT	Data	Score	Data	Score	Data	Score	Data	Score	Data	Score	Data	Score	Data	Score
1	China	Asia	\$332,207.9	17.33	\$112,977.5	23.10	No Data	-3.78	13,330	19.80	342,561	11.77	95,517,939	13.28	12.1%	0.11
2	Japan	Asia	\$51,028.3	10.85	\$20,227.9	15.28	\$148,250.3	10.38	9,507	18.73	15,929	6.42	6,031,462	5.96	20.3%	1.84
3	India	Asia	\$76,953.3	12.27	\$21,904.6	15.64	No Data	-3.78	391	8.70	191,635	10.76	123,362,655	13.95	50.9%	4.90
4	Brazil	South America	\$47,247.8	10.58	\$25,225.5	16.28	\$118,760.7	9.89	4,293	16.23	15,249	6.35	17,019,846	8.71	13.8%	0.56
5	South Korea	Asia	\$39,948.7	10.00	\$12,409.0	13.05	\$65,001.3	8.56	4,228	16.18	47,372	8.32	3,164,554	4.25	31.2%	3.27
6	United Kingdom	Europe	\$42,038.8	10.18	\$19,677.8	15.15	\$158,593.6	10.53	12	-2.38	10,336	5.67	3,698,709	4.67	73.2%	6.10
7	Indonesia	Asia	\$23,126.5	8.11	\$6,457.7	10.08	\$30,849.6	6.91	188	6.39	8,160	5.26	21,047,015	9.27	41.7%	4.24
8	Germany	Europe	\$17,696.7	7.18	\$5,191.9	9.09	\$170,031.4	10.68	829	11.06	8,478	5.32	4,136,386	4.96	9.5%	-0.69
9	France	Europe	\$6,859.0	3.90	\$1,575.2	3.66	\$141,477.1	10.28	1,193	12.20	7,877	5.20	3,782,419	4.73	25.3%	2.57
10	Spain	Europe	\$12,867.0	6.08	\$3,033.8	6.64	\$52,848.7	8.10	458	9.19	7,330	5.07	2,079,507	3.14	29.4%	3.07
11	Vietnam	Asia	\$9,704.8	5.10	\$2,743.1	6.18	\$9,569.0	4.32	1,054	11.81	22,968	7.06	8,170,936	6.77	No Data	-1.72
12	Australia	Oceania	\$38,856.0	9.90	\$10,983.6	12.50	\$67,913.3	8.66	4	-5.43	4,467	4.21	1,401,415	2.10	43.7%	4.39
13	Italy	Europe	\$11,168.3	5.59	\$4,037.2	7.94	\$75,239.3	8.88	1,079	11.89	5,711	4.63	2,761,564	3.89	6.9%	-1.74
14	Mexico	North America	\$11,394.5	5.66	\$4,277.7	8.21	\$55,521.2	8.21	1,609	13.14	14,506	6.26	10,453,913	7.42	13.2%	0.41
15	Colombia	South America	\$9,301.8	4.96	\$4,558.9	8.50	\$13,699.2	5.12	1,738	13.39	7,801	5.18	4,547,556	5.21	20.7%	1.91
16	Argentina	South America	\$9,819.9	5.14	\$2,740.2	6.18	\$33,458.9	7.09	479	9.33	2,404	3.13	3,438,566	4.47	26.6%	2.74
17	Philippines	Asia	\$13,623.4	6.28	\$4,529.4	8.47	No Data	-3.78	22	-0.34	3,205	3.63	9,878,729	7.27	20.4%	1.86
18	Saudi Arabia	Asia	\$10,033.5	5.22	\$3,482.0	7.27	No Data	-3.78	8,177	18.26	30,522	7.56	2,634,523	3.77	12.3%	0.18
19	Pakistan	Asia	\$10,127.6	5.25	\$2,710.6	6.13	\$7,641.0	3.83	131	5.26	7,936	5.21	19,557,371	9.08	33.7%	3.53
20	Bangladesh	Asia	\$8,992.9	4.84	\$3,836.3	7.71	\$3,517.3	2.11	39	1.42	8,756	5.38	17,443,593	8.77	92.5%	6.88
21	Hong Kong	Asia	\$7,939.5	3.99	\$3,971.5	6.70	\$11,989.8	4.65	193	4.45	6,517	4.85	499,546	1.22	19.9%	1.78

Country Reports and Potential Partners



Australia

Market Overview
Automotive

The automotive sector is Australia's largest and most important industry, comprising 10% of national GDP at USD \$54 billion (compared to the U.S. at 3% of GDP and the EU at 7%) and making up 24% of total national exports at USD \$43 billion.⁷ The country is home to leading automotive part suppliers and manufacturing operations, most significantly for Millen, Autoten, and Cauto. The industry directly employs over 150,000 people and production projections indicate annual growth is expected through 2025 (see table below).⁸ On the consumer side, car ownership in Australia increased by 64% over the past 20 years reaching approximately 5.7 million vehicles in 2020.⁹ Forecasted sales data also indicates increased new vehicle ownership in the near future with passenger car sales reaching 262,650 in 2025.¹⁰

