

2001 Annual Report



*Plitacorum regis,
sive Lusitanis appellata ab in-
credibili rarum aurum studium
magisterulorum.*



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A Letter from the Director

The Massachusetts Export Center and its partnering organizations are committed to helping Massachusetts companies succeed in global markets. The Export Center stands ready to help Massachusetts businesses through the entire export process. Year after year, through the services provided by the Massachusetts Export Center, thousands of Massachusetts businesses have successfully exported their products and services internationally.

The year of 2001 was no exception. The Export Center provided assistance to 2,646 companies during the year, many of which were assisted on an in-depth or ongoing basis.

In addition to client assistance, the Export Center also organized over 25 export training programs under the Partners for Trade series. These seminars attracted almost 1,100 attendees throughout Massachusetts

This report outlines the Massachusetts Export Center's activities and successes in 2001. The report also highlights comments from exporters who have received assistance through the Export Center. These comments testify to the level of service provided by the Export Center's team of international trade professionals located throughout Massachusetts. I hope that you find this report informative.

Sincerely,
Paula L. Murphy
Director



Background and Overview



Mission

The Massachusetts Export Center helps companies throughout the Commonwealth to achieve success in global markets through a statewide network of international trade professionals. We provide targeted, high-quality services for exporters, including counseling, training, research and technical assistance.

Partners and Structure



The Massachusetts Export Center serves as the state's first point of contact for export assistance and information. Established in May of 1994, the Export Center has served as a cooperative effort of the state's primary international service providers, including:

- Massachusetts Small Business Development Center Network
- Massachusetts Trade Office
- Massachusetts Port Authority
- Massachusetts Office of Business Development

The Export Center also provides direct service to exporters through counseling, training, technical assistance, market research and publication development. Since its inception, the Massachusetts Export Center has assisted over 12,500 companies and individuals in their export endeavors.

2001 was a year of great change for Massachusetts trade development services in general and for the Massachusetts Export Center specifically. Because of decreased revenue and a change in focus at the Massachusetts Port Authority following the tragic events of September 11, the Authority's International Marketing Department was closed. Massport was one of the founding partners of and main contributors to the Massachusetts Export Center, and the closure of the International Marketing Department directly impacted the Export Center's operations. As a result of the Massport cuts, the Export Center lost significant operational funding for its Boston office and two staff positions for the Boston office. As these changes did not take place until November of 2001, the impact of the cuts will be more evident in the Export Center's 2002 Annual Report.

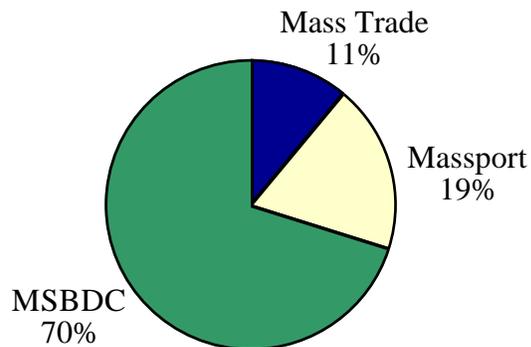
Following news of the Massport cuts, the Export Center began discussions with the Massachusetts Office of Business Development and the Massachusetts Trade Office to help the state reinvigorate its international trade and investment promotion efforts. It is expected that the Massachusetts Export Center will take the lead role in providing export development services for the state. These discussions will continue into 2002 and it is expected that the Export Center's Boston office will move and co-locate with the Massachusetts Trade Office.

Financial and In-Kind Contributions

Per the original directives which recommended formation of the Massachusetts Export Center, the office's partnering organizations each provide different operational contributions. These contributions take the form of staff members, office space, equipment, supplies, overhead expenses, etc. Through the Export Center, these resources are pooled and synergized to form a true partnership in which all partnering organizations are invested and from which all partnering organizations benefit.

Below is a breakdown of the financial and in-kind contributions made to the Massachusetts Export Center by its partnering organizations.

2001 Financial (Quantifiable) Contributions Made by Partnering Agencies



2001 In-Kind Contributions Made by Partnering Agencies and Other Organizations

- *Massachusetts Port Authority*
Utilities and Rent – Mass Export Center Boston office
- *Massachusetts Office of Business Development*
Utilities, Rent and Communications Costs – Mass Export Center Central Massachusetts office in Worcester
- *Western Massachusetts Electric Company*
Utilities and Rent – Mass Export Center Western Massachusetts office in West Springfield
- *New Bedford Area Chamber of Commerce*
Utilities and Rent – Mass Export Center Southeastern Massachusetts office in New Bedford

Office Locations and Areas Served



The Massachusetts Export Center has four offices which are strategically located throughout the state to assist companies on a local level.

The Boston office serves as the Export Center's headquarters, and also acts as the "hub" for companies from throughout the state calling to receive export assistance. The office also acts as primary liaison with the Export Center's partnering agencies and other international business organizations in Massachusetts. In addition, the office provides one-on-one export assistance to companies in greater Boston and northeastern Massachusetts while organizing export training programs and events in these areas. In 2001, the office was co-located with Massport's International Marketing Department at the Boston Fish Pier. Also in 2001, the office was staffed by four full-time staff members, including: Paula Murphy, director; Kathleen Newell, trade services coordinator; William Bailey, international trade specialist; and an administrative assistant (staffing for this position is rotated). Due to Massport budget cuts, there were staffing cuts in the Export Center's Boston office at the end of 2001.

The Export Center's regional offices were established to provide a local contact for companies throughout the state to receive export assistance. Having a local presence enables the Export Center to work more closely and effectively with clients outside of eastern Massachusetts. Regional offices also enable the Export Center to provide better outreach to the local business community and partner with local business and economic development groups.

The Export Center's Central Massachusetts office is located in downtown Worcester. The Massachusetts Office of Business Development houses the office, which is staffed by Julia Dvorko, central Massachusetts program director. The office services the entire central Massachusetts area, from the Route 495 area in the east to Sturbridge in the west and from the New Hampshire border in the north to the Rhode Island/Connecticut borders in the south.

