



Tony Knowles, Governor

Division of International Trade and Market Development

Department of Community and Economic Development

Mission Statement

As adopted by the 22nd Alaska State Legislature, the mission of the Division of International Trade and Market Development (ITMD) is to increase international trade and investment in Alaska.

Core Functions

Assist Alaska Companies Sell Their Goods and Services Overseas

Exports bring new money into the state's economy and create stable, high-paying jobs for Alaskans. The division works with the private sector in the following ways:

- ❑ **Connecting Buyers and Sellers**—experienced trade specialists in Alaska and state trade representatives abroad locate overseas buyers and help overseas buyers connect with Alaskan suppliers.
- ❑ **Overseas Representation**—the division maintains active trade representation in Tokyo, Japan; Seoul, Korea; Taipei, Taiwan; and Yuzhno-Sakhalinsk, Sakhalin.
- ❑ **Trade Missions, Outbound and Inbound**—ITMD leads business missions to and from targeted markets and arranges seminars, presentations and one-on-one meetings with potential customers.
- ❑ **Trade Shows**—the division promotes Alaska products and services at major trade and catalog shows, and assists Alaska companies to follow up on leads generated by trade show participation.

Provide Information

The division obtains and disseminates timely, useful economic information and market intelligence on overseas markets important to Alaska businesses.

- ❑ **Web Site**—information on Alaska's top export markets is continually updated and posted on the division's web site. A variety of division publications is accessible by visitors to the site. In addition, the site provides linkages to public and private sector trade organizations.
- ❑ **Newsletters**—the division produces and distributes a regular series of reports that provide information and analysis on trade opportunities, market conditions, currency and commodity price movements and other developments with potential impact on Alaska exports.
- ❑ **Trade Seminars**—ITMD presents seminars designed to help Alaska firms gain the information and technical expertise necessary to conduct international business and more effectively compete in the global marketplace.
- ❑ **Customized Reports**—In response to requests from the private sector, the division prepares customized reports on specific market opportunities.

Advance Government-to-Government Relations

The division works with the U.S. and foreign governments to open doors and eliminate trade barriers.

- ❑ **Opening Doors**—In Alaska’s major export markets, an introduction by government can play an important role in fostering successful business relationships.
- ❑ **Advocating for Alaskans**—ITMD acts as a liaison and advocate in foreign markets, finds information on policies and procedures, and works to resolve difficulties that can arise when doing business in an unfamiliar environment.
- ❑ **Investment Promotion**—The division promotes investment in Alaska development projects through government-to-government contacts as well as contacts with private sector companies.
- ❑ **Multiplying Opportunities**—In order to better serve the state’s trade community, the division is co-located with the U.S. Department of Commerce, Alaska Export Assistance Center, bringing Alaskans the resources of both state and federal governments.

ITMD also works closely with private trade organizations such as World Trade Center Alaska and the Export Council of Alaska, and industry organizations such as the Alaska Seafood Marketing Institute and the Resource Development Council.

Recruit Business and Investment to Alaska

Growth and diversification of the economy creates expanded job opportunities for Alaskans. The division promotes Alaska as a location for companies seeking to relocate or expand by:

- ❑ **Spreading the Word**—The division produces and distributes brochures and pamphlets highlighting Alaska’s unique advantages and attributes as a business location.
- ❑ **Outreach**—Through participation at trade shows and advertisements in industry journals, the division works to generate interest in Alaska by companies from targeted sectors.
- ❑ **Providing Answers**—In response to information requests by companies, the division tailors customized reports designed to assist companies evaluate Alaska’s strategic location.
- ❑ **Finding Partners**—The division assists Alaska entrepreneurs and firms to identify potential investors for development projects.

Promote Alaska as a Location for Film Projects

The filming of major motion pictures, television programs, advertisements, documentaries and catalog shoots are projects that bring significant dollars into the Alaska economy. The division promotes Alaska in the following ways:

- ❑ **Web Presence**—Individuals or companies seeking information on carrying out film projects in Alaska receive information and direct links to Alaska film-related companies via the division’s web site.
- ❑ **Outreach**—The division participates in major film industry trade shows and places advertisements in leading trade journals to generate interest in Alaska as a location for film projects.
- ❑ **Answering the Call**—In response to direct inquiries, the division provides information and assistance to companies seeking to film in Alaska.

FY02 Workplan

Increase the Number of Alaska Firms that Export Services and Products

- Provide market intelligence and export information to export-ready Alaska companies.
- Assist smaller and new-to-export firms to “test the waters” overseas through relatively inexpensive means such as Alaska Products Catalogs distributed to trade groups, and shared Alaska booths at targeted trade shows.
- With private sector interest and support, organize and conduct trade missions matching industries with potential markets — to expand sales in current markets and develop new markets.

Increase the Dollar Value of Exports from the State

- Provide information and assistance to help Alaska companies initiate or expand export business activities.
- Research potential niche-market opportunities for value-added Alaska products. Identify potential buyers in promising markets, and introduce them to Alaska suppliers.
- Keep Alaskans informed about key markets through periodic newsletters and special reports.

