

Meet the Reps: Global Delaware expands export program, adds new countries and trade reps

Wilmington, DE – Global Delaware is expanding its Strategic Export Program to Colombia, Ireland, Australia, Singapore and Malaysia, and has hired new international trade representatives in each country to help support export efforts by Delaware companies.

The new reps will be on hand to present an overview of export opportunities in their respective countries and be available for one-on-one meetings on **Thursday, September 14 at the Delaware State Chamber of Commerce** at Global Delaware's 3rd annual Meet the Reps event.



Delaware's trade reps work in-country to perform market research and analysis, develop product strategies for market entry, identify distributors and potential customers, and provide in-country logistical, translational and related support services on behalf of Delaware companies.

"This event has become a must-attend for the state's local business community," said Beth Pomper, Global Delaware's export advisor. "Attendees love to hear about opportunities abroad, and value the insights our reps provide. We are especially excited about this year's event because we have new reps coming to talk about the target countries that we have added to our program."

Pomper, who plans the state's strategic export program, extensively researched the world's markets to find the best

prospects for the products and services Delaware companies provide. She selected the five new countries based on these factors and other global trends. For example, while Ireland's bioscience, pharmaceuticals, financial technology and food processing sectors have matured, there is a new wave of activity there as a result of Brexit. Industries are growing once again, and Delaware companies have the chance to take part.

Each country offers unique opportunities, Pomper said.

"Singapore is a gateway to Southeast Asia, offering a launch pad for Delaware manufacturers to find distributors selling to other countries in Southeast Asia. It has the most efficient healthcare system on earth, and many Delaware companies make products that service this industry. It is relatively easy to export to Singapore as well, as the majority of goods enter duty free. Malaysia is a hub for manufacturing, and it's very close to Singapore (a 50-minute flight or four-hour drive), so it's ideal to go to both nations in one trip.

"Colombia is an emerging market. There is demand for security products, and manufacturing is a big industry. There is a lot of growth potential right now. Finally, to succeed in Australia, companies have to be innovative and unique. Many Delaware SMEs fit this bill and will find great partners there."

The reps in these countries know the certification processes, regulations, and business laws in their home countries, Pomper notes, and can provide Delaware companies with the tools and resources to successfully sell their goods and services in the global marketplace. Plus, they have key connections Delaware businesses need to get appointments with people who are in a position to purchase their products and services.

"Our reps have been critical to the success of the State's numerous business trips over the past year, arranging

strategic one-on-one in-country meetings and assisting with logistics,” Pomper said. “We are confident our new reps will be able to provide the same high-quality services in Colombia, Ireland, Australia, Singapore and Malaysia.”

Support at home and abroad

Global Delaware’s strategic export initiative focuses on expanding the state’s export program, offering tactical and practical services to increase exports and ultimately create jobs. Over the past year, Global Delaware has led business trips to Germany, Austria, Switzerland, Mexico, Canada and South Korea, generating over \$16 million in projected sales. New missions to Canada and Ireland are planned for the coming months.

In addition, Delaware businesses benefited from \$275,000 in financial assistance in the form of STEP grants to expand exports this year.

The STEP grant is a resource for the state’s export efforts and companies looking to launch or grow their export strategy. There are many international business expenses that companies can use the grants for, such as expenses related to trade shows, client visits, travel, translations and market research.

“Our mission is to help Delaware companies find opportunities around the world,” explains Global Delaware Director Andrea Tinianow. “We have the expertise, the resources, and a growing number of success stories. We want to see more companies join that list!”

The following reps will be available to talk about overseas opportunities:

Miguel de Regil, Colombia

Miguel is a friendly face with a new assignment. Delaware’s trade rep for Mexico for the past 2 years, Miguel will now

serve local companies exploring Colombia as well. With more than four decades of international trade experience, Miguel brings extensive knowledge of consumer and industrial markets throughout Latin America.

Declan Barry, Ireland

Declan worked in international business development across Europe for over a decade. He helps pharmaceutical, medtech, fintech and cyber security businesses expand to Ireland.

Sarath Menon, Singapore and Malaysia

Over the last 15 years, Sarath has supported thousands of companies in the industrial, commercial and service industries. He can also assist companies interested in exploring opportunities in Vietnam.

Angela Foley, Australia

Angela has supported international trade efforts of businesses in Australia for over 15 years.

(Angela will not attend the Meet the Reps event, but is available for consultation for local companies interested in Australia.)

Registration for the event opens at 8:30 a.m. on Thursday, September 14 at the Delaware State Chamber of Commerce, 1201 North Orange Street, #200, Wilmington, DE. Delaware trade reps will provide brief country overviews starting at 9:00 a.m., followed by one-on-one meetings throughout the morning.

Businesses unable to make this event are encouraged to contact Emma Pautler at global@delaware.gov to arrange an alternative meeting time.

To register for this event and sign up for one-on-one meetings, go to: de.gov/reps and fill out the short form. Global Delaware and The Delaware Department of State would like to thank Fulton Bank for sponsoring this event, and the Delaware State Chamber of Commerce for hosting.

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