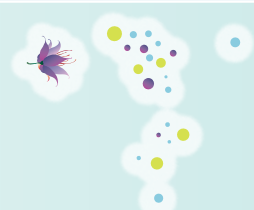


*All Over the World:*  
Virginia Companies  
Take Flight  
Internationally.



How can customers in Beijing create jobs in Martinsville? How can selling yachts in Dubai buoy the tax base in Chesapeake? How can supplying medical products in Germany change the outlook of a company in Charlottesville? How can progressive concepts in distribution conceived in Alexandria alter the political destiny of Sudan?

The answer starts with Virginia Economic Development Partnership—International Trade (VEDP). Today, the world is more connected than ever before. The VEDP works with Virginia companies to sell their products and services to the world marketplace. The VEDP accomplishes this through a number of ways: by identifying global opportunities for products, making the connections needed to establish a significant presence internationally, and assisting both new and experienced exporters in entering new international markets.

Exporting pays. Companies that export pay 18% higher wages than those that don't. Exports account for \$23 billion in sales for companies in Virginia ... and more than 300,000 jobs. The communities in which exporters are located benefit from higher employment and revenue. Exporting is a win for employers, companies and communities.

Over the past decade, more than 800 companies have traveled to foreign markets with the VEDP as their guide. The VEDP is the critical ingredient for Virginia companies to wisely choose profitable markets, overcome regulatory challenges, and realize greater sales and profitability.

You may have never considered doing business internationally. You may find the whole concept intimidating. You may have a strong domestic market. But, you may be missing out on profitable sales. The VEDP has been the catalyst for Virginia companies entering hundreds of global markets. Is your company ready to take on the world? Call today for a free consultation about how the VEDP can help your company increase its international sales.

Expand your business horizons. The world is full of opportunity. *The VEDP is all over it.*

#### DID YOU KNOW?

- 96% of the world's population lives outside the United States—tremendous markets beyond the U.S. borders.
- Companies that export manufactured products pay, on average, 18% more than non-exporting companies, and companies that export services pay, on average, 15-20% more than non-exporting companies.



#### TOP 10 COUNTRIES EXPORTED TO VIA VIRGINIA—2010

Rank	Country	U.S. Dollar Value
1	Canada	\$2,874,612,789
2	China	\$1,275,836,670
3	Singapore	\$1,039,350,409
4	United Kingdom	\$1,025,755,400
5	Mexico	\$861,238,716
6	Germany	\$852,411,051
7	Brazil	\$643,473,881
8	Japan	\$504,259,030
9	Belgium	\$485,979,273
10	Netherlands	\$454,281,072
All Countries		\$17,089,956,320

#### TOP 10 COMMODITIES EXPORTED VIA VIRGINIA—2010

Rank	Commodity
1	Electrical Machinery
2	Machinery
3	Mineral Fuel/Oil
4	Plastic
5	Vehicles (not railway)
6	Paper/Paperboard
7	Aircraft/Spacecraft
8	Optic and Medical Instruments
9	Pharmaceutical Products
10	Miscellaneous Grain/Seed/Fruit



## More Competitive Shipping Logistics



# Mediatech, Inc.

[www.cellgro.com](http://www.cellgro.com)

In order to gain and maintain market share, a company must be competitive. Mediatech, Inc., knows this all too well. Based in Manassas, Virginia, this company was searching for ways to handle the increasing number of international sales while maintaining a competitive price point. To do so, the company employed a key strategy: revamping shipping methods to reduce costs.

Mediatech manufactures and supplies cell culture and molecular biology reagents to academic and government research facilities as well as biotechnology companies. Its diverse product portfolio includes cell culture media, basal salt solutions, antibiotics, sera, specialty media and flexible packaging systems. Additionally, Mediatech provides custom-manufactured media and other sterile solutions for a number of uses. These products and services are provided by Mediatech, Inc., under the cellgro® brand name. The international market for these goods makes cost-effective shipping essential.

Mediatech, Inc.'s competitors are typically billion-dollar companies already well established in international markets. Mediatech's (180+ employees) obstacle was to find a way to compete in the global marketplace against these much larger companies. High freight costs have always been an obstacle for its international shipments—oftentimes the freight was double the cost of the product. As a participating company in the VEDP's VALET program, Mediatech asked the VEDP for suggestions on shipping alternatives to present to its distributors. The VEDP provided Mediatech with several alternatives, along with a comparison between ocean and air costs.