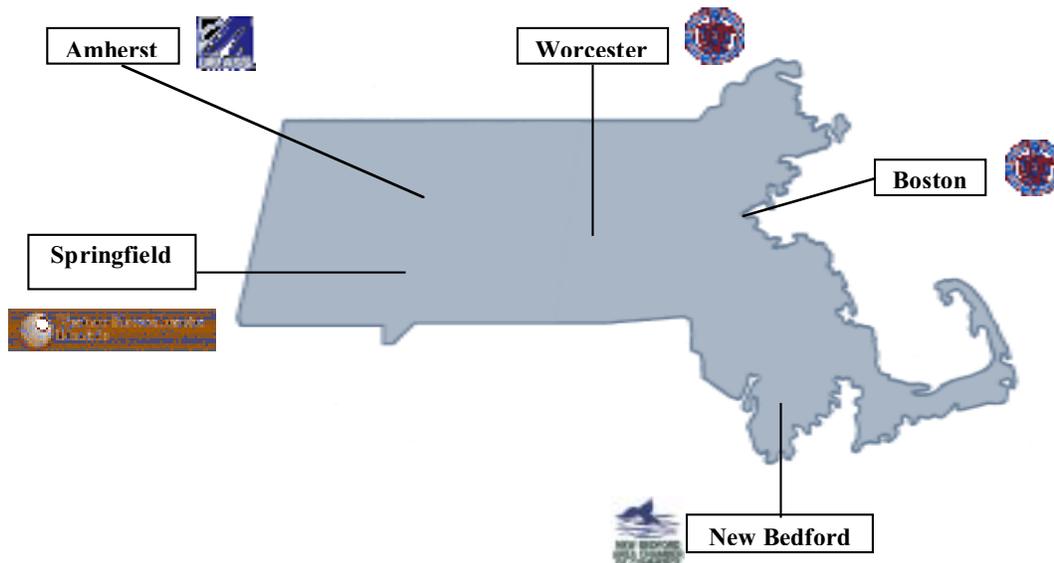
The Export Center's Western Massachusetts office is located in West

Springfield. The Western Massachusetts Electric Company houses the office, which is staffed by Ann Pieroway, western Massachusetts program director. The office services the four counties of Western Massachusetts (Hampden, Hampshire, Berkshire and Franklin).

The Export Center's Southeastern Massachusetts office is located in New Bedford. The New Bedford Area Chamber of Commerce houses the office, which is staffed by Michael Sullivan, Southeastern Massachusetts international trade counselor. The office services much of the southeastern Massachusetts area, including Bristol, Barnstable, Dukes and Nantucket counties and the southern parts of Norfolk and Plymouth counties.

In addition to the regional offices, the Export Center also centralizes administrative activities (e.g., brochure design, distribution and registration) for the Partners for Trade series of export training programs. These activities are coordinated by Catherine Cornwell, publications and web manager at the Massachusetts Small Business Development Center Network's state office in Amherst. Ms. Cornwell also develops many of the Export Center's publications, including the office's web site.

Massachusetts Export Center Office Locations





2001 Statistical Analysis of Activities

2001 Statistical Summary of Activities

Number of Companies Assisted

2,646

Number of Hours Spent Counseling Companies One-on-One on Exporting

3,702

Number of Partners for Trade Export Seminars Organized and Held

25

Number of Companies Attending Partners for Trade Export Seminars

1,080

2001 Referrals



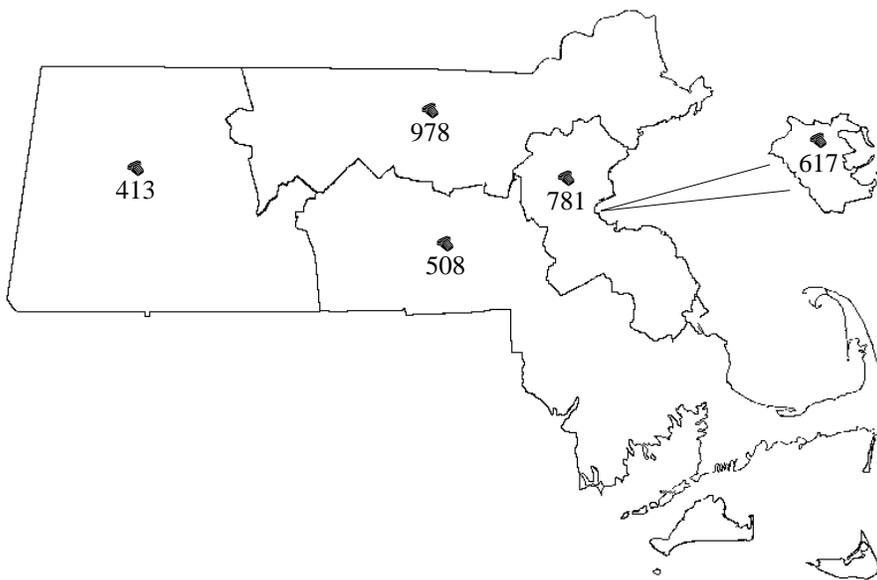
2001 Referrals Made From Partnering Agencies to the Massachusetts Export Center

Referring Agency	Year Total	% of Total
Massachusetts Port Authority	63	22%
Massachusetts Trade Office	112	38%
Mass Small Business Development Center Network	37	13%
MassDevelopment	3	1%
Massachusetts Office of Business Development	24	8%
U.S. Department of Commerce	38	13%
U.S. Small Business Administration	15	5%
Totals	292	100%

2001 Referrals Made to Partnering Agencies from the Massachusetts Export Center

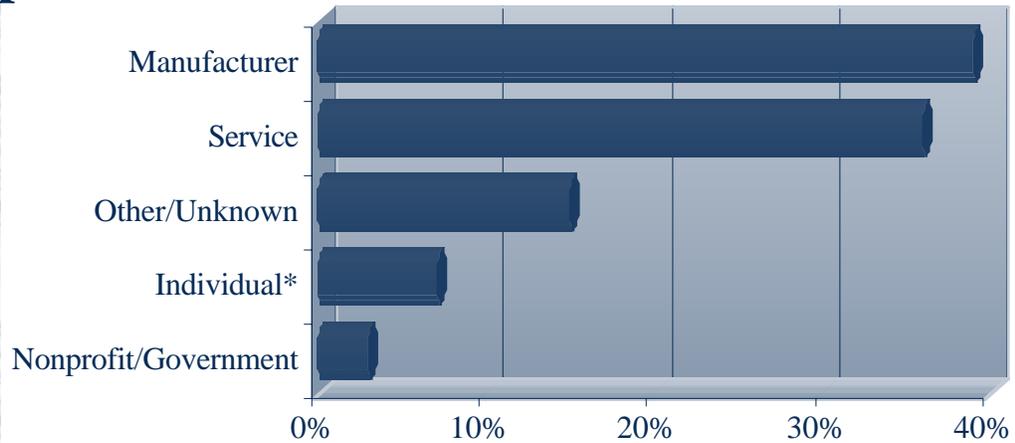
Referring Agency	Year Total	% of Total
Massachusetts Port Authority	49	32%
Massachusetts Trade Office	8	5%
Mass Small Business Development Center Network	14	9%
MassDevelopment	8	5%
Massachusetts Office of Business Development	10	6%
U.S. Department of Commerce	51	33%
U.S. Small Business Administration	15	10%
Totals	155	100%

