

MAINE STATE LEGISLATURE

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Advancing Global Connections for Maine

2021 Annual Report



Maine International
Trade Center

President's Letter



If I needed one word to describe 2021, I could choose "resilience," but I'm going to get a little more obscure and choose "jouncing." I hadn't heard it before I sat down to write this, but I came across this brilliant little word which means "to move joltingly or roughly up and down" and realized I had found the perfect description for the year just past.

We know about the uncertain and the just plain bad; the things which have knocked our feet from under us just as we felt like we were standing again. Domestic political instability

the likes of which we have never seen in our lifetimes and successive, unexpected, and unwelcome waves of this intransigent pandemic are what many of us will remember.

And yet, there was much good this year. In these pages, you'll see the story of, yes, resilience in the MITC team and most importantly the businesses and communities we serve. As we close the year, the state's business community has exported more through November 2021 than they did in all of 2020 and are on track to have their best year since 2012. Two businesses from Europe chose Maine as their new home in the United States, and 23 companies utilized STEP funds for market expansion, reporting \$13 million of expected sales from those projects (quadruple the number from the previous year). In the fourth quarter, MITC staff were able to resume international travel and led delegations to Iceland and Germany, as well as notably the first US state delegation to visit Canada after the border reopened.

Enjoy the stories of this year's annual report; they are yours even more than they are ours. "Resilience" or "jouncing" – choose your word – it is our privilege to be here to work with you and your business to navigate these times.

All the best for 2022.

Wade Merritt,
President and State Director of International Trade

Our Role

Maine International Trade Center (MITC) is Maine's leading source for international business assistance. MITC offers customized consulting, research, and an extensive network of connections across Maine and around the world to help businesses expand global markets for their products and services.

A public-private partnership, MITC activities are supported by nearly 300 businesses and organizations, corporate sponsors, and the Maine Department of Economic & Community Development (DECD). MITC members include manufacturers, service providers, and educational institutions located in all 16 Maine counties. While our members support the organization through annual membership dues, MITC provides assistance to any Maine business whether members or non-members. We work with both exporters and importers.

STAFF

Wade Merritt
President

Jeffrey Bennett
Canada Desk Director and Senior Trade Specialist

Billie Cary
Trade Information Specialist

Patty Davis
Director of Finance & Administration

Dana Eidsness
Director, Maine North Atlantic Development Office

Adrian Horn
Director of Trade Services

Maria McIntyre
Managing Director, Invest in Maine

Julia Munsey
Director, Membership and Corporate Development

Cheryl Rau
Director of Marketing & Communications

Zeynep Turk
Director of StudyMaine and Senior Trade Specialist

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Maine International Trade Center

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Carl Spang
Kestrel Corporation

Kevin Therrien (Chair)
IDEXX

ADVISORY DIRECTORS

Matthew Burns
Maine Port Authority

Heather Johnson
Maine Department of Economic & Community Development (DECD)

