



**VIRGINIA INDUSTRY LEADERSHIP FORUM  
GLOBAL MANUFACTURING 2025  
DECEMBER 3, 2009  
CHARLOTTESVILLE**

- Globalization is recognized as a fact of life.
- We have a panel of experts representing companies that have succeeded by taking advantage of globalization.
- Usually U.S. companies determine demand for their products in markets outside the U.S. by exporting to them prior to establishing manufacturing operations in them.
- I'll provide a few reasons to export before asking our distinguished panel for their comments on global manufacturing in the future.
- We welcome your comments and questions after all panelists have made their brief presentations.

- VEDP International Trade – We help Virginia companies sell their manufactured goods and services outside the U.S. This creates jobs.
- Why Export?
  - Increase sales and profits -- \$18.9 B in 2008 goods exports
  - VA export growth in 2008 was 3X VA total growth
  - Reduce dependence on existing markets
  - Stabilize seasonal market fluctuations
  - Sell excess production
  - Extend existing products' life cycle
  - 96% of the world population is outside the U.S.
  - Developing countries are growing faster

# DESIGNER AND MANUFACTURER OF BREATHING AIR AND VENTILATION SYSTEMS



- Founded 1986, a world leader in design and manufacture of portable breathing air systems and confined space ventilation equipment.
- Industrial, fire, haz-mat, construction, shipbuilding and military defense applications
- Beginning in January 2007, we began working with new International Manager. They used our services and programs extensively.
  - Counseling
  - Research
  - Market Visits
  - Two Structured Programs to Accelerate International Sales
- Products are now in 33 countries
- [WWW.EXPORTVIRGINIA.ORG](http://WWW.EXPORTVIRGINIA.ORG)