2001 Companies Assisted Per Area Code



Area Code	# Companies
617	948
781	378
978	368
508	390
413	181
Unknown / Other	381

2001 Client Mix

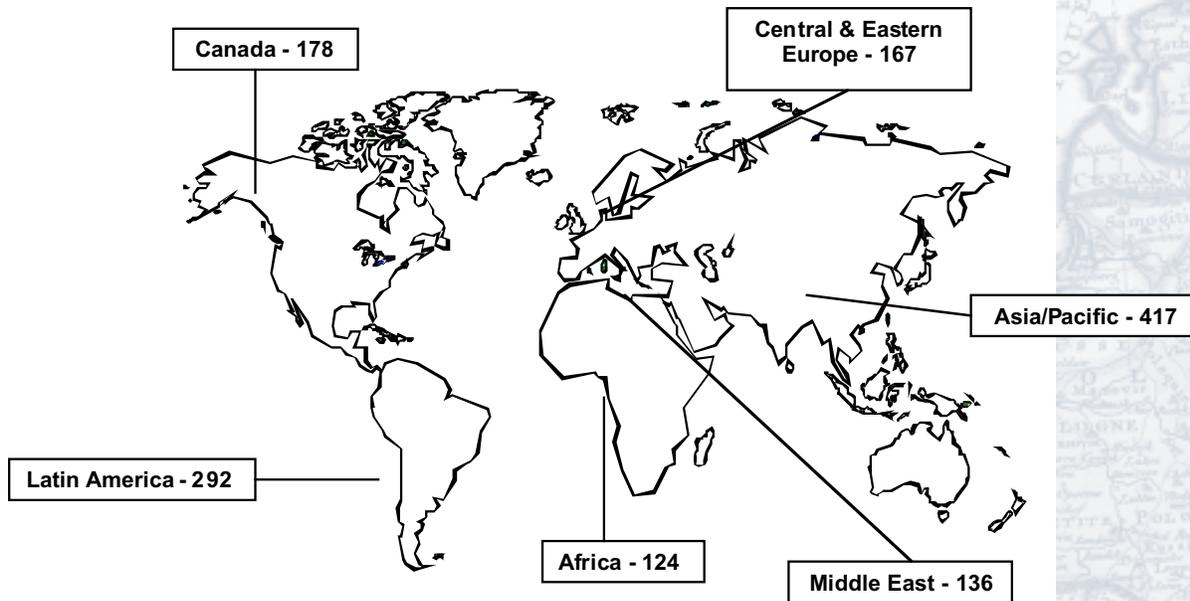


* includes business startups, students and job seekers

Automotive	13
Biomedical Industries*	116
Building Construction Products & Services	32
Chemicals	25
Consumer Products, Miscellaneous	86
Consulting	153
Defense/Military/Aerospace	20
Educational Products & Services	51
Engineering	13
Environmental/Energy	40
Export/Import; Trading	107
Export Services, Miscellaneous**	727
Financial Services	88
Food/Beverage/Agriculture	65
Furniture/Wood Products	27
Industrial Machinery	109
Information Technology***	367
Instrumentation (non-medical)	32
Metal Industries	34
Non-profit/Government	82
Paper	24
Photonics	9
Plastics	37
Printing/Publishing	17
Security/Safety	14
Sporting Goods	16
Textiles/Apparel	35
Other/Unspecified	307
Total	2,646

* includes biotech, pharmaceuticals, medical devices, medical equipment and instrumentation, laboratory equipment & supplies, healthcare services, telemedicine
 ** includes legal, translation, shipping/freight, accounting, etc.
 *** includes computer hardware, software, telecommunications

2001 World Regions of Interest to Clients





2001 Core Activities

Export Counseling, Technical Assistance and International Market Research

Most of the Massachusetts Export Center's day-to-day activities involve providing direct assistance to Massachusetts companies for their international business development efforts. This assistance usually takes the form of one-on-one export counseling, technical assistance and international market research.



In 2001, the Massachusetts Export Center provided export counseling and technical assistance services to 2,646 companies. Export Center staff members spent 3,702 hours counseling companies on international business in 2001. All counseling and technical assistance is provided free of charge.

The Export Center provides export counseling services in a number of different ways. The Export Center's Boston office helps many companies with their exporting questions right over the phone. The Boston office also handles inquiries through the Export Center's web site. Information on any given company contacting the Export Center is logged directly into the office's database. This information includes company contact information, product/service information, export activity information, and information on the company's exporting questions and needs. Based on the information collected by the Export Center, the trade specialist handling the case may help the company in several different ways. In most cases, the trade specialist will assist the company directly by answering the company's questions and sending the company information that will address the company's needs.

In many cases, following initial contact with the company, a one-on-one counseling session will be arranged. All of the Export Center's offices perform this role in their respective regions. Although counseling is conducted directly from the Export Center's offices, in most cases, counseling sessions are conducted on-site at the client company's location. Over the course of a company's international business development, the company may have several counseling sessions with the Massachusetts Export Center. In fact, many of the most successful exporters assisted by the Export Center are long-term clients.



Some of the areas addressed in one-on-one export counseling sessions include:

- Export planning and preparation
- Assessment of export readiness
- Export strategy and international business plan development
- Assessment and selection of export target markets
- International sales, marketing and distribution
- International payment and financing
- Export logistics, including shipping, documentation, terms, etc.
- Export regulatory compliance
- International standards compliance
- Export legal issues
- Working with export service providers

The Export Center also provides comprehensive technical assistance to clients in their day-to-day export operations. Often times, clients will call with questions and problems regarding specific export transactions and Export Center staff help to resolve the problem and enable the client to “complete the sale”. Examples of this type of assistance include: helping clients with foreign customs problems; assisting clients in completing export documentation and classifying their products for export; helping clients to determine if they need an export license for a particular shipment and guiding clients through the export licensing process in general; and helping clients to determine terms of payment for export sales.

