

# GLOBALVIEW

MAINE INTERNATIONAL TRADE CENTER QUARTERLY NEWSLETTER

GlobalView is sponsored by:



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## Opportunity to Exhibit at Arab Health for Maine Life Science Companies Announced

Shortly after MITC and Maine life sciences companies return from MEDICA, the world's largest medical show in Germany this November, they'll be back on the road again to explore the dynamic Middle Eastern market. In order to offer small and medium sized Maine companies valuable exposure to new markets, MITC will be organizing a Best of New England booth for the first time at Arab Health 2015 on January 26-29 in Dubai, UAE.

For Maine life sciences companies selling into Europe and beyond, MEDICA has consistently been an essential stop. Several companies including Baker Company, Inc., Lighthouse Imaging Corporation, Maine Biotechnology Services, Maine Manufacturing/GVS Maine, EastCoast Bio, Artel, and ViroStat, Inc. have participated in the Best of New England booth at MEDICA, which MITC has led for the past 5 years.

Opportunities in the life sciences market in the Middle East are driven by population growth, urbanization, and increasing government investments into healthcare. Governments are investing in and developing their national medical infrastructures to tackle some of the region's primary health issues. According to the World Health Organization, 15-20% of the Middle Eastern population aged between 20 and 60 years, suffer from type 2 diabetes - the highest rate in the world - and there is a high prevalence of obesity. Additionally, more than 900 common genetic disorders have been identified across the Middle East by the Center for Arab Genomic



Studies based in the UAE. Several world-renowned institutions have been established in the region to help enhance life sciences and clinical research and to foster collaborations. These include Dubai Biotechnology and Research Park (Dubitech) and Qatar Biomedical Research Institute.

MITC is excited to provide Maine companies with an opportunity to make connections at Arab Health 2015, a sold out show with over 93,000 visitors, 4,000 exhibitors, and 40 country pavilions. For the participating Maine companies, MITC will set up business matchmaking meetings through a UAE consultant to strengthen market entry strategies. The matchmaking meetings are an additional bonus to the show participants and will guarantee pre-vetted, pre-qualified connections for the companies. There are a limited number of Maine Manufacturing

*"We felt that MEDICA was a very successful trade fair. We had a constant flow of interested distribution partners. . . MEDICA gave us great insight and exposure to market conditions and competitive landscapes around the world. It also confirmed that we had a very strong reputation and a great deal of potential to drastically increase our export business."*

Jim Hynes, Vice President of Sales, Baker Company, Inc., Sanford, ME (MEDICA 2012 & 2013)

*Continued on page 2*

## Sustaining Roundtable Members

Atlantic Canada Opportunities Agency  
Bangor Savings Bank  
Bank of America Merrill Lynch  
BerryDunn  
Cianbro  
Consulate General of Canada - Boston  
Eimskip  
Emera Maine  
Key Bank  
Maine Department of Economic  
& Community Development  
Oxford Networks  
Pierce Atwood, LLP  
TD Bank

## President's Roundtable Members

Allen Insurance and Financial  
Bangor International Airport  
Barber Foods, Inc.  
BDN Maine  
Bernstein Shur  
Diversifit Business Communications  
Eaton Peabody  
Fairchild  
Finance Authority of Maine  
Hussey Seating Company  
IDEXX  
L.L.Bean, Inc.  
Mainebiz  
Maine Manufacturing  
Extension Partnership  
Maine Maritime Academy  
Maine Port Authority  
Maine Technology Institute  
Nomad Pictures  
OCEANAIR Inc.  
Puritan Medical Products Company, LLC  
Sappi Fine Paper North America  
Sprague Energy Corporation  
UK Trade & Investment  
University of Maine  
Unum  
UPS  
Verrill Dana, LLP

## PRESIDENT'S CORNER



Dear MITC Members and Friends,

I hope you like our new GlobalView format and online presence. Many thanks go to Cheryl Rau, our Communications Manager, for the new MITC website and to Eimskip and One Source, for sponsoring GlobalView for this year. The past few months have been filled with momentous events and some noteworthy accomplishments:

✓ MITC overseas Trade Missions create sales. Participants on the June Iceland/UK Trade Mission estimated export sales of \$2.5 million, over 40 business matchmaking meetings were held, and 300 participants attended networking events in Reykjavik, London, and Cambridge.

