





WORLD TRADE WEEK AND TRADE EDUCATION



May marks the 76th anniversary of World Trade Week. In the years since its inception, the spirit and execution of events and celebrations spill over to encompass the entire month (and sometimes even from the end of April into the beginning of June). This is a clear sign that the message of trade is being carried throughout the United States and that our efforts to educate the business community as well as the general public about the impact of global trade is having its intended effect.

However, we continue to talk about the economic effects of trade, the stabilizing effect it has on local businesses and the numbers of jobs that are created as a result of trade. Why? Because the nature of trade is ever changing. As the United States enters trade agreements with partners such as Singapore, Jordan and Vietnam, and negotiates a new round of trade talks as a result of WTO meetings in Doha, Qatar, there are resulting benefits of those agreements that translate into business opportunities for you.

Outreach and education efforts are spearheaded not just by the Department of Commerce but also by other federal government agencies, state agencies and local chambers of commerce. We couldn't reach our clients and provide the services that we do without the network of local resources, both private and public. The services and support that the International Trade Administration provide are enhanced and communicated through all of our multiplier relationships — with local chambers of commerce, regional development organizations, recipients of our Market Development Cooperator Program and, especially, business people themselves. Most successful exporters are enthusiastic about their experiences and are more than willing to share their experiences, educate others about the intricacies of exporting and act as mentors for others like them.



More often than not, the federal government is viewed by small business as inaccessible and helpful only to large, big-ticket companies but when they move beyond that perception and actually make contact with a local office they're overwhelmed with the amount of support and information available. So in honor of some of the thousands of companies and success stories we've highlighted in *Export America* and to encourage many more, the collage of photos on the opposite page shows some of the diverse faces of successful small business exporters.