

Testimonials / Success Stories

TRADE-USA 2007



Rosana Santos, MBA
BIG CHEF

<http://www.bigchefonline.com/>

5830 Funston Street
Hollywood, FL, 33023.
Ph. 1.954.965.2480

Fax. 1.954.965.7860
rs@bigchefonline.com

*-Chair of Minority/Women Business
Development Committee of Broward Alliance
www.browardalliance.org/
-Awarded 2006 Make Mine a Million
www.makemineamillion.org/
-The "Best Ethnic Food in the Americas" IV
Americas Food & Beverage Award*

1. We participated of Caribbean / US Food Service Suppliers Trade Mission in July 25-27, 2007 Miami, FL
2. It was so intense! We had 14 appointments.
3. Although everyone enjoyed our products—delicious appetizers that we provided as samples, we got 7 positive prospects.
4. Of them 3 became actual customers.
5. Our initial sale was in the amount of \$303.45 and it was shipped by plane!!
6. So far, our total volume resulted from this mission is almost \$10,000.00
7. Our advice? Research: learn about the market, competitors and your prospects. Follow up: be candor and patient.
8. Our experience? Focus on developing a relationship rather than concluding a transaction—that “not so hot” prospect may direct you to an actual customer.
9. We absolutely recommend the Trade Missions – qualified appointments –is as good as it gets!
10. Actually, we appreciate the increase numbers of the FTTA incoming trade missions and the fact that the “year” schedule is already out – it facilitates our planning increasing our possibilities of participating of the program.

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First Timers Luck: Floridians struck gold with first TRADE USA mission

By Evelyn Benson, Public relations Director, Florida Foreign Trade Association

Knock-Knock. When an FFTA rep calls you for a matchmaking meeting with a potential buyer would you come? Three local sales executives: **David Garcia of Barloworld Handling**, **Mauricio Osorio of DataTech-USA**, and **Mathieu Gouverneur of Ritz Safety**, said yes. Results of their first one-on-matchmaking appointments? Export bonanza that opened doors to world markets!

Benjamin Franklin once said, “To succeed, jump as quickly at opportunities as you do at conclusions.” Succeed they did as they demonstrated their ability to recognize an opportune moment and the courage to grab it when it came along.

David Garcia, representing Barloworld Handling –Miami branch office, clinched a **\$48,000** export deal for (2) fork lifts when he attended the Venezuela inbound trade mission in May last year. Barloworld Handling is the largest independent Hyster lift truck dealer in the United States and in the world.

Mauricio Osorio, account manager of Data Tech-USA based in Doral, had an initial export sale of **\$5,000** with Impresoras SAC at the inbound mission from Peru in October. Data Tech is an authorized distributor for Canon, Hewlett Packard and Lexmark toner and ink cartridges.

“I consider the new opportunity as building blocks for future businesses and relationships, as the buyer would certainly introduce us to the market in Peru and recommend us to others,” said Osorio. “I heard that other sales executives got similar invitations from FFTA previously but did not act upon it. I merely grabbed the opportunity to network and explore a new way of seeking out fresh leads. Sort of thinking outside the box.”

Mathieu Gouverneur of Ritz Safety- Pompano Beach branch office, sold safety hard hats, gloves and glasses to a company in Barbados during the Caribbean region trade mission. Initial transaction was **\$5,000** with **additional volume of \$10,000 to date**.

“TRADE USA inbound missions is a great tool for U.S. companies to get their names out there and meet specific or targeted customers ready to do business,” said Gouverneur. “I will recommend this to other companies. I look forward to attending the next trade mission.”

Success stories, such as these, from small to medium enterprises, provide the inspiration for FFTA and partners, such as Enterprise Florida, U.S. Export Assistance Center, Amchams and local chamber of commerce, to pursue export promotion projects.

Knock-Knock. When opportunity knocks...will you answer? You might strike gold or clinch an export deal at the next FFTA's TRADE USA one on one business meeting.