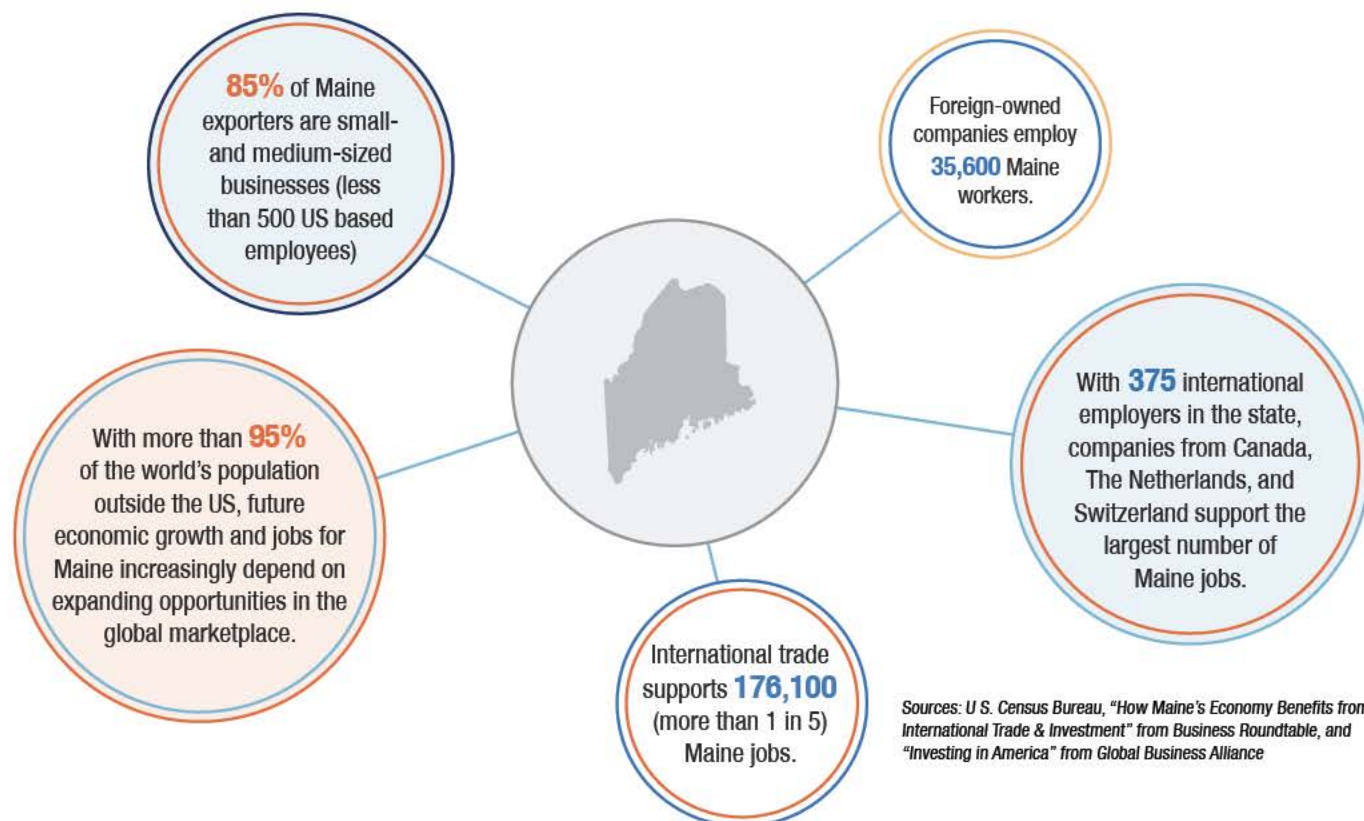
Jeffrey W. Porter
U.S. Dept. of Commerce

Larry Robinson
Maine Manufacturing Extension Partnership

Diane Sturgeon
U.S. Small Business Administration

What Trade Means for Maine

More than 2,000 Maine companies exported over \$2.7 billion in goods and services to 173 markets last year (final export data available through November 2021).



2021 Highlights

In a year filled with challenges, our team continued to assist Maine businesses with international business needs and strategies. During the first half of the year, in-person meetings were replaced by emails and phone or video calls. Overseas trade missions and large global trade shows went virtual. Our team adapted to the changing COVID-19 guidance and explored different options that would allow Maine businesses to maintain existing overseas relationships, as well as develop new global markets during the pandemic.

In May, MITC celebrated World Trade Month and held Trade Day 2021 virtually for the first time. Originally proclaimed by President Franklin D. Roosevelt to emphasize the importance of regaining foreign markets to rebuild the American economy during the Great Depression, World Trade Month had special significance this year as MITC looked ahead to a post-pandemic global economic recovery.

MITC engaged in the state-level planning process exploring opportunities in the offshore wind sector. In 2021, MITC co-presented three information sessions on the sector to international audiences; opened discussions with trade and investment development authorities from Canada, Germany, the Netherlands, South Korea, and the United Kingdom; and responded to four private sector inquiries about potential investments.

As COVID-19 vaccine rollouts gradually gained ground and travel restrictions were dropped in the second half of the year, MITC organized and led the first in-person US trade visit to Canada since the start of the pandemic. (See page 3)

In October, Adrian Horn joined the MITC staff as Director of Trade Services. An Arizona native, Adrian moved to Maine in 2015 after a varied career that began in the US Marine Corps and included a stop at Apple. Since 2017, Adrian supervised the project management and training teams at MITC 2020 Foreign Investor of the Year award winner Modula in Lewiston.