✓ Participation in MITC's StudyMaine international student attraction initiative is at an all time high with 19 Maine high schools and universities. Six StudyMaine schools recently returned from the Education Mission to Kazakhstan, which included over 90 one-on-one meetings, 5 school tours/student fairs with hundreds of participants, and over 75 attendees at the MITC/Education USA sessions.

✓ Our Annual Member Appreciation Reception at DiMillo's was a great success with over 100 participants and a special session on Innovation Engineering. Thank you MEP, Interphase Energy, and Nova Star Cruises for your support. MITC Membership is up and you help make it happen!

✓ MITC was awarded an \$812,823 federal grant to attract foreign investment to Maine. During the past 2 years, MITC developed the Invest in Maine initiative as a pilot program and will use the grant to build capacity and enable a workforce assessment, research, lead generation, marketing and promotional activities to bring foreign companies (and new jobs) and investment to Maine.

I hope to see you soon at an upcoming program or event. Autumn is going to be an extremely busy time (both in-state and overseas), and we look forward to having you with us!

*Janine Bisailon-Cary*  
Janine Bisailon-Cary,  
President

*At the September 2014 Board meeting, (front row, from left) Kelly L'Heureux, Janine Bisailon-Cary, Christopher Paradis, Susan Scully, Muriel Mosher, (back row, from left) John Wolanski, Don Maier, Matt Duprey, Dennis Leiner, Joseph Mooney, and Douglas Ray (for George Gervais).*



## Arab Health Exhibit Announced

*Continued from page 1*

Extension Partnership grants available that will be awarded on a first-come-first-served basis.

For more information on participation in the Best of New England Booth at Arab Health, please contact Zeynep Turk at [turk@mitc.com](mailto:turk@mitc.com) or 207-541-7474. The registration deadline is October 31st.



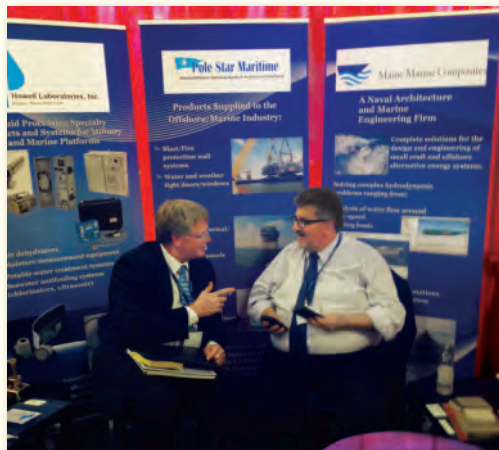


# CANADA DESK

## Maine's Marine Technology and Composites Sectors Explore Opportunities at the Canadian Defense Security and Aerospace Exhibition (DEFSEC)

MITC's Maine North Atlantic Development Office (MENADO), the Maine Ocean & Wind Industry Initiative, Maine Composites Alliance, and three Maine companies exhibited at DEFSEC Atlantic 2014 in Halifax, Nova Scotia on September 3-5. The show was an opportunity to explore the Government of Canada's defense opportunities and brought together prime contractors and their potential supply chain partners for B2B meetings and important briefing that outlined Canada's new Defense Procurement Strategy and Industrial and Technological Benefit Requirements.

The program featured an address by Kevin McCoy, President of Irving Shipbuilding, Inc., who presented an update on significant changes underway and progress to-date on the Halifax Shipyard's modernization, which when finished will be North America's most modern shipyard representing a \$393 million (CAD) facility and design.



