



A Pennsylvania Local Development District

PRESS RELEASE

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For Immediate Release

Pennsylvania International Week Event Supports Export Trade

The Northwest PA Regional Planning and Development Commission, in cooperation with the Pennsylvania Department of Community and Economic Development, will host Pennsylvania International Week (PIW) on September 13th from 8:00am - 4:00pm, in Erie at the Bayfront Convention Center.

During this annual event, Pennsylvania's 20 Authorized Trade Representatives (ATRs), covering major markets around the world, visit Erie and meet with companies from Northwest PA to discuss export opportunities in their respective markets.

For a Pennsylvania exporter, PIW offers an important opportunity to have individual, pre-scheduled meetings with consultants from around the globe, under contract with the Commonwealth. Participating small to medium sized companies gain valuable foreign market insights and receive guidance to develop their international business strategy. The ATRs assist with foreign market research reports, agent / distributor searches, foreign company background checks, and in country support.

According to the International Trade Administration, export-supported jobs linked to manufacturing account for an estimated 3.9% of Pennsylvania's total private-sector employment. Over one-sixth (17.6%) of all manufacturing workers in Pennsylvania depend on exports for their jobs (2009 data - latest available).

The Brookings Institution Metropolitan Policy Program explains that workers in export intensive industries earn a higher wage than the metropolitan average. For every 1 billion dollar increase in the exports in the industry in which they are employed, workers in the exporting industries located in the top 100 metro areas earn roughly one to two percent higher wages. Even those export industry workers without high school diplomas earn an export premium.

Dorte Heffernan, Manager of International Trade at the Northwest Commission stated, "Pennsylvania International Week helps us introduce small and medium-sized companies to new markets and potential clients, without the time and expense of travel."

In addition to the one-on-one pre-scheduled meetings with the PA Authorized Trade Representatives, the agenda offers market briefings on Brazil, China, India, Korea, and South Africa. Attendees also receive updates on the Erie Inland Port Initiative during breakfast and information on Export Credit Insurance during lunch.

This promises to be a very popular program, so please register early as appointments are filled on a first come, first served basis. To register, please contact Dorte Heffernan at 814.677.4800 x110.

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Established in 1967, the Northwest Commission is a regional resource for business and economic development as well as community development and planning. The non-profit agency is composed of a team of skilled professionals dedicated to sustaining economic vitality and growth in the northwest Pennsylvania



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region by fostering local, state, and federal partnerships across public and private sector lines. The Northwest Commission provides programs such as business financing, government contracting, international marketing, grants, transportation, and technology assistance to eight counties in northwest Pennsylvania including: Clarion, Crawford, Erie, Forest, Lawrence, Mercer, Venango, and Warren.