



A WORLD OF OPPORTUNITIES AWAITS

- Learn the keys to international trade
- Assess your export potential
- Position your company for future growth

FirstEnergy's
Export Now
Program



2003
2004
and 2005

Winner of U.S.
Department of Commerce
"Export Achievement Award"

2005

Winner of the Governor's
"E-Award" in Ohio

Become an Export Expert

According to the U.S. Department of Commerce, more than 95 percent of the world's consumers live outside the United States. So if you're only selling your products and services domestically, then you're missing out on a huge opportunity for growth.

But jumping into the international marketplace doesn't always mean going overseas. When you have access to the right experience and resources, exporting to Canada and Mexico can be easy and extremely profitable. Let FirstEnergy's Export Now Program be your source for all the advice and assistance you need. And together, we'll watch your business grow.

Over a decade ago, we formed a partnership with the U.S. Department of Commerce's Foreign Commercial Service to help provide export trade opportunities in Mexico and Canada for customers in our service territory.

Since then, more than 200 FirstEnergy customers have participated in the Export Now Program – and they've achieved tremendous results. Participants have generated more than 1,700 qualified sales leads, resulting in nearly \$50 million in projected first-year sales.

These impressive results have been officially recognized at the state and national level.

"This show has been a huge success in that it resulted in numerous business contacts. Your knowledge and experience provided us with a flawless international experience. Although the current business environment is very challenging, it is nice to know that we have a friend in FirstEnergy."

– C. Van De Motter
The Ohio Broach & Machine Co.

EXPORT NOW PROVIDES:



- Assessment of international marketing/sales opportunities – especially Canada and Mexico
- Subsidized fees charged by Department of Commerce – up to a \$2,500 value – and assistance at premier international trade events

- Match-making meetings with prequalified direct sale customers, agents and distributors

As a program participant, FirstEnergy sets you up with experts who recommend the best way to go to market and price your product, make financial transactions, and handle transportation details. All you have to do is make travel and shipping arrangements to the international trade event of your choice.

FUTURE PROGRAM TRADE MISSIONS AND EXPORT SHOWS

Mexico: Guadalajara
Monterrey
Mexico City



Canada: Toronto
Montreal



TRADE BEYOND NORTH AMERICA

Let us know if you want to build business relationships beyond Canada and Mexico. Through established partnerships with numerous trade and export agencies, FirstEnergy can get you to the "right contact" the first time. Our international trade network, as well as our wealth of information, services and on-the-ground help, are designed to help small- to medium-sized companies increase sales in international markets.





Increase your international sales through FirstEnergy's Export Now Program.

- Timely foreign market information – from research to contacts
- International business counseling to identify your best markets, partners and opportunities
- Significant cost savings on select international business publications, hotels, car rentals, telecommunications and more

“After speaking with several of the contacts that we made while in Monterrey, I feel very good in saying that we should be able to double the amount of business that we are doing in Mexico because of the show. If it were not for FirstEnergy, we would not have been able to attend anything like this. It is truly a good feeling that FirstEnergy is willing to take a chance on small businesses like us. Keep up the great work!”

– R. R. Wilson
York Wire &
Cable, Inc.

FOR MORE INFORMATION

about the Export Now Program, call
FirstEnergy's Economic Development Department at

1-800-984-9480

www.firstenergycorp.com/ed

FirstEnergy[®]

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Penelec • Met-Ed • Jersey Central Power & Light