Mediatech's distributor network typically included small distributors that were not able to do large orders. Learning about ocean freight containers allowed Mediatech to extend a cost-saving bulk shipment opportunity to three of its largest international distributors. Being able to provide its business partners

more competitive freight rates and more product, to be stored at their warehouses, allowed distributors to service their customers with a one-day turnaround. With 30 existing distributors around the world, Mediatech is now using this more cost-effective shipping method to assess its future distributors by requiring new distributors to have warehouse facilities to accept products in bulk. By leveraging resources provided by the VEDP's VALET program, a Virginia company has been able to grow business and effectively compete against large, international companies at a time when cost-based pressures and market competition are more intense than ever.

For more information on Mediatech, Inc., or cellgro®, please visit [www.cellgro.com](http://www.cellgro.com).



# If you do business abroad, consider this your “to-do” list.

## CLOSING INTERNATIONAL DEALS: THE DOS AND DON'TS OF GETTING TO YES.

“Yes.” It’s a simple word that connects the world. And little happens in international business without it.

The 63<sup>rd</sup> annual Virginia Conference on World Trade is the place to start the conversation. Learn the DOs and DON'Ts of business abroad—from navigating global markets to grasping differences in cultures. Hear how to build relationships and boost sales. Get essential insights for seasoned business leaders and newcomers. And don't miss our morning keynote speaker, Michael Hick, a 40-year veteran of international business. Attend the full conference and get a free copy of his book *Global Deals*.

For conference details, visit [www.vacwt.org](http://www.vacwt.org).

Don't miss our other panel speakers from **Rolls-Royce plc, Reynolds Consumer Products Company, Honeywell International ... and more!**



## Closing International Deals: The Dos and Don'ts of Getting to Yes



**Michael Hick**

With summer in full swing, it won't be long before the crisp coolness of fall will be right behind it. That means that it's time to mark your calendar for the upcoming 63<sup>rd</sup> Virginia

Conference on World Trade. This year's conference golf tournament will be at the Riverfront Golf Club in Suffolk on October 26<sup>th</sup>, and the networking reception and conference will be held October 26<sup>th</sup> and 27<sup>th</sup> at the Norfolk Waterside Marriott. The conference is sure to deliver tremendous insight and great networking opportunities to help your company succeed in the global marketplace.

World-renowned global businessman Michael Hick, author of *Global Deals*, is the morning keynote speaker. All

conference attendees will receive a complimentary copy of his book with their full-conference registration. British born and educated, Michael Hick will present a global perspective to conference attendees. This world-smart, well-traveled, content-rich, dynamic speaker brings a lifetime of practical international business experience and know-how. Hick works with companies to develop global mindsets, teaches managers the essential skills of negotiating, marketing, selling and servicing across international cross-cultural frontiers, and shows executives how to work with multicultural teams and create profitable global alliances.

In addition to practical insight from Hick, conference attendees will hear about what works well, and not so well, from real-world exporters whose companies depend on international sales for their bottom lines. The Practical Negotiating Skills session, presented by American River

International, will explain how to leave room to negotiate, how to challenge a position, what to do when dealing with deadlocks, what are effective strategy-building techniques, identifying individual vs. team negotiations and how to discern buyers' pressures. Not to be missed is the Negotiating International Contracts panel. Reynolds Consumer Products Company's General Counsel, Lawrence Tuskey, and others will cover the absolute must-haves in your contracts to limit your liability, as well as points that can be conceded with minimal impact. The luncheon keynote speaker, Paul Morgan, in global procurement with Rolls-Royce plc, is not to be missed.

The evening will culminate in a networking reception and awards banquet, with one outstanding company receiving the Governor's Compass Award for Excellence in International Trade. For more information, visit [www.vacwt.org](http://www.vacwt.org).



# Small Company Sets Its Sights on Global Markets



## SoftChalk, LLC

[www.softchalk.com](http://www.softchalk.com)

Founded nine years ago, SoftChalk, LLC, located in Richmond, Virginia, is a small company that competes in the global market. For the first four years in operation, sales were strictly domestic. Eventually, SoftChalk started receiving international inquiries about its software products and became an exporter by default. The company had no strategic export development plans, and it was clear that there was a demand for its software outside of the United States.