To supplement export counseling and technical assistance services, the Export Center provides international market research to help clients make informed decisions on their international business activity. This research is conducted by Export Center staff members and student interns. The Export Center has access to a wealth of information on export markets. The Export Center subscribes to online databases containing detailed market and statistical information on export markets. In addition, the World Wide Web is used to locate a wide variety of information on export markets for clients. Examples of the type of research provided to clients by the Export Center include:

- General information on doing business in different countries
- Demographic, economic, political and cultural information on different countries
- Information on specific industries/products in export markets, including:
 - o Market size, characteristics & trends

Partners for Trade Export Training Programs

The Massachusetts Export Center organizes several seminars throughout the year under the Partners for Trade program. Partners for Trade is the official export training initiative of the Commonwealth. The initiative is a regional collaborative between the Export Center, chambers of commerce, trade associations, economic development agencies and the private sector working together to plan and present frequent seminars on international trade. Since its inception, the Partners for Trade program has enabled thousands of Massachusetts companies learn what they need to know to succeed in global markets.



Partners for Trade programs offer Massachusetts companies an overview of essential issues such as international marketing, legal issues, export logistics, international distribution and many other elements crucial to a successful exporter's international business strategy. In addition, many Partners for Trade programs address country-specific and industry-specific export issues.

In recent years, the Export Center has adapted the Partners for Trade program to keep pace with the increasing sophistication and knowledge Massachusetts companies have about exporting. In addition to basic exporting programs (e.g., the Evening Export School), the Export Center has designed advanced, series-type programs that provide an in-depth look at issues crucial to management of day-to-day export operations.

The Export Center also collects evaluations on all programs to receive feedback on items such as program content, speaker quality, and seminar logistical arrangements. These evaluations are used to help formulate and improve future programs.

Partners for Trade 2001 Export Seminars

The following Partners for Trade export seminars were organized and held by the Massachusetts Export Center in 2001. This table outlines seminar titles, locations, numbers of attendees and evaluation results. Evaluation questions addressing seminar subject matter and instructorship quality are ranked on a scale of poor, fair, good, very good and excellent. The table below includes percentages for evaluation results ranking good, very good or excellent.

Date	Program	Location	Number of Attendees	Number of Evaluations Received	Total % = Excellent, Very Good or Good
2/7/2001	International Networking Evening Seminars Cultural Issues in International Business Mechanics of Importing & Exporting International Sales & Marketing	Boston	329	29 21 12	100% 96% 100%
3/27/2001	ABCs of the New SED	Springfield	24	20	96%
3/28/2001	ABCs of the New SED	Bedford	66	41	100%
4/24/2001	Export Compliance & Controls	Springfield	16	13	97%
4/26/2001	Evening Export School: Introduction to International Sales & Marketing	Boston	52	36	97%
4/27/2001	"e" is for Exports: Global Sales Powered by the Internet	Boston	49	31	99%
5/3/2001	Evening Export School: Establishing & Managing International Sales Channels	Boston	45	33	99%
5/10/2001	Evening Export School: Export Legal Issues	Boston	47	30	99%
5/17/2001	Evening Export School: International Payment & Financing	Boston	40	29	100%
5/24/2001	Evening Export School: Export Shipping & Logistics	Boston	45	31	100%
6/7/2001	ABCs of the New SED	Norwood	36	23	100%
10/9/2001	International Trade Logistics Certificate Series: Basic Export Logistics – An Overview	Springfield	28	25	100%
10/16/2001	International Trade Logistics Certificate Series: Basics of Export Regulations	Springfield	30	27	99%
10/23/2001	International Trade Logistics Certificate Series: Shipping Under NAFTA	Springfield	33	31	99%
10/25/2001	Export Finance Certificate Series: Introduction to International Payment Terms	Lynn	38	33	100%
10/30/2001	International Trade Logistics Certificate Series: Basics of Importing Including Compliance & Recordkeeping	Springfield	31	26	97%
10/30/2001	The Strong U.S. Dollar: Strategies for Maintaining Export Sales	Worcester	11	7	100%
11/1/2001	Export Finance Certificate Series: Advanced International Letters of Credit	Lynn	42	39	100%
11/6/2001	International Trade Logistics Certificate Series: Duty Drawback	Springfield	27	23	100%
11/7/2001	Exporting 101	Lowell	16	13	100%
11/8/2001	Export Finance Certificate Series: International Trade Finance Tools & Resources	Lynn	30	27	96%
11/14/2001	Do's and Taboo's of Trading Abroad: Cultural Issues in International Business	Marlboro	14	11	100%
11/15/2001	Export Finance Certificate Series: Foreign Exchange and the Euro	Lynn	32	29	100%
	Total Attendees		1,081		



The Export Center develops, publishes and distributes a comprehensive Seminar and Registration Guide, which contains detailed information on all Partners for Trade programs, including program descriptions, speakers, locations, directions and registration information. This Guide is published twice yearly and is distributed to approximately 15,000 companies throughout Massachusetts. Partners for Trade seminars are also promoted through the Export Center's web site, which also offers online registration for seminars. The Export Center also relies on seminar co-sponsors and partners to help promote programs.

Most of the training for the Partners for Trade program is provided by volunteer international business experts from the private sector. These exporters include international business lawyers, export consultants, freight forwarders, international bankers, individuals from companies doing business internationally, and many others. The Partners for Trade program would not be possible without the generosity of these professionals who volunteer their time to share their experiences and expertise for the benefit of Massachusetts companies. Because there are no costs associated with speakers, the Export Center is able to keep seminar fees to a minimum, enabling even very small businesses to benefit from export training.