Steve Hadik (left), President of Pole Star Maritime, LLC talks with Randall McGregor of R.J. McGregor & Associates in Maine's booth at DEFSEC Atlantic 2014.

Irving Shipbuilding was selected in 2011 as Canada's Combatant Shipbuilder under the merit-based National Shipbuilding Procurement Strategy (NSPS) and is in the early stages of a 30-year military shipbuilding program which includes plans to build Arctic Offshore Patrol Ships (AOPS) and Surface Combatant Ships as part of the largest announced shipbuilding program in the world. Building is scheduled to start in September 2015; materials orders for the AOPS will start in January pending contract.

"The question that we're all asking is how Maine companies can bid on the larger defense contracts competitively, given Canadian content policy and the requirement for 100% offsets," Dana Eidsness, Director of MENADO, explained.

"One takeaway is that building relationships with Canadian partners is extremely important."

Under the new Defense Procurement Strategy, Canada leverages the purchases of defense equipment to create jobs and economic growth in Canada. Foreign firms wishing to bid on Canadian defense contracts are now required to highlight what they can do for the Canadian economy and outline significant industrial benefit and job creation.

Atlantic Canada's aerospace, defense, marine technology, and ocean industries are thriving and pose opportunities for Maine businesses in these industries to pursue innovative and productive partnerships.

*"Our experience at DEFSEC was far above expectations. The B2B meetings, which were pre-arranged, were a fantastic opportunity to broaden our business base with our neighbors to the north. Quebec supports huge wind-power and aerospace/composites industries ripe for cooperation with existing Maine industries. We are already filling our order book with business opportunities in supply to shipbuilding and offshore energy production in Canada."*

— Steve Hadik, President  
Pole Star Maritime, LLC

To learn more, contact Dana Eidsness at [Eidsness@mitc.com](mailto:Eidsness@mitc.com) or 207-541-7418.

The Canada Desk  
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# StudyMaine Schools Wrap Up Successful Kazakhstan Mission



After brushing up on their Russian language skills, six StudyMaine member schools recently touched down in the Central Asian country of Kazakhstan to talk to students, agents, and families about studying in Maine.

MITC led the delegation of schools to Almaty and Astana, where they met with education agents, presented to students and parents, toured high schools and universities, discussed the country's educational system and future plans with Education Ministry officials and even got a taste of Kazakh school lunch.

Schools represented on the mission were Cheverus High School, Lee Academy, Lincoln Academy, Maine School of Science and Mathematics, Husson University, and Thomas College.

"Our University has had success in establishing qualified agents, university partnerships and education contacts through StudyMaine and MITC's missions in the past," Colleen Grover of Husson University said. "Most important, education missions provide a great opportunity to meet with students and families to familiarize them with our school and promote the range of Maine's excellent education opportunities."

Husson University is currently home to 100 international students from 24 different countries.



*The StudyMaine delegation with a picturesque view over the city of Almaty in the background.*

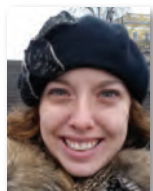
## MITC Welcomes Fall Interns

The Future Global Leaders program is the backbone of MITC's Trade Assistance support team. As Research Assistants, our interns gain practical experience researching international markets and assisting Maine businesses. With support from our sponsors, MITC offers paid, part-time internships. We are pleased to welcome the following interns:



### Ben Kissin

Born and raised in Freeport, Maine, Ben studied international relations at Mount Allison University in Sackville, New Brunswick, Canada. Recently, Ben earned his Master's Degree in International Peace and Conflict Resolution from Arcadia University in Glenside, PA. He has a vast amount of international experience, having travelled and studied in several European countries, including Serbia, Kosovo, Northern Ireland and The Netherlands. Ben is interested in helping Maine and local businesses make international connections. His interests include politics, comedy, and music.