GROWING MAINE'S ECONOMY

One-on-One Business Assistance

Maine International Trade Center (MITC) helps Maine businesses grow international sales. According to our most recent International Business Needs Survey, MITC's one-on-one consulting assistance and research services are extremely important and highly valued by Maine businesses. Trade assistance covers a broad range of topics including logistics, tariffs, documentation, and research reports on new markets. MITC's team of trade specialists have decades of international trade experience and a depth of knowledge in key industry sectors with a network of valuable professional contacts in Africa, Asia, Canada, the High North/North Atlantic, and Europe.

410
companies
across Maine
assisted

Export Assistance Grants

During 2021, 23 Maine small businesses were approved for 38 projects to grow export markets with STEP Financial Assistance Awards. These projects generated \$428,000 of reported actual sales, with an additional \$13.4 million in projected sales for the next 12-18 months. These numbers represent a significant uptick in international activity over the previous year – total projects more than doubled, reported actual sales quadrupled, and projected sales tripled year-on-year.

“

“This support was exactly what we needed. We need to make potential clients and partners overseas aware of our capabilities, but until now it was difficult to dedicate the funding required to put together a website that had the desired effect. With this STEP funding and with the support of MITC's staff, we were able to get over that hump.”

– Tobias Dewhurst, CEO, Kelson Marine Co. (Scarborough, ME)

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MITC is the state partner for Food Export USA, which promotes the export of food, seafood, and agricultural products through the Market Access Program (MAP). According to the most recent annual reporting available (2020), 27 Maine companies participated in 87 activities resulting in \$20 million in actual sales and \$29 million in projected sales.

Maine Delegation at Arctic Circle Assembly

In October, MITC's Maine North Atlantic Development Office (MENADO) led a 30-person Maine delegation at the Arctic Circle Assembly in Reykjavik, Iceland. MENADO organized Maine delegation meetings and events, and 14 Mainers presented in breakout sessions at the Assembly.



PHOTO CREDIT: Mike Schuh, MS StoryWorks

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“MENADO understands our business and our scale-up needs and has connected us to valuable network partners both in Iceland and in the US. As a company that has a physical presence in Iceland, the introductions that were made for us in Reykjavik went beyond our expectations.”

*– Jessica Chalmers, President U.S. Operations,
Everything Seaweed/Íslandspari*

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GROWING MAINE'S ECONOMY



Trade Shows & Missions

For small and medium-sized companies MITC offers valuable exposure to international buyers and distributors in a cost-effective way through coordinated group participation in overseas trade shows and missions. As in the previous year, much of this year's activity was virtual rather than in-person due to the global pandemic.

In 2021, MITC coordinated participation for Maine companies in a Virtual Seafood Buyers Mission, virtual trade missions to Germany and Africa, and led the "Best of New England" delegation at MEDICA 2021, the world's largest and most prestigious medical technology and equipment show, in Düsseldorf, Germany.



In late October, MITC organized and led the first US trade mission to Canada since the start of the COVID-19 pandemic. In cooperation with the US Commercial Service, the Maine Trade Mission to Canada brought five Maine companies to Toronto for a full schedule of one-on-one meetings with prospective trade partners in key industry sectors. The Toronto Region is the commercial, distribution, financial and economic center of Canada, generating 18.5% of Canada's GDP and home of the national headquarters for 38% of Canada's businesses.

US Office Established in Portland

In 2021, Adapt Agency, a digital company with corporate headquarters in Copenhagen, established its US office in Portland after a visit to Maine coordinated by Invest in Maine. The Portland office has a team of approximately 20 designers, strategists, and engineers located from Ellsworth to Portland in Maine and to Las Vegas, Nevada and Lima, Peru. Located at The Hús, Adapt USA team members have worked with the likes of Volvo, Lego, Workhuman, IKEA, and Harvard University.



DEVELOPING MAINE'S WORKFORCE

Expanding Global U Curriculum

In 2021, Global U training sessions were conducted as webinars accessible to attendees from across the state and offering a wide range of topics for companies at all levels of experience with international business. Last year's training series included: Export Opportunities for Maine Companies in China & ASEAN, a three-part series on UN Sustainable Development Goals hosted by MENADO, ExporTech Maine, hands-on training in Mastering Export Documentation and Export Compliance, Grow Your Export Sales with STEP Financial Support, Navigating Canada's Non-Resident Business Requirements, and Exploring Africa: Connections and Markets for Maine Businesses. Each of these programs brought in experts with the goal of assisting Maine companies in expanding their international capacities or markets.