Trainers for 2001 Partners for Trade seminars include:

Izabel Arocha, President – Arc Design International
Tony Bates, Senior VP – QSI Payments, Inc.
John Bitner, Senior VP & Chief Economist – Eastern Bank
Lynn Ann Casey, Senior Manager – Accenture
David Conlin, Partner – Edwards & Angell, LLP
Wayne Cook*, Vice President of Global Trade Banking – State Street Bank
Carmelle Dambreville, Vice President of Global Trade Services – Fleet Bank
Robert Daniels, Director of Worldwide Logistics – Avid Technology, Inc.
Paul DiVecchio, Principal Consultant – iLink Global
Wendy Dodek, President – Insight Research & Training
Julia Dvorko*, Central Massachusetts Program Director – Massachusetts Export Center
Michael Eldredge, General Manager, Spares and Guides Division – Morgan Construction Company
Frank Fantasia, Corporate Customer Service Manager for Latin America – EMC Corporation
Robert Ford, Director of International Business Development – Agilent Technologies



Robert Gresham*, Regional Sales Manager – BAX Global
Robert Haight, Assistant Vice President of Global Trade Finance – Fleet Bank
Peter Harwood, President, Domestic & International Franchise Division – Au Bon Pain

Rudolph Heller – New England Translators Association
William Higgins*, Special Agent, Office of Export Enforcement – U.S. Department of Commerce
Brian Hengesbaugh, Associate – Baker & McKenzie
Sharyn Hess, Sales Manager – Export-Import Bank of the U.S.
Fred Hoch, Director, e-Business Division – Software & Information Industry Association
Pamela Hoffman, Principal – Hoffman Associates
Eric Hunter*, Vice President – MassDevelopment
Adam Jones, Vice President & General Manager – SimulTrans LLC
John Joyce*, International Trade & Finance Manager – U.S. Small Business Administration
Zareen Karani Araoz, President – Managing Across Cultures
Bruce Landay, Partner – Landay & Leblang
Oscar Lazaro, Managing Director, International Business Operations – Hologic, Inc.
Nathanael Lentz, Senior VP of Strategy – VerticalNet
Stephen Leahy*, Esq.
Paul Lessard – Export Compliance Consultant
Moying Li, Vice President – Boston Capital & Technology, Inc.
Malcolm Lloyd, President – Ocean Spray International Sales, Inc.
Nancy Lowd* – Marketing & Business Development Consultant
Anthony Luzza, International Channels Manager – Ipswitch, Inc.
Jonathan Marcus, VP of Multi Currency Services – State Street Bank
Paul Marcus, President – Boston Capital & Technology, Inc.
Paula Murphy*, Director – Massachusetts Export Center
Kathleen Newell, Trade Services Coordinator – Massachusetts Export Center
Philip O’Neil, Partner – Edwards & Angell, LLP
Michelle O’Neill, Deputy Assistant Secretary, Information Industries – U.S. Department of Commerce
Andrea Pantos, Director of Logistics – Oceanair, Inc.
Roger Roussell, International Manager – United Parcel Service
Rosemary Russell*, Vice President of Global Trade Banking – Eastern Bank
Lamine Savadogo*, President – Marison International Corporation
Colin Schofield, Vice President of Worldwide Marketing – Zildjian Company
Barbara Secor*, Account Executive – Hellmann Worldwide Logistics
Cam Sells, Carnet Product Manager – Roanoke Trade Services, Inc.
Carl Sjogren, President – Sjogren Industries
Brenda Sweetman, Vice President – Compliance Consultants, Inc.



Jim Thibault, e-Commerce Manager – United Parcel Service
Christian Vollbehre, Director, Northeast Region – Coface North America
Joel Weinstein, Vice President Marketing & Sales – Assurance Medical, Inc.
Joseph Wyson, Executive Vice President – Oceanair, Inc.

The Export Center’s regional and economic development partners also play an important role in the Partners for Trade program. The Export Center actively partners with chambers of commerce, industry trade associations and other organizations to co-sponsor Partners for Trade seminars. Typically, partners will aid with seminar planning and help market the seminars to their constituencies. Partners enable the Export Center to present Partners for Trade seminars throughout Massachusetts, since many of these organizations have strong regional ties.

The 2001 Partners for Trade partners include:

Associated Industries of Massachusetts/ Alliance for the Commonwealth	Massachusetts Port Authority
British American Business Council of New England	Massachusetts Trade Office
Eastern Bank	Middlesex Community College
Fall River Area Chamber of Commerce and Industry	New Bedford Area Chamber of Commerce
Fidelity Investments	New England-Latin America Business Council
Franklin County Chamber of Commerce	North Suburban Chamber of Commerce
Global Business Alliance of New England	Software and Information Industry Association
Greater Boston Chamber of Commerce	Springfield Enterprise Center
Greater Lowell Chamber of Commerce	Springfield Technical Community College
Lowell Small Business Assistance Center	State Street Bank
Marlborough Regional Chamber of Commerce	U.S. Department of Commerce
MassDevelopment	U.S. Small Business Administration
Massachusetts Department of Food & Agriculture	Western Massachusetts Electric Company
Massachusetts Interactive Media Council	Worcester Regional Chamber of Commerce

Web Site www.mass.gov/export

The Export Center continues to enhance its web site to meet the needs of Massachusetts exporters. Key features of the web site include:

- Information on export services and publications available to Massachusetts companies;
- Information on and online registration for upcoming export seminars;
- A state-wide, multi-agency calendar of upcoming international trade events;
- Overseas market information through a comprehensive, categorized “links” section;
- Massachusetts export statistics;
- Online registration for export service providers to be listed in our Export Services Guide; and
- An online form for companies to ask questions or request assistance – all online inquiries receive a prompt, customized response.

Export Center staff members are actively working on web site improvements for the upcoming year, such as inclusion of online versions of Export Center publications and additional tools for exporters, such as an export FAQ section and an online export readiness assessment.



Publications

One of the Export Center's most important activities is the development and updating of several export-related publications for Massachusetts companies. These publications are designed to educate companies on different aspects of exporting and to help companies plan more effectively for their international business activities. Below is a listing of publications that the Export Center developed or updated during 2001:

Export Massachusetts!

The Export Center continues to publish its Export Massachusetts e-newsletter. By the end of 2001, over 2,200 companies were on the distribution list. Export Massachusetts features helpful trade-related information for area firms. In addition to regular postings about upcoming international business events in the area, Export Massachusetts also features helpful articles and postings about recent developments in international trade. Examples of articles posted in 2001 include:

- Announcements of events and resources of interest to Massachusetts exporters;
- Listings of helpful trade-related web sites;
- Listings of trade leads;
- Article on recent changes in EU contract laws;
- Article on selecting the right foreign partner;
- Article on offsetting unfavorable exchange rates;
- Trade alerts on hot export topics, such as payment collections in Argentina

Partners for Trade Seminar and Registration Guide

Twice annually, the Export Center publishes the Partners for Trade Seminar and Registration Guide, which includes program dates, titles, speakers, locations and descriptions; directions to program locations; and speaker bios for all Partners for Trade seminars. The Guide is one of the Export Center's most highly-anticipated publications and is distributed to approximately 15,000 Massachusetts businesses.