Passenger Car Production and Sales Projections

	2020	2021	2022	2023	2024	2025
Passenger car production (millions)	1.16	1.27	1.38	1.46	1.49	1.51
Change y-o-y	-19.2%	9.3%	8.6%	5.9%	2.5%	1.1%
Passenger car sales	202,970	226,110	239,680	255,260	258,320	262,650
Change y-o-y	-18.7%	12.0%	5.5%	5.9%	1.1%	1.7%

Source: Business Data

However, high-end customers with luxury cars requiring expensive maintenance services are not as common in Australia as they are in the U.S., France, or China. Forty percent of a representative sample of consumers drove Millen as their primary vehicle in 2021, followed by Cheven (7%), and Bolts and Salty (5%). Of those sampled, 75% had a car permanently available to them, with most being mid-size (33%), compact (15%), or subcompact (12%), so luxury vehicles are lacking.¹¹ Annual luxury vehicle purchases have fluctuated in recent years but have been on a downward trend since peaking at 717 vehicles sold in 2016.¹² This market dipped to 436 luxury vehicles sold in 2020 but purchases are expected to rebound to 570 vehicles by 2025.¹³ Of the luxury cars driven in the country, the 2019 market share breakdown favors AKB (38.9%) and Millen (37.7%).

Despite the historically small market for luxury vehicles in Australia, the country has significant potential for growth. Total disposable income is forecasted to nearly double from USD \$131.7 billion in 2020 to \$242.8 billion in 2025, indicating the potential for increased luxury purchases in the future.¹⁴ The country also neighbors New Zealand and is home to the global city of Sydney. As a result, Australia may

⁷ American Automakers. "State of the US Automotive Industry, 2020."; European Commission. "Internal Market, Industry, Entrepreneurship and SME - Automotive Industry."
⁸ Trade. "Australia Export Industries - Car Sector."
⁹ MindMeld. "Passenger Cars (stock per 1,000) & Population 2000 - 2020," Accessed Dec. 2021
¹⁰ Business Data. "Auto Industry Report Australia," Oct. 2021
¹¹ Statista. "Global Consumer Survey - Car by Type; Car Ownership (Detailed)," 2021
¹² MarketSearching. "Australia, Luxury Car Purchases - Country of Origin."
¹³ MarketSearching. "Australia, Luxury Car Purchases - Country of Origin."
¹⁴ MindMeld. "Business environment and the long-term forecast: Australia - Market Opportunities." 2021

have more luxury car opportunities than its neighbors and will likely be a market leader in the coming years.

France Potential Partners

Company and Link	Contact Information	Address	Additional Information
France Aviation Company	Tel: +2233333324 Email: info@.com	Paris, France	Handles maintenance for commercial and private aviation in France and other Asian Countries. According to Gary LeChiffle, this is an established company that is likely to have a procurement department. "CS France can offer an IMC/IPS/GKS to them if interested."
FlightDeck	Tel: +2233333324 Email: info@.com	Lyon, France	Worldwide distributor of aircraft maintenance parts. They offer anti-corrosion protectant on a large variety of parts. Large presence throughout Europe as well as North America. According to Gary LeChiffle, this is also an established company that is likely to have a procurement department. "CS France can offer an IMC/IPS/GKS to them if interested."
Auto Detail FranCar	Tel: +2233333324	Nantes, France	Detailing of mid-range to luxury vehicles. They do offer protectant, even though it is not currently listed in their product offerings. That information was gleaned from their customer reviews.
France Aircraft Services	Email: info@.com	Paris, France	Aircraft Maintenance Company based in France. Specializing in corrosion prevention control programs as well as exterior aircraft accessories.
Chapeu	Email: info@.com	Lyon, France	Vehicle detailer and accessory shop. Multiple types of accessories imported from China. Could benefit from having an American product line in place. However, Gary LeChiffle said, "Since they are using/ representing some Chinese brands, it may take some time to convince them to switch their products."

China Potential Competitors

Below is a list of potential competitors that the REC found during the potential partner search. This is not intended to be a comprehensive list but will help Genesis Auto assess the competition in China.

Company and Link	Contact Information	Address	Additional Information
Yu Technology	Tel: +5678999483	Xiamen, China	Accessories for commercial and OEM use only.
Haoyu	Email: info@.com	Shenzhen, China	Line of accessories for automotive and aviation, as well as components for inside vehicles.
Hero Cars	Tel: +5678999483	Wenzhou, China	Production, accessories, and maintenance.
Yichen Technical, Ltd.	Email: info@.com	Xiamen, China	Develop and market the production of accessories. Certify auto shops to use their products.