As inquiries for its software continued to come in from other countries, company leadership realized it was time to take a more proactive approach to selling internationally. The company's expertise, however, lay in its software products, not in international business development. To guide the company in this uncharted territory, SoftChalk turned to the VEDP—International Trade.

With the VEDP's assistance, SoftChalk developed a strategic marketing plan focusing initially on the Canadian market. Company management participated in a trade show in Canada, partially funded by the VEDP, which allowed managers to identify leads that ultimately led to new business in Canada. Since then, SoftChalk has expanded its international sights to include the United Kingdom, where it has just signed an agreement; Saudi Arabia, where it is finalizing an agreement; and Brazil. The result of the company's deliberate export efforts is that international sales now account for a growing percentage of SoftChalk's overall sales.

According to Catherine Stark, International Business Development Director at SoftChalk, "The benefit of working with the VEDP is that the VEDP has a number of resources from which a company can pick and choose to increase its international

sales. Not all companies have the same needs. Companies can focus on their product or service, knowing that the VEDP has the international experience to help a company where, when and how it is needed."

SoftChalk, LLC, is an award-winning provider of e-learning software for business, government and education. SoftChalk specializes in the development of intuitive, easy-to-use tools that allow trainers and instructors to easily create powerful and professional-looking content for e-learning. Its products allow for training to take place anywhere it needs to—smartphone, iPad, laptop, classroom or conference room. For more information, visit [www.softchalk.com](http://www.softchalk.com).



CCS, Inc.,  
Knows  
Where to  
Go for  
Answers



## Comprehensive Computer Solutions, Inc. (CCS)

[www.ccs-inc.com](http://www.ccs-inc.com)

Whether a company exports products or services, compliance is a major issue. For Comprehensive Computer Solutions, Inc. (CCS), staying on top of compliance and standards has minimized liability and increased sales.

CCS is a service exporter that provides computing solutions for harsh environments and mission-critical applications. Operating two facilities totaling over 37,000 square feet, CCS serves a wide variety of industries, including manufacturing, energy, food and beverage, marine, telecommunications, and defense. Based in Christiansburg since its founding in 1981, CCS products can be found in over 70 countries with 40% of all shipments going overseas.

An experienced exporter, CCS nonetheless faced a number of compliance issues, most recently dealing with a client in Australia. Specifically, the client needed a

type of printer that had to comply with Australian regulations. In turning to the VEDP for support, a supplier was found that could deliver the type of printer needed. Now CCS can service a number of clients who need this type of Australian-compliant printer.

In another instance, a customer wanted to use an Incoterm not familiar to CCS. After consulting with the VEDP, CCS decided on a better Incoterm option for the customer that met its need. As a result, CCS conducted an internal audit of its use of Incoterms, which resulted in reduced liability and expense. It further prompted the company to reevaluate its warranty terms and conditions, ultimately resulting in better service to its customers. With FoxGuard Solutions, a subsidiary of CCS that provides compliance and cyber-security solutions to the critical infrastructure and key resource sectors, another issue

arose. It turned to the VEDP for guidance on how to properly value document invoices for software updates in order not to incur excessive duties and taxes.

In all of the issues CCS encounters as it exports, says Kevin Elam, Quality and Compliance Manager, "knowing where to go to get your questions answered is vital. Exporting is not easy, but there is so much opportunity, and assistance from the VEDP is available to help companies succeed."

To learn more about CCS, Inc., visit [www.ccs-inc.com](http://www.ccs-inc.com).





## Paramount Sleep Expands Its Reach



# Paramount Sleep

[www.paramountsleep.com](http://www.paramountsleep.com)

A third-generation, family-owned business, Paramount Sleep has been making quality mattresses in Norfolk since the 1930's. For decades, Paramount licensed national brand names. Like many businesses, Paramount was not immune to the recent global recession, as mattresses are very much tied to the housing market. When the housing market, and home equity lines, dried up, mattress purchases declined, and several of Paramount's retail customers went out of business.

This caused Paramount's management to reevaluate its business model. Instead of being a licensee, Paramount decided to launch its own brands. Upon launching its new brands, Paramount was able to convert 100% of its existing customers to its proprietary product lines. Today the Paramount portfolio includes Back Performance®, Heavy Duty®, Nature's Spa® and Sleep for Success™. Paramount has also partnered with AH Beard®, an Australian high-quality

family brand with over 100 years of manufacturing history. As a result, Paramount has expanded its reach, adding numerous retailers.