Massachusetts Export Services Guide

In 2001, the Export Center conducted a comprehensive revision of the Export Services Guide, which provides listings of public and private sector export service providers. Types of organizations listed include: state, federal and



foreign government agencies; international business associations; international accounting firms; international banks; international business consultants; export management companies; freight forwarders; export insurance companies; international lawyers; translation service companies and more. Since over 700 resources are listed in the Guide, the update has been a large undertaking. The Export Center added a highly successful online update form to facilitate increased updates of information for companies listed in the Guide. The finalized Guide is expected to be published on the Export Center's web site in mid-2002. The Export Finance section of the Export Services Guide was also used by Northeast Export Magazine for an Export Finance supplement published by the Magazine in 2001.

Exporting: Licensing, Documentation, Logistics & Banking

This publication explains in detail the mechanics of exporting. The book includes detailed information on export regulations and licensing; export documentation (including samples of major export documents); shipping information; shipping terms; transportation modes; and international banking (including methods of international payment and foreign exchange). The Guide also includes a comprehensive glossary of international trade terms and definitions. In 2001, the Export Center created an addendum for this publication to reflect the changes in the new Shipper's Export Declaration. A sample of the new SED, along with instructions on completing the new SED, was also provided. In 2002, the Export Center plans to complete a comprehensive revision of this publication.

Other Publications

Over the years, the Export Center has developed a number of publications to help companies with their international business activities. Examples of these publications include:

- Start Thinking Export!
- International Business Plan Workbook
- How to Start an Export-Import Business

The Export Center plans to update these publications and develop new publications in the near future.



2001 Special Programs, Events, Projects and Activities

International Networking Evening & Business Forum

The Massachusetts Export Center is part of the Global Business Alliance of New England (GBANE), an alliance of over forty government and non-profit international business organizations in New England. Each year, GBANE presents the annual International Networking Evening & Business Forum. Once again, the Export Center took a lead role in organizing this year's event. Due to the enormous popularity of the Export Center's "business forum" at last year's event, the Export Center organized the component in 2001 as well. The 2001 business forum included the following seminars:

Cultural Issues in International Business
Mechanics of Importing & Exporting
International Sales & Marketing

Over 600 companies attended the event, at least 25 percent of which were recruited by the Export Center.

World Trade Day / Commonwealth Conference on International Business

Once again, the Export Center was a sponsor and organizer of the 2001 Commonwealth Conference on International Business, presented by the Alliance for the Commonwealth and Associated Industries of Massachusetts. This year's Conference featured Rosabeth Moss Kanter, renowned Harvard Business School professor, as keynote speaker. The breakfast keynote speaker was Stephen Koplan, Chairman of the U.S. International Trade Commission. The Export Center coordinated some of the seminars held during the day. Seminar themes focused on emerging markets, with panels covering business opportunities in Africa, Asia and Latin America. In addition, afternoon sessions were held featuring representatives from some of the major regional development banks, including the African Development Bank, the Asian Development Bank and the Inter-American Development Bank. The Export Center also helped to market the conference.



Visit of Massachusetts Overseas Trade Representatives

In June of 2001, the Massachusetts/Massport overseas trade representatives made their annual visit to Massachusetts Representatives from offices in China, the UK, Ireland, Israel, Singapore, Germany, Mexico and Brazil attended administrative meetings and also met with Massachusetts companies interested in exporting. The Export Center arranged appointments for several clients to meet with the overseas trade representatives.

Co-Sponsored Events

In addition to organizing its own programs, the Massachusetts Export Center works with several organizations to co-sponsor a broad range of international business events of interest to Massachusetts exporters. Examples of activities in which the Export Center engages to co-sponsor these events include some or all of the following: event organization; marketing literature development; participant recruitment via web listings; mailings, fax campaigns, phone calls or emails; logistical support for the event; and speaking at or moderating the event. The following is a listing of 2001 events which the Export Center co-sponsored, along with the co-sponsoring organization(s):

Massachusetts Export Center 2001 Co-Sponsored Events

Date	Event/Activity and Co-Sponsor(s)
1/2001	WPI Venture Forum on Global Entrepreneurship Worcester Polytechnic Institute
1/2001	The Global Economy: Implications for the Year to Come Global Business Alliance of New England
2/2001	International Networking Evening & Business Forum Global Business Alliance of New England
2/2001	Seminar on U.S. Latin American Trade Policy New England Latin America Business Council
5/2001	Commonwealth Conference on International Business Alliance for the Commonwealth

- 5/2001 Reception for U.N. Secretary General Kofi Annan
United Nations Association of Greater Boston
- 5/2001 U.S.-Canada Trade: A Legal Perspective
Boston Bar Association
- 6/2001 The Caribbean: Gateway to Doing Business in Latin America
New England Latin America Business Council
- 6/2001 International Digital Divide Conference
United Nations Association of Greater Boston
- 10/2001 World Economic Crisis Seminar
Coface North America
- 11/2001 Managing Brands Across International Borders
British American Business Council of New England
- 11/2001 Latin America Trade Policy Event
New England Latin America Business Council



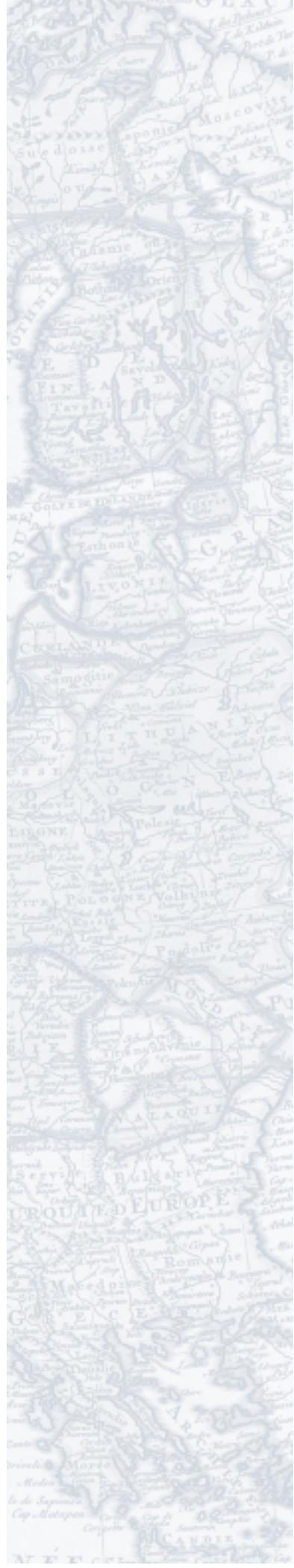
Public Speaking Engagements and Outreach