Increase the Number of Trade Leads in International Trade and Development

- Participate in special promotions and presentations, trade shows and seminars to raise the visibility of Alaska as a potential source for products and services, and a good place to do business.
- Educate potential customers overseas about what Alaska has to offer, through efforts of overseas trade representatives in Japan, Korea, Taiwan and the Russian Far East.
- Organize and conduct trade missions, both inbound and outbound, to introduce buyers in key markets to Alaska sellers.

Promote Exports to Alaska’s Key Markets - Japan, Korea, Canada, China, Taiwan, and the Russian Far East

- Focus on Alaska’s key markets by contracting for trade representation in Tokyo, Seoul, Taipei and Sakhalin. Overseas trade representatives maintain contacts with key officials in private sector and government, promote Alaska products and services, and provide timely, useful market information to Alaskans.
- Utilize overseas trade representatives to extend the effectiveness of Alaska companies overseas – provide market research on specific goods and services, and assist Alaskans to make contact with buyers.
- In Alaska’s No. 1 export market, Japan,
 - Promote Alaska goods and services through trade shows, events, Japanese language web presence, and the Alaska Industry Brochure.
 - Provide market information to Alaska’s public and private sector: energy market reports and seminars, weekly seafood wholesale price reports, monthly retail price reports, and market information on fresh and live seafood in connection with air cargo promotion.

- Assist Alaska business and industry by organizing trade shows and assist individual companies with appointments in Japan as requested.
- Increase Alaska's presence in Osaka and regional markets.
- ☐ In Korea,
 - Promote Alaska goods and services through trade show presence: ENVEX (International Exhibition on Environmental Technologies), Daejeon Technomart, U.S. Foodshowcase, and ASOK Catalog Show and Korean-language web presence.
 - Provide market information to Alaska's public and private sectors: energy market reports, seafood wholesale price reports and other market information.
 - Assist Alaska business and industry by organizing trade missions, both inbound and outbound, and assist individual companies with appointments in Korea as requested.
 - Promote Alaska seafood and other foods in niche market of international-class hotels.
- ☐ In Canada,
 - Assist Alaska companies in pursuing their interests in doing business in western Canada by providing economic and business information and facilitating opportunities for making connections in Canada.
 - Keep Alaska companies up to date on developments related to the proposed Alaska Highway Natural Gas Pipeline project so they can benefit from opportunities to become involved.
 - Promote Alaska exports by encouraging more back-haul trade.
 - Recent federal and state actions and agreements involving Alaska and western Canada present new opportunities for cooperation between Alaska and western Canadian provinces in economic development, environmental protection and other areas of common interest. Work with private and public sector entities as appropriate, to pursue these opportunities.
- ☐ In China,
 - Establish trade representation for the State of Alaska.
 - Assist Alaska business and industry by coordinating inbound missions, introducing buyers to sellers, and producing special reports.
 - Provide market information to Alaska's public and private sector.
- ☐ In Taiwan,
 - Promote Alaska goods and services through trade shows, catalog shows, and Chinese-language web presence.
 - Provide market information to Alaska's public and private sector: energy market, technical services, agriculture and general market information.
 - Assist Alaska business and industry by organizing trade missions, both inbound and outbound, and assist individual companies with contracts and appointments in Taiwan as requested.
 - Promote Alaska agricultural produce niche markets.
- ☐ In Russia,
 - Alaska is scheduled to host the 7th annual meeting of the U.S. West Coast-Russian Far East Ad Hoc Working Group, slated for May 2002 in Anchorage, focusing on trade, business and other areas of cooperation.
 - Pursue the various initiatives and proposals from the Alaska-Chukotka Summit 2001 to improve Alaska-Chukotka cross-border trade, travel and other activities.
 - Assist Alaska companies in pursuing Sakhalin oil and gas tenders, contracts and other development project work.

- Rebuild and strengthen Alaska-RFE aviation links for passenger and cargo service, scheduled and charter flights as well as connecting service, in order to bolster Alaska's position as America's RFE gateway.
- Assist Alaska companies and organizations with their activities and objectives throughout the RFE. Promote Alaska as a model for RFE development.

Foster Economic Growth and Diversification by Promoting Alaska as a Location for Relocation, Expansion, and Investment

- Develop and distribute new marketing materials specifically designed to stimulate interest by companies in relocating or expanding their business operations to Alaska. These will include a brochure highlighting Alaska's attributes and advantages for information technology and other technology-based businesses.
- Provide tailored responses to companies seeking site selection information about Alaska.
- Market Alaska to companies through representation at one or more major trade shows.
- Coordinate with local economic development organizations to leverage resources and effectively respond to inquiries.

Increase the number of film, video, television and locations shoots produced in Alaska.

- Provide assistance and respond to direct inquiries regarding locations, local film industry, and permitting for filming in Alaska.
- Advertise in trade journals to promote Alaska as a film destination.
- Update promotional video to provide a visual reference about Alaska's locations.
- Maintain Internet website with current information regarding Alaska's film industry and film resources.
- Update film manual to provide current, detailed information on Alaska's film industry.

