

# 10 PENNSYLVANIA STORIES

A WORLD OF SUCCESS

> ready > set > export



pennsylvania  
STATE OF INNOVATION



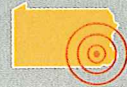
## WHAT IS THE PENNSYLVANIA EXPORT NETWORK?

The Pennsylvania Export Network is a customer-focused group of export assistance partners that coordinates their efforts to better serve the businesses of the Commonwealth.

The Network provides export programs, activities and resources that enable Pennsylvania businesses to access opportunities and create partnerships in overseas markets.

### success story #3

Another successful company located in  
SOUTHEASTERN PENNSYLVANIA



**METALLURGICAL PRODUCTS COMPANY** is quickly becoming the world's leading source for phosphor copper, copper anodes, copper-base master alloys, and specialty metals with real value. In business for 95 years, Metallurgical is expanding into new territories thanks to assistance from the Commonwealth's Office of International Business Development and their network partner, The World Trade Center of Greater Philadelphia (WTCGP).

A priority of Metallurgical was to develop more Chinese phosphorus suppliers. Michael Goodman, President of Metallurgical, contacted the WTCGP for assistance. Because the WTCGP is "boutique" sized, they are masters at personal attention. Mr. Goodman said the WTCGP Representative "took us under his wing and found and introduced us to the right resources, personally went with us to visit one Chinese supplier that had a lot of potential, and attended the meeting when they visited Metallurgical. He gave us a lot of coaching about how to do business with the Chinese so that we could develop the relationship at a quicker rate and obtain the most competitive pricing."

Moving into other areas of Asia, Metallurgical sent reps to Singapore to participate in a recent Pennsylvania Trade Mission organized by OIBD. The purpose of Trade Missions is to introduce PA manufacturers to prospective overseas customers. Normally very successful ventures for PA companies, the Singapore mission proved particularly beneficial for Metallurgical. They came home with an order from a company visited in Singapore as well as commitments for trial shipments from three other companies. Metallurgical anticipates becoming a regular supplier to these customers.

When asked about the level of difficulty involved with export, Mr. Goodman said, "Having the PA Overseas Representatives to assist with logistics, with the culture, and with how to do business really makes a big difference. Also, it eliminates the need for an agent. We are able to be more competitive because there is no middleman."

The Office of International Business Development is a part of the Department of Community and Economic Development.