Internships – Future Global Leaders

MITC has trained over 200 college students and recent graduates in our paid, part-time internship program Future Global Leaders. As a Research Assistant, MITC interns learn about international trade from Maine's point of view, hone internet and other secondary research skills, and gain valuable insight into what real Maine companies doing business internationally need to know. In addition to an overview of the tools of international trade (Harmonized Tariff Schedule, International Market Reports, Tariffs and Taxes, and US Census data), interns are encouraged to attend our Global U training, as well as meetings with Maine companies.

The pivot to a remote internship program which began in 2020 has allowed for more diverse intern applicants across Maine to be able to participate. In 2021, we received a total of 42 applications for internships. During this continued year of uncertainty, MITC was fortunate to have several stellar students and recent graduates working as remote interns. Continuing to offer quality research reports and technical assistance through the work produced by our interns has been invaluable to the organization and the companies we serve.

MITC MEMBERS & PARTNERS

Members Supporting Members



Maine businesses are the lifeblood of what we do at Maine International Trade Center (MITC).

Our impact is measured by the success of Maine companies entering and doing business in markets around the globe, which supports Maine jobs and strengthens the state's economy. Working together helps everyone grow and prosper.

Members Supporting Members brings Maine's international business community together. As we plan for the post-pandemic global economic recovery, let's work together now to ensure that Maine emerges stronger, strategically positioned to thrive in the future.

With support from our Members Supporting Members sponsors, MITC is here to provide a full range of services to assist more Maine businesses entering or expanding international markets.

MITC remains a trusted resource with a vital network of connections across the state and around the world. Now more than ever, we believe those relationships matter.

AMBASSADOR SPONSOR



DIPLOMAT SPONSORS



CONSULAR SPONSORS



ATTACHE SPONSORS



MITC MEMBERS & PARTNERS

- A.N. Deringer, Inc.
- Acadia Benefits, Inc.
- Adapt USA
- Advanced Infrastructure Technologies
- Allen Insurance and Financial
- Alternative Manufacturing, Inc.
- American Rheinmetall Systems, LLC
- Androscoggin Valley Council of Governments
- Angelrox
- Apex Clean Energy
- Artel, Inc.
- Auburn Manufacturing, Inc.
- Baker Company, Inc.
- Baker Newman Noyes
- Bangor International Airport
- Bangor Region Chamber of Commerce
- Bangor Savings Bank
- Bank of America Merrill Lynch
- Bean Maine Lobster Inc.
- Belle Cove
- Bernstein Shur
- BerryDunn
- Bigelow Laboratory for Ocean Sciences
- Bioscience Association of Maine
- Bixby & Co.
- Blue Lobster Consulting LLC
- Bristol Seafood Incorporated
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- Butterfield ICC, LLC
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- Camden National Bank
- Camoin Associates
- Canadian Consulate General
- Caron Engineering
- Caribbean Basin Trading Co.
- Casco Bay Molding, Ltd.
- Cascon Inc.
- Central Maine Growth Council
- C.H. Robinson
- CIEE: Council on International Educational Exchange
- City of Bangor
- City of Portland
- Civil Arms Inc.
- Coastal Enterprises, Inc. (CEI)
- Coface
- Colby Co. Engineering
- Combined Management, Inc.
- Compotech, Inc.
- Conscious Revolution
- Consigli Construction
- Cornerstone HR
- Corson GIS Solutions
- Coryell Solutions LLC
- Cote Corporation
- Cozy Harbor Seafood, Inc.
- CyberCatch
- DB Strategic Solutions
- Dachser USA
- Dalegip America
- DeepWater Buoyancy, Inc.
- Dental Lace, Inc.
- Dirigo Strategies
- Diversified Communications
- Down East Innovation, LLC
- E2Tech - Environmental & Energy Technology Council of Maine
- East Colombia Trading Company
- Eastern Maine Development Corporation
- Eaton Peabody
- Elmet Technologies
- ElleVet Sciences
- Emo Trans, Inc.
- EnviroLogix Inc.
- Exhibit Source of Maine, Inc./Nimlok Maine
- Fiber Materials, Inc.
- Finance Authority of Maine (FAME)
- Fintech Advocate
- First National Bank
- FirstPark Commerce & Technology Center
- Fluid Imaging Technologies
- Foxcroft Academy
- Front Street Shipyard
- Fryeburg Academy
- GAC Chemical Corporation
- Garrand Moehlenkamp
- Geiger
- Global Secure Shipping
- Global Tides Consulting, LLC
- Gneiss Spice
- Gorham Savings Bank
- Gould Academy
- Graffam & Associates
- Greater Portland Council of Governments
- Green Building Initiative
- Greenhead Lobster
- GreenShootsFX
- Grover Gundrilling, Inc.
- Hancock Lumber Company
- Harborside Logistics
- Harvard Pilgrim Health Care
- Hawkin Dynamics LLC

