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SECRETARY OF THE STATE
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For Immediate Release:
February 17, 2016

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SECRETARY MERRILL TEAMS UP WITH U.S. DEPARTMENT OF COMMERCE FOR EXPORT WEEK PROMOTION

HARTFORD: Secretary of the State Denise Merrill and the US Department of Commerce's International Trade Administration announced an effort to engage local businesses in advance of the first-ever Export Week held in Connecticut.

Secretary Merrill said, "Export week is a tremendous opportunity to show what Connecticut has to offer and to give our small businesses a chance to participate in the global economy. Our entire state benefits if entrepreneurs export goods and services, develop partnerships and identify sources of financing. Export Week will help them do that. As the keeper of Connecticut's business records, my office has a unique ability to reach out to the state's entrepreneurs, which is what we'll do in the weeks ahead."

Anne Evans, District Director of the US Department of Commerce's International Trade Administration, said, "Exports are an important part of the State's economy. In 2015 Connecticut companies exported more than \$15 billion in products providing valuable income to our economy. There will be a number of seminars and 'participate from your desk' webinars focusing on export markets including business opportunities. Export Week will highlight the significance of exporting to the Connecticut economy and celebrate the success of Connecticut exporters."

Secretary Merrill will send email notifications to the thousands contacts on record with the agency's Business Services Division as well as utilize social media channels, events and other opportunities to promote the potential benefits of Export Week.

Export week runs from March 14th to March 18th and will include presentations on “going global,” techniques for advertising abroad, market research for exporting, globalizing web presence and numerous other topics that will help businesses sell their merchandise and services abroad. The event—which is being put on by state, federal and private partners— is intended to support the export of goods and services and grow the state’s economy.

State officials have been able to see the market for Connecticut goods firsthand. Governor Malloy, Secretary Merrill and Ms. Evans embarked on successful trade missions to China in recent years. These visits helped result in a deal to sell China’s Department of Forestry firefighting helicopters produced by Bloomfield-based Kaman Aerospace Group, which employs 1,100 throughout the state.

[Click here to see a video of today’s announcement:
\(https://www.youtube.com/watch?v=qFctyBLkwvg&feature=youtu.be&a\).](https://www.youtube.com/watch?v=qFctyBLkwvg&feature=youtu.be&a)