Sources: Google Map, Huy Feng CS China

China Trade Shows

Show	Location	Description
Auto Show for You	Xiamen, China	B to B show with aftermarket "vehicle purchases and sales, maintenance, repair auto parts, equipment, etc."
Autos 2022	Shenzhen, China	Started to spread custom car culture, parts and accessories are displayed. The event now has an online element as well.
Accessories China	Wenzhou, China	Trade show for accessories in multiple industries; "automobile, electronics, building fields, etc."
Engine Hub	Xiamen, China	Show for aerospace industries

Sources: Google Maps, Country Commercial Guide, China External Trade

Website Globalization Review

Are you attracting international inquiries that lead to business?
Is your website responsive and welcoming to international visitors?

The analysis focuses on:

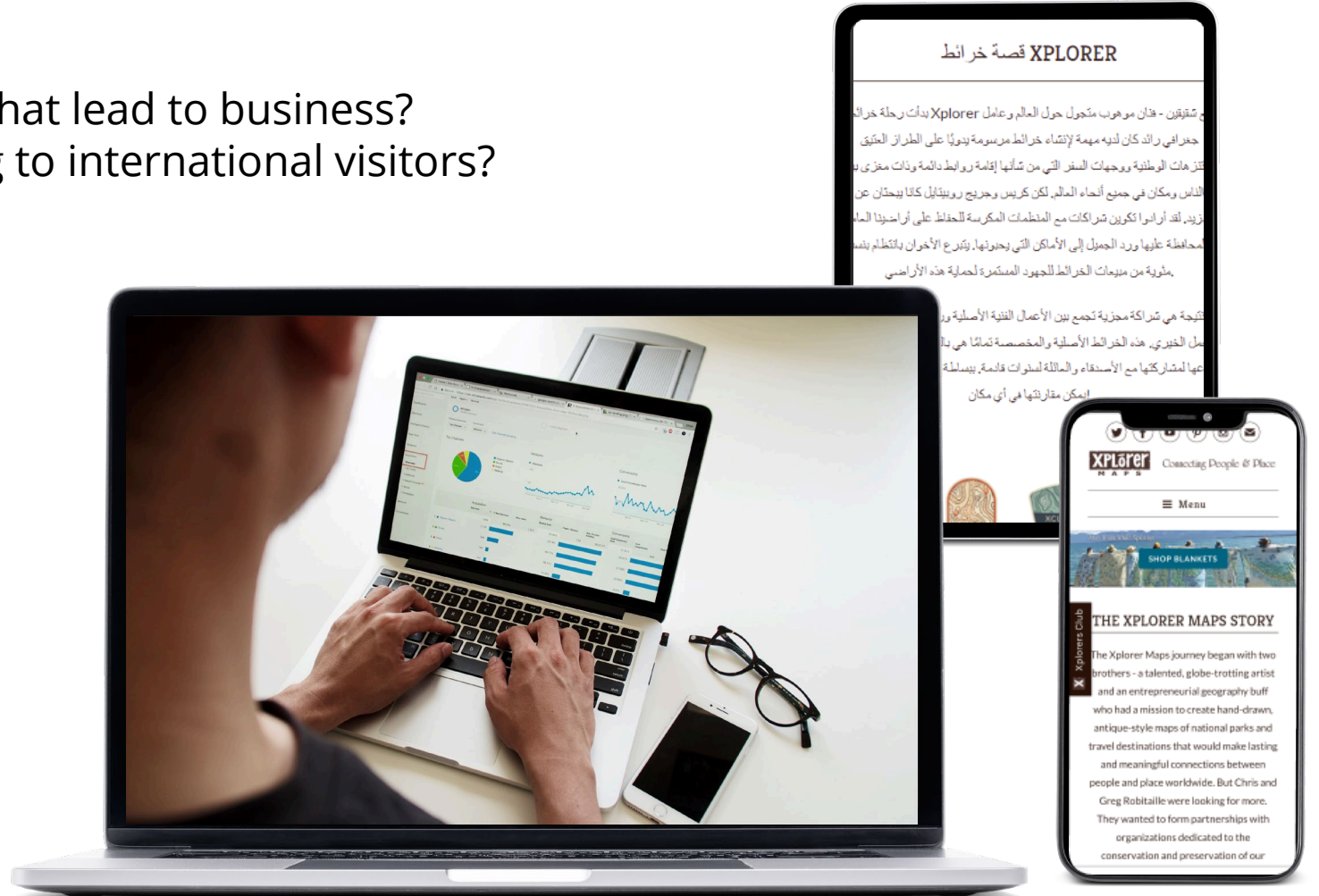
- Backend Issues
- Internationalization
- Digital Strategy