### Maxine Secskas

Maxine is a native Mainer from the town of Bath. She was lucky as a child to travel often with her parents, which fostered her love of all food and learning about foreign cultures. While attending the George Washington University in DC, Maxine had the pleasure of working as an office intern for places such as the US Treasury Department, and she also spent a semester abroad in Budapest, Hungary. In 2013, she graduated with her BA in international

relations, with minors in Russian studies and economics. After deciding to wait a few years for graduate school, Maxine spent the last year in Kharkiv, Ukraine teaching English to students of all ages. Her experiences have helped develop a strong interest in economic and political issues, especially in Eastern Europe. She is excited to continue at MITC for a second semester.



### Majd Zeidan

Majd is entering his final year at Husson University as an international student from Syria. He came to Maine last year to pursue his MBA. He has already completed his bachelor's in finance and banking from Al-Baath University - Syria in Arabic, which is his native language. He is also working towards his CFA certification. He's excited to join MITC to learn more about trade relations, get a view of the business landscape in Maine, and help Maine businesses explore opportunities in the Middle East. Majd enjoys traveling and has loved his time in Maine, especially time spent outdoors and eating lobster. He hopes with his knowledge, experience, and education he will play a role in rebuilding his home country after the recent unrest occurring there.

*The Future Global Leaders  
program is sponsored by:*





## FEATURED MEMBER

### Global Markets for Nation's Oldest Window Manufacturer Are Worlds Apart

The key to Mathews Brothers international sales strategy, according to Robert Maynes, Director of Marketing & International Sales, is to grow the business through new customers located in the southern hemisphere. Due to the seasonal nature of the construction industry, demand for the company's products decreases during the winter months.

"We want to pick up customers who can keep our production steady all winter long, so we targeted countries that are entering their busy summer season as our slower winter season is beginning here," Maynes explained.

As a result of this approach, Mathews Brothers is currently exporting product to two countries - Australia and Brazil. While both countries are located in the southern hemisphere, that's where the similarity ends. Maynes described the two international markets as "completely different."

In Brazil, the sales process is convoluted and lengthy, according to Maynes, who noted that it took three years of effort in the market before the first contract was signed. Based on the evolution of the building industry in the country, Mathews Brothers is selling its least expensive product line in Brazil and competing with aluminum-framed, single-glazed windows.



Director of Marketing & International Sales Robert Maynes joined Mathews Brothers in 2006. Prior to that, Mathews Brothers had been his customer since 1990. "I've known this company for most of my career," he said.



Mathews Brothers is the nation's oldest window manufacturer. Founded in 1854, the company's products expanded and evolved with the times to include spiral staircases, a schooner, and coffins. Throughout the company's 160-year history, Mathews Brothers has always made windows. Located in Belfast, Maine, the family-owned business has 150 employees. Mathews Brothers has been a MITC member since 2006.



"For that market, part of the sales process is education, which takes time," Maynes explained. "We're trying to sell the concept that a high performance window will save them money over the course of its lifetime by solving cooling problems. By keeping the heat outside, the AC compressor will run less."

Maynes, who participated in the MITC organized State of Maine Trade Mission to Chile and Brazil in 2011, believes that as building product standards evolve and the costs of electricity continue to increase Brazil has the potential to become a \$10 million annual market for Mathews Brothers.

Read the full article with additional photos at [www.mitc.com](http://www.mitc.com)

## WHAT'S AHEAD

### Trade and Tastes of South Africa

October 15 • 3:30 - 5:30 PM

Portland, ME

### Export Regulatory Compliance and Licensing

November 20

Portland, ME

### Save-The-Date: Annual Holiday Member Reception

December 9 • 5:00 - 7:00 PM

Portland, ME

## WHAT'S INSIDE

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Life Science Companies Announced

Canada Desk: DEFSEC Atlantic 2014

FEATURED MEMBER: Mathews Brothers

Kazakhstan Mission Wrap Up

New Faces at MITC

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