Provide Meaningful and High-Quality Assistance to Private and Public Sectors to Benefit Alaska's Economy

- Ensure that information on Alaska's export economy is accessible through a variety of mediums including the Internet, special reports, newsletters and trade seminars.
- On a regular basis, survey users of the division's services and programs to measure satisfaction and results.
- Maintain contact with companies and associations to continually assess needs of Alaska's industry.

Organization

To accomplish its mission, the division staff and overseas representatives are organized in the following manner:

- ❑ Country-focused trade specialists in Alaska with expertise on Alaska's major export markets: Japan, Korea, Canada, China, Taiwan, and the Russian Far East.
- ❑ Research specialists in Alaska with expertise on trade, economic and market trends.
- ❑ In-country trade representatives in four markets important to Alaska exporters of goods and services: Tokyo, Japan; Seoul, Korea; Taipei, Taiwan; and Yuzhno-Sakhalinsk, Sakhalin, Russia.
- ❑ Business and investment recruitment specialist in Alaska to assist companies evaluating Alaska as a site for relocation, expansion or investment.
- ❑ Staff assistance to individuals and companies seeking to shoot film projects in Alaska.

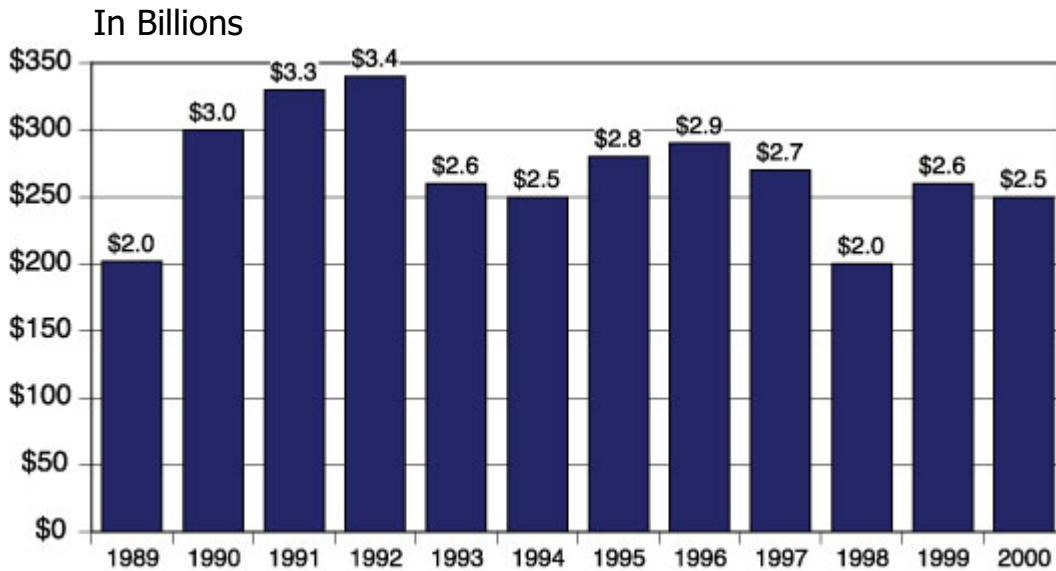
Performance Measures

As adopted by the 22nd Alaska State Legislature, the following performance measures will be used to track the division's progress in achieving its mission by considering:

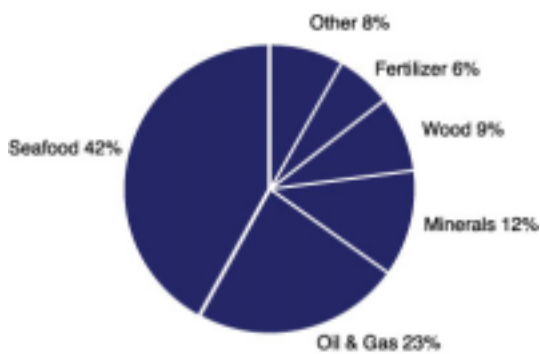
- ❑ the cost per trade lead in international trade and development.
- ❑ the increase in the number of Alaska firms that export products and services.
- ❑ the change in dollar value of exports from the state.

Alaska's Trade Summary

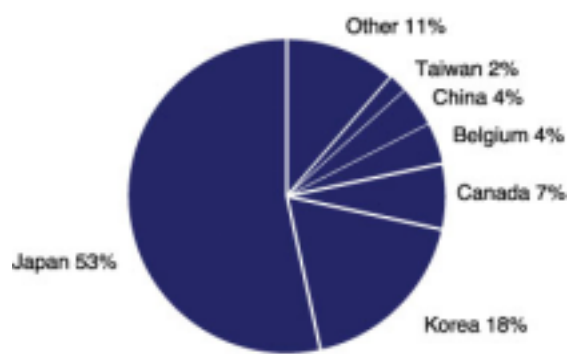
Alaska's Worldwide Exports



Alaska's Export Commodities 2000



Alaska's Export Markets 2000



Source: U.S. Census, State of Origin Data



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