

WELL-OILED EXPORTS

BUSINESS OWNER'S FORMULA KEEPS OVENS BAKING

by Lora Baker

Regional Director for the Global Diversity Initiative, U.S. & Foreign Commercial Service

Carole Sluski, President of Petrochem, is an expert in synthetic oven chain lubricants and has been involved in this market for over twenty years. She developed and now manufactures HT-2000, which is a unique oven chain lubricant frequently used in bakeries. According to Ms. Sluski "HT-2000 is different than any other lubricant presently being used. It does not form hardened residue on the chain, liquefies immediately on a cool chain once it becomes warm and has added protection for prevention of metal wear." Synthetic lubricants other than HT-2000 breakdown in temperatures approximately 475° F to 500° F and this is the most common element for causing oven shutdown. Production stops if the oven has to be shut down, which decreases productivity. Additional costs such as manpower and equipment are also incurred.

Petrochem currently sells its oven chain lubricants in the United States, England, South Africa, Spain, Argentina, Israel, Australia, New Zealand, Germany and Saudi Arabia. Ms. Sluski has also been approached by a major lubricant company to be a master distributor and sell HT-2000 worldwide, which would involve approximately 200 distributors. She credits the U.S. Department of Commerce, Global Diversity Export Training program in Chicago for assisting her in expanding internationally. The program is a unique training opportunity, which is designed to prepare women and minority-owned firms to sell their products and services internationally. Trade professionals provide technical expertise, ongoing consultation and information that will aid firms in pricing and financing their products for export. Legal issues, using the Internet to expand globally, export documentation and licensing are also key components of the training.

Kristen Johnson, of the Women's Business Development Center (WBDC) in Chicago, referred Ms. Sluski to the U.S. Department of Commerce. The WBDC provides certification to women-owned companies and refers companies to the U.S. Department of Commerce that have a product or service suitable for international business. Lora Baker, Mideastern Regional Director of the Global Diversity Initiative, provided export counseling and encouraged Ms. Sluski to enroll in the export training program and to participate in Guadalajara Gold. This trade event provided ten meetings with pre-qualified potential distributors or representatives, or end-users accompanied by an interpreter/ facilitator. The event organizers also provided market research to identify best contacts, brochures in Spanish, a VIP reception with opportunities to meet top executives and Mexican government officials. Through this event, Commercial Officer Virginia Krivis was able to assist Petrochem in finding Javier Noriega, Director General, Combustibles de Occidente. This company will now be the exclusive distributor of Petrochem's products throughout Latin America and Spain. ■



Photo courtesy of U.S. & Foreign Commercial Service

Lora Milani, President of In-2 Products (left) and Carol Sluski, President of Petrochem (right) receive GDI certification from Lora Baker, (center) Mideastern Regional Director.

For more information on the Global Diversity Initiative please contact the regional directors listed on the opposite page or contact your local export assistance center, a list of which are on the back cover of the magazine.

THE GLOBAL DIVERSITY INITIATIVE (GDI)

capitalizes on America's diversity through international trade by creating comprehensive and tailored export training programs. The U.S. Department of Commerce is working to identify and assist minority owned firms that are eager or ready to expand their markets internationally.

During the GDI training sessions, there will be specialists on site to assist you. Furthermore, an international trade specialist will be assigned to each attendee for pre-counseling and assistance during the entire program.

This market entry program is tailored to the participating firms' products or services in order to prepare them to successfully enter the global markets. At the conclusion of the program, attendees will have the opportunity to participate in a trade event, such as BuyUSA.com, Multi-State/Catalog Exhibitions and the International Buyer Programs.

SAMPLE TOPICS INCLUDE:

- The ABCs of Exporting
- Market Research
- Entry Strategies
- Negotiating the Sale
- Methods of Payment
- Legal Issues
- Pricing for Export

Each region will customize the program to address regional preferences in markets and exports.

ELIGIBILITY REQUIREMENTS:

- Have been in business for two years
- Have a product or service suitable for sales in international markets
- Demonstrate a positive net worth by standard accounting measures
- Have suitable marketing materials.

REGION

Eastern Region

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STATES COVERED

Virginia, West Virginia, Maryland, New Jersey, New York (Newark, Harlem, Long Island, Westchester), Delaware, Pennsylvania, Massachusetts, Connecticut, Vermont, Maine, New Hampshire, Rhode Island

Mid Eastern Region

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