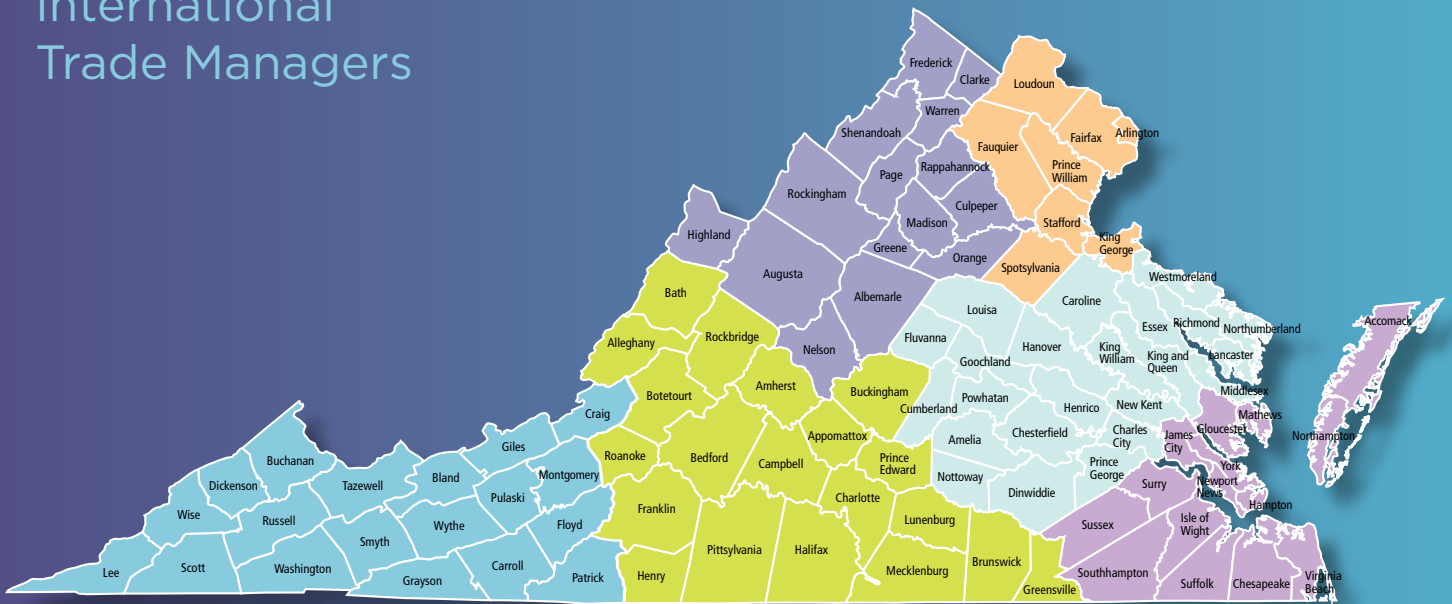
Until eight years ago, approximately 99% of Paramount's sales were to retail customers. The company decided to branch out and pursue military sales. Paramount currently has several government contracts, and its mattresses can be found on U.S. Army, Navy, Air Force and Marine Corps military bases around the world.

It was during a conversation with a friend that Richard Diamonstein, President of Commercial Sales for Paramount Sleep, started to consider the viability of international sales. The friend asked if Diamonstein had considered shipping product to China. One thing led to another and the next thing Diamonstein knew, he was in China laying the foundation for future business. Diamonstein worked with in-country resources provided by the VEDP to provide the research and organize his schedule.

Diamonstein remarks that Paramount has not yet had international sales in China, but that is very intentional. There are many opportunities in China, but, says Diamonstein, "I don't want to just write orders. I want long-term relationships, and that will take time. I want to do it right, not fast."

The advice he offers to other companies considering expanding their global reach is to find a means by which to understand the marketplace abroad. Companies should be methodical, as opposed to taking a shotgun approach in their international expansion efforts. Says Diamonstein, "Be patient, have a game plan, and don't lose control of your product." Undoubtedly, his patience will reap great rewards. For more information about Paramount Sleep, visit [www.paramountsleep.com](http://www.paramountsleep.com).

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