As part of the Massachusetts Export Center's outreach efforts to educate the Massachusetts business community on international business resources and opportunities, Export Center officials engage in many activities, such as speaking to business groups throughout the state and exhibiting at trade shows and business expositions throughout the state. The Export Center is often invited by chambers of commerce, trade associations and other organizations to speak at events. The following is a listing of events at which Export Center officials participated:

2001 Public Speaking Engagements & Outreach Activities

- 1/2001 WPI Venture Forum on global entrepreneurship (exhibited)
Worcester Polytechnic Institute
- 2/2001 International Networking Evening & Business Forum (exhibited)
Global Business Alliance of New England
- 2/2001 International business class
spoke on exporting
Salem State College
- 3/2001 Boston International Seafood Show (exhibited)
- 3/2001 International business class
spoke on exporting
Newbury College
- 3/2001 Visiting government delegation from New Zealand
spoke on Export Center services/activities
New Zealand honorary consulate
- 4/2001 Atlantic Rim Summit
spoke on international trade promotional programs
Boston Redevelopment Authority
- 4/2001 Executive MBA international business law class
spoke on export legal issues
Suffolk University
- 5/2001 International business law class
spoke on export legal issues
Suffolk University
- 5/2001 MetroWest Business Expo (exhibited)
MetroWest Chamber of Commerce

- 5/2001 Commonwealth Conference on International Business
exhibited and spoke on Export Center services
Alliance for the Commonwealth
- 6/2001 Visiting delegation from Estonia
spoke on Export Center services and activities
WorldBoston
- 7/2001 Business meeting at CWE
spoke on Export Center services
Center for Women & Enterprise
- 7/2001 Visiting Russian delegation
spoke on Export Center services and activities
SABIT Exchange Program
- 7/2001 MBA class
spoke on the exporting process
Suffolk University
- 7/2001 Visiting Chinese business delegation
spoke on Export Center services and activities
Massport
- 9/2001 Worcester Business Expo (exhibited)
Worcester Regional Chamber of Commerce
- 9/2001 Minority Business Expo
exhibited and spoke on Export Center services
U.S. Dept of Commerce Minority Business Development Agency
- 9/2001 Exporting: A World of Opportunity
gave entire seminar on exporting
South Shore Chamber of Commerce
- 11/2001 International marketing class
spoke on the export process
Bentley College
- 12/2001 Chamber of Commerce board meeting
spoke about the Export Center and the importance of exporting
Wachusett Area Chamber of Commerce
- 12/2001 Worcester Resource Forum (exhibited)
Worcester Area Chamber of Commerce



Press and Public Relations Activities



In addition to public speaking, the Massachusetts Export Center engages in numerous press and public relations activities to inform the Massachusetts business community about international business resources and opportunities.

2001 Press & Public Relations Activities

- *Boston Globe*: Featured in article on the Internet and international business (front page of Sunday business section). Also referred companies that were also featured in article.
- *Boston Globe*: Featured in article on textile exports to Mexico. Also referred companies that were also featured in article.
- *Boston Globe*: Featured in article on post-9/11 trade.
- *Boston Herald*: Helped with article on Massachusetts exports of lobster.
- *Boston Neighborhood Network*: Featured on hour long business show on exporting.
- *Gloucester Daily Times*: Helped with article on seafood exports.
- *Lowell Sun*: Featured in article on exporting and article also covered an Export Center event.
- *Metrowest Daily News*: Featured in article on trade with Latin America
- *Metrowest Daily News*: Featured in article on post 9/11 trade
- *Metrowest Daily News*: Featured in article about international business cultural issues. Article also featured an Export Center event.
- *Northeast Export Magazine*: Compiled export finance supplement for Massachusetts.
- *Northeast Export Magazine*: Featured in article on doing business with Canada.
- *Springfield Union News*: Featured in article on exporting and article also covered an Export Center event.
- *WBZ Radio 1030*: Helped with story on international trade.
- *Western Mass Business*: Wrote article on export strategies.
- *Western Mass Business*: Article written about an Export Center seminar series.
- *WJAR TV Providence*: Featured in story on exporting.

Support to MassTrade and Massport Programs and Activities

Because the Export Center is a partnership effort between different organizations, the Export Center frequently provides support these organizations for numerous activities. Two of these organizations, the Massachusetts Trade Office and Massport, rely heavily on the Export Center to support their international market development activities, including trade missions, trade shows, conferences and other projects. Since the Export Center maintains a comprehensive, extensive database of client companies, the office often plays a key role in helping to recruit companies for these activities. To support Massport's and the Massachusetts Trade Office's activities, the Export Center may perform a number of tasks, including: providing labels, company profiles or company lists; creating flyers or marketing pieces; publishing information on the web; and providing background information to help organize programs. Examples of activities for which the Export Center provided support include:



2001 Massport and MassTrade Office Activities Supported by the Massachusetts Export Center

- CeBIT trade show – Germany
- Electronics industry roundtable
- Japan State House event
- K Plastics trade show – Germany
- Medica trade show – Germany
- Overseas trade representative visit
- Trade mission to Ireland
- Visiting Israeli high tech delegation
- Visiting Italian multimedia delegation

Addendum

Massachusetts Export Center team

Paula L. Murphy, Director

Paula Murphy is founder and director of the Massachusetts Export Center. She has over thirteen years of international business experience in both the public and private sectors. In her role as director, she oversees the Export Center's statewide network, helps Massachusetts companies with their export development, and provides support for numerous state trade-related programs, including export training programs, trade missions and trade shows. In addition to her role at the Export Center, Paula teaches graduate level international marketing at Boston University. Before starting the Export Center, she served as international trade counselor for the MSBDC and Mass Trade Office, where she assisted companies with their export strategies and organized export training programs and trade missions. Previously, she worked as an international marketing consultant at Hagan & Company, where she helped clients access overseas markets and acted as New England representative on behalf of numerous overseas trade development agencies, including: the Irish Trade Board; the Australian Trade Commission; the state of Victoria, Australia; and the government of Hamburg, Germany. Paula received the 1996 national leadership award in international trade by the National Council on Community Service. Paula is a graduate of Suffolk University and has completed an advanced certificate in international trade at the American Graduate School of International Management-Thunderbird.