MITC MEMBERS & PARTNERS

- Haley Ward, Inc.
- Hebron Academy
- HMM Visers
- Howell Laboratories, Inc.
- Hoyle, Tanner & Associates, Inc.
- Husson University
- IDEXX Laboratories, Inc.
- IIS Financial Services
- Initial This, INC.
- Inland Lobster
- Insulsafe Textiles
- Interloqui
- Island Institute
- Jackson Laboratory
- Jasper Wyman & Son/
Wyman's of Maine
- JobsInME
- John Bapst Memorial
High School
- JP Morgan Chase Bank
- Jynx Productions, LLC
- Katahdin Forest Products
Co., Inc.
- Kelson Marine Co.
- Kennebec River Biosciences
Inc.
- Kennebec Valley Council of
Governments (KVCOG)
- Kents Hill School
- Kepware Technologies
- Kestrel Corporation
- KeyBank
- KMA Human Resources
Consulting
- L.L. Bean, Inc.
- Lanco Integrated
- Laurenz Schmidt
- Ledgemere Group Consulting,
LLC
- Lee International
- Leiner Optics
- Lewiston Auburn Metropolitan
Chamber of Commerce
- LGC Maine Standards
Company
- Lighthouse Imaging
Corporation
- Lincoln Academy
- Luke's Lobster
- Lynch Logistics
- Main(e) International
Consulting, LLC
- Maine & Company
- Maine Brewers' Guild
- Maine Central Institute
- Maine Coast
- Maine Composites Alliance
- Maine Department of
Agriculture, Conservation &
Forestry
- Maine Department of
Economic & Community
Development (DECD)
- Maine Department of Labor
- Maine Department of
Transportation
- Maine Development
Foundation
- Maine Forest Products Council
- Maine Lobster Dealers'
Association
- Maine Lobster Marketing
Collaborative
- Maine Manufacturing Extension
Partnership (MEP)
- Maine Marine Composites
- Maine Marine Trades
Association
- Maine Maritime Academy
- Maine Maritime Museum
- Maine Molecular Quality
Controls, Inc.
- Maine Ocean & Wind Industry
Initiative
- Maine Office of Tourism
- Maine Port Authority
- Maine Procurement Technical
Assistance Center (PTAC)
- Maine School of Science and
Mathematics
- Maine Small Business
Development Centers (SBDC)
- Maine Standard Biofuels
- Maine State Chamber of
Commerce
- Maine Technology Institute
(MTI)
- MaineStream Finance
- Mano en Mano
- Manufacturers Association
of Maine
- Marshall Communications
- Mason's Brewing Company
- Michael A. Poland Consulting
- Midcoast Regional
Redevelopment Authority
(MRRRA)
- Middleton & Shrull, LLC
- Millinocket Fabrication &
Machine, LLC
- Modula Inc.
- Mohawk Global
- Montalvo Corporation
- Montserrat Group, LLC
- Mt. Blue Campus
- NAI The Dunham Group
- NaviTrade Structured Finance
- New England Ocean Cluster
- NibMor
- Nittobo America Inc.
- Nomad Pictures - Film & Video
- Norman, Hanson
& DeTroy, LLC