3 Reports in 1!

- 1 Globalization Analysis
- 2 Crawler Reports

\$100

For SMEs/EDOs



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For SMEs/EDOs

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- Search of multiple subscription databases
- Report on Internet and social media presence
- Recommendations

RAISE Research Pricing



Matrix



Assess export potential

Find a market

Compare regions

Make an export plan

\$950



Country Report



Identify business partners

Understand industries in key countries

Evaluate trade shows

Develop an action plan

\$950



Potential Partner List



Identify potential partners

Maximize travel time

Build a network

Contact buyers prior to a trade show

\$400



Matrix + 3 Country Report



\$3,750



Website Globalization Review

Technical assessment focused on internationalization

\$100



REC Check

A quick due diligence report on a potential partner

\$150



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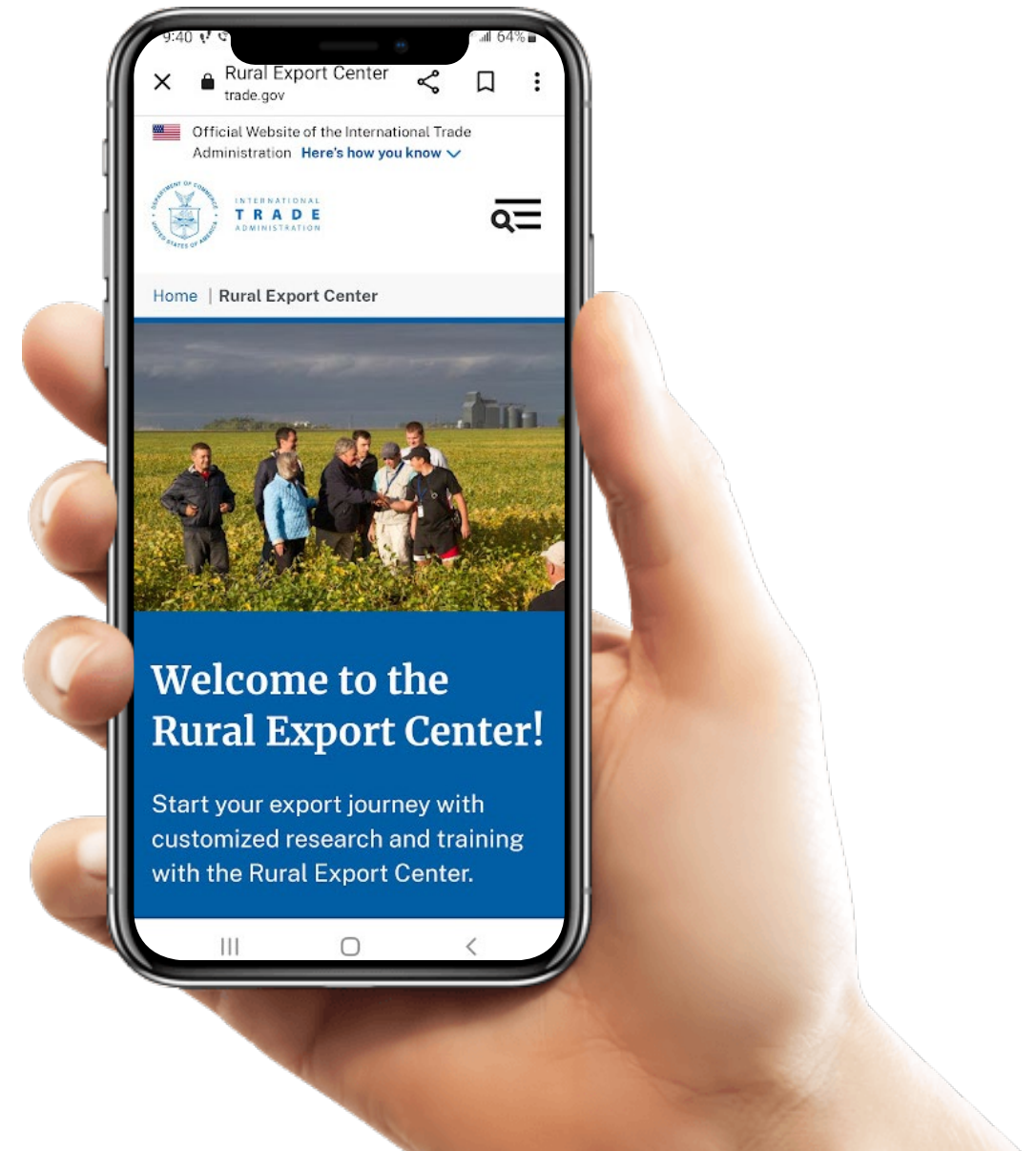
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