P. Ann Pieroway, Western Massachusetts Program Director

P. Ann Pieroway is the Western Massachusetts Program Director for the Massachusetts Export Center and the Massachusetts Small Business Development Centers Network. Based in Springfield, Ann assists companies in Western Massachusetts to grow their international business and works with several area economic development groups to heighten the importance of international trade on the economic well-being of the region. Ann has over 20 years of international trade business experience including owning a company which manufactured sports apparel in Haiti. She has published many articles on marketing and international trade both domestically and internationally. She has an MBA in finance from Florida State University and has served on the faculty of Springfield Technical Community College and Florida State University.

Julia V. Dvorko, Central Massachusetts Program Director

Julia Dvorko is the Central Massachusetts Program Director for the Massachusetts Export Center and the Massachusetts Small Business Development Centers Network. Based in Worcester, Julia assists Central

Massachusetts companies in all aspects of international trade and coordinates export programs and seminars in the area. Julia Dvorko has over eight years of business experience in several countries including Russia, Sweden and the U.S.. Previously, she worked at the Massachusetts Small Business Development Centers Network office in Amherst, two joint ventures in Russia and a division of Volvo in the North of Sweden. Julia has a MBA degree from the University of Massachusetts, and a Ph.D. from Moscow State University.

Catherine Reid Cornwell, Publications and Web Manager

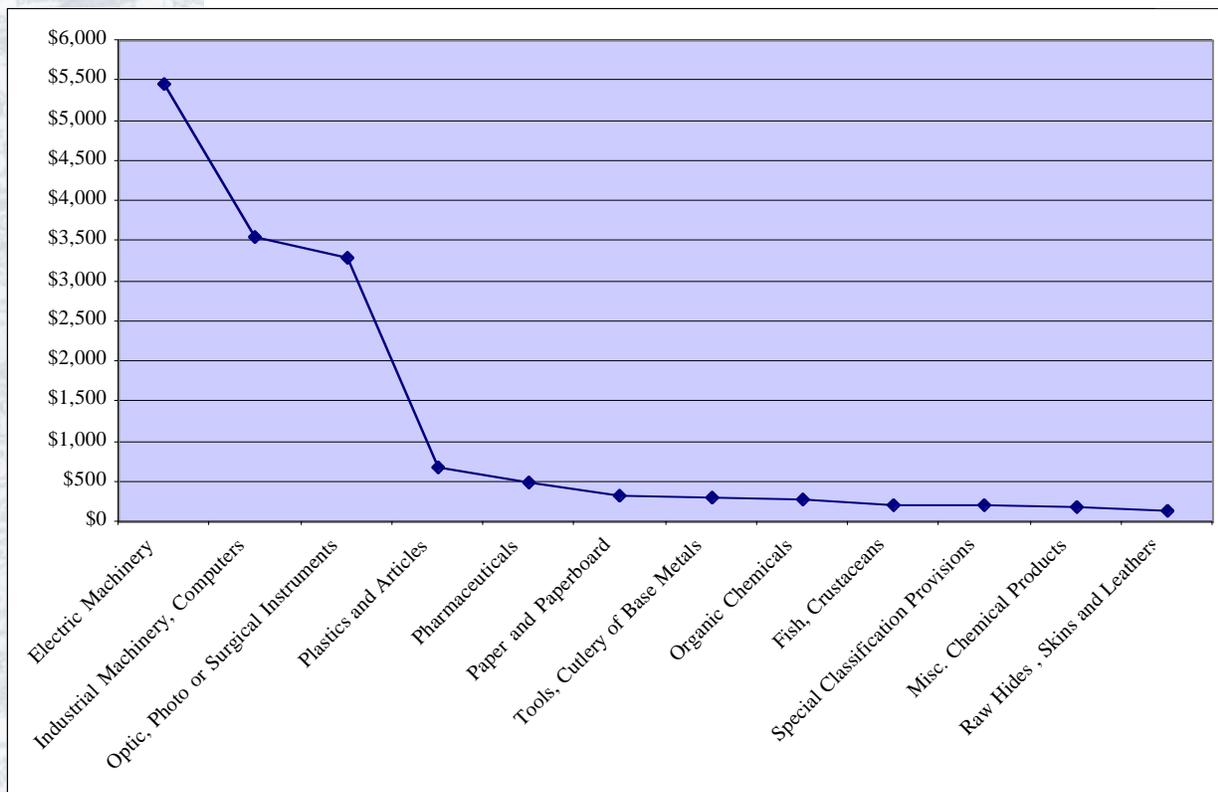
For the past six years, Cathy Cornwell has been designer with the Massachusetts Small Business Development Center's (MSBDC) International Trade Program. She is also an integral part of the Massachusetts Export Center team. Based out of the MSBDC's state office at the University of Massachusetts Amherst, Cathy edits and designs all of the Mass Export Center's and MSBDC's international publications. In addition, she manages the registration process for all of the Partners for Trade export training programs. Previously, she served as office manager for the MSBDC and for the state's Industrial Services Program Workers Assistance Center in Athol and Greenfield. She holds a bachelor's degree in economics from UMass Amherst.

Interns

The Export Center relies on student interns for a number of projects, including market research, database maintenance, seminar support, and publications development. Interns who have worked for the Massachusetts Export Center in 2001 include: Adam Chase (Northeastern University); Judith Seitenberg (visiting student from Germany); Patricia Shea (University of Vermont); Friedemann Stier (visiting student from Germany); Coralie Voelter (visiting student from Germany).

Massachusetts 2001 Trade Activity

Top Exports by Industry
(in millions)



Massachusetts Export Center Contact information

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(617) 973-8664**

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(508) 792-7506**

**Southeastern Mass Program
New Bedford
(508) 999-1388**

**Western Mass Program
West Springfield
(413) 787-9193**

**Partners for Trade Seminars
Amherst
(413) 545-6309**