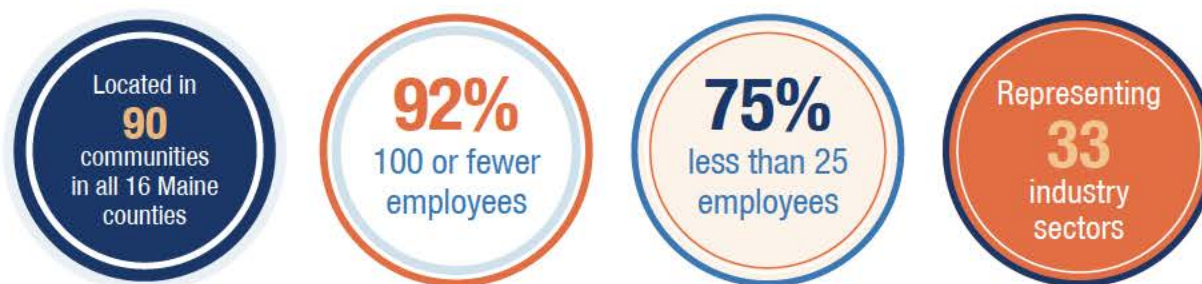
MITC MEMBERS & PARTNERS

- North American Kelp
- North Atlantic Cargo Line LLC
- Northcross Group
- Northern Maine Development Commission
- Ocean Renewable Power Company (ORPC)
- Ocean Rescue Systems International
- Ocean's Balance
- OCEANAIR, Inc.
- Old Port Advisors
- One Source Risk Management & Funding
- Orono Spectral Solutions, Inc.
- P.A.T. Products
- Panda Rocket Punch
- Penobscot Bay Regional Chamber of Commerce
- People's United Bank
- Perkins Thompson
- Pierce Atwood, LLP
- Piscataquis County Economic Development Council
- Planson International
- Plantronics, Inc
- Pole Star Maritime, LLC
- Portland Pudgy, Inc.
- Portland Regional Chamber
- Power Gripps USA/Versa Gripps
- PowerWise Systems
- Preti Flaherty Beliveau & Pachios, LLP
- Puritan Medical Products Company
- Quad Express
- Radius International Inc.
- Rapid Assault Tools
- ReadyGlobal
- Ready Seafood
- River Birch Advisory, LLC
- RockStep Solutions, Inc.
- Rubb Building Systems
- Rudman & Winchell
- Sanford Regional Economic Growth Council
- Sapphire Group LLC
- Saunders Electronics
- Savatteri Law Firm PC
- Scarborough Economic Development Corp (SEDCO)
- Scythe Supply
- Sea Bags
- SEKO Worldwide Logistics, LLC
- Ship-Right Solutions
- Shucks Maine Lobster LLC
- Solstice Corporation
- Southern Maine Community College
- Southworth International Group, Inc.
- Sprague Energy Corp.
- SteriZign Precision Technologies, LLC
- Stone & Associates
- Stonewall Kitchen
- Strainrite Companies/Lapoint Industries
- Sunrise County Economic Council
- Talus Corporation
- TD Bank
- Tempshield, Inc.
- Tex Tech Industries
- Texas Instruments
- Thornton Academy
- Tory Bell
- Treadwell Franklin Infrastructure Capital
- U.S. Commercial Service
- U.S. Small Business Administration (SBA)
- University of Maine
- University of New England
- University of Southern Maine
- Varney Benefits Advisors
- Verrill
- ViroStat, Inc.
- Volk Packaging Corporation
- Volk Paxit
- Washington Academy
- Washington County Community College
- Wayside Publishing
- Wells Fargo Bank, N.A.
- Western Maine Economic Development Council
- Wild Blueberry Commission of Maine
- Wipfli LLP
- Woodex Bearing Company, Inc.
- Woods End Laboratories, Inc.
- World Affairs Council of Maine
- Xuron Corp.
- Yale Cordage, Inc.

For the most current listing of MITC Members, see the online [Member Directory](#) with links to company websites and searchable by industry sector and keywords.

Members & Partners

Our members are the lifeblood of what we do. Our success depends on their success in entering and doing business in markets around the globe, which in turn supports jobs in Maine and strengthens the state's economy. Working together helps all of us grow and prosper.



MITC members include manufacturers and service providers, educational institutions, industry associations, and economic development partners. We work with both exporters and importers.



President's Circle



Director's Circle

- Acadia Benefits
- Bangor International Airport
- Bangor Savings Bank
- Camden National Bank
- Finance Authority of Maine
- Geiger
- IDEXX

- KeyBank
- Lanco Integrated
- L.L.Bean, Inc.
- Maine Maritime Academy
- NaviTrade Structured Finance
- Nomad Pictures - Film & Video
- OCEANAIR, Inc.

- Pierce Atwood, LLP
- Puritan Medical Products Company
- Sprague Energy Corporation
- Tex Tech Industries
- Texas Instruments
- University of Maine

Sustaining Circle

OUR KEY PARTNERS

With the support and collaboration of these key partner organizations, MITC can provide additional valuable assistance to Maine businesses with significant impact on the state's economy.





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