

# Export Alabama

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## 2025 TRADE STRATEGY

PREPARED BY THE OFFICE OF GLOBAL BUSINESS  
AT THE ALABAMA DEPARTMENT OF COMMERCE

[EXPORTALABAMA.COM](http://EXPORTALABAMA.COM)



Export Alabama

MADE IN  
ALABAMA

# Export Alabama

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## 2025 TRADE STRATEGY

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**Export Alabama**

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# A Record-Breaking Year

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Alabama's record-breaking export performance in 2023, for the second year in a row, underscores the critical role that global trade plays in our state's economic success. Our businesses, large and small, are making their mark on the world stage, driving innovation and creating high-quality jobs right here in Alabama. The strength of our exports reflects the hard work and dedication of our industries and our skilled workforce, and it sends a clear message that Alabama is open for business and ready to compete globally.

As we continue to expand our reach into international markets, exports will remain a cornerstone of our long-term economic growth strategy. That is why we worked with our partners in Export Alabama to develop the 2025 Trade Strategy. This will allow us to continue expanding the connections our businesses are building in foreign markets, with a particular focus on those in countries that are close U.S. allies.



**Ellen McNair**  
*Secretary, Alabama Department of Commerce*

# Export Alabama

At the Alabama Department of Commerce, the Office of Global Business advances the creation of quality jobs and economic growth in Alabama through international engagement.

Through trade education and organized international trade missions and events, we assist Alabama companies in accessing foreign markets to increase international sales.

The Global Business team supports Alabama's foreign direct investment attraction efforts to heighten awareness that Alabama is a global gateway to the United States and an export platform for foreign-based investments. The office acts as a liaison for visiting foreign delegations and dignitaries and supports the Recruitment and Retention team with foreign lead generation.

We are passionate about strengthening Commerce's international ecosystem and fostering cooperation with local, state, regional and federal trade entities to ensure a healthy climate for international business.

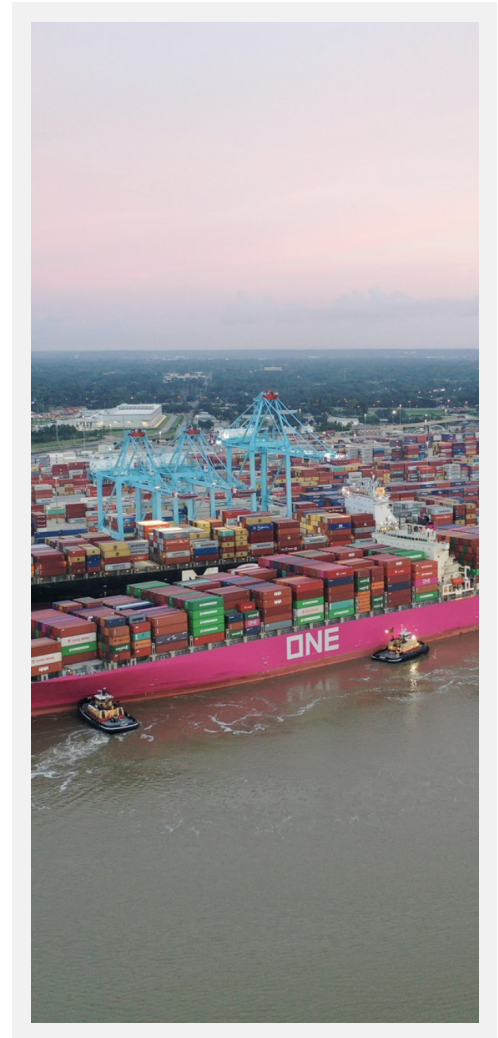
In 2004, Alabama's Office of International Trade began a coordinated effort between key partners to create a more efficient export support system for Alabama firms. Today, this effort is known as Export Alabama.

Export Alabama is an alliance of local, state, regional, and federal partners working together to develop and coordinate programs and services to facilitate the export of Alabama goods and services through customized export assistance and the creation of global connections.

Export Alabama assists Alabama companies in accessing foreign markets to increase international sales, in addition to providing trade education and training opportunities. It also supports international trade missions and shows for Alabama firms to identify opportunities in foreign markets.

Export Alabama understands that its approach can not be one size fits all, and offers customized service for every exporting and export-capable company in Alabama.

To help companies succeed in the global marketplace, Export Alabama provides comprehensive international trade services, all on a confidential basis. Some services available to Alabama companies include advocacy; export education workshops; export finance assistance; finding foreign distributors, agents & buyers; international market research & recommendations; trade missions & trade show support; and trade regulations & compliance guidance.



# Alabama Exports Soar to New Records in 2023, Topping \$27.4 Billion

Alabama exports totaled \$27.4 billion in 2023, setting a new annual record for the second consecutive year and underscoring the resilience of the state's economy.

The value of last year's exports rose 6% from the previous year's total of \$25.5 billion, according to data from the Alabama Department of Commerce. Compared to 2020, when international trade was disrupted by the pandemic, the value of Alabama's exports has jumped almost 43%.

Last year's record export activity was driven by rising overseas shipments of Alabama-made vehicles, aerospace parts, minerals and metals, Commerce data indicate.

Alabama exports went to 190 countries across the world in 2023, landing everywhere from the world's biggest economies to tiny locations such as the Solomon Islands, Palau and Gibraltar, according to Commerce data.

## THE TOP DESTINATIONS FOR ALABAMA EXPORTS WERE:

- Germany: \$5.1 billion (up 17%)
- Canada: \$3.9 billion (down 2%)
- China: \$3.8 billion (up 15%)
- Mexico: \$3.2 billion (up 16%)
- South Korea: \$1.2 billion (up 15%)

Other leading destinations for Alabama exports in 2023 were Japan, Brazil, Poland, India and Saudi Arabia, Commerce data show.

Overseas shipments of motor vehicles powered the surge in Alabama exports in 2023, reaching a record annual total of \$11.5 billion, a gain of nearly 28% from the prior year. Germany, China and Canada were the leading destinations for Alabama automobiles, Commerce data show.

Overall, transportation equipment, which includes motor vehicles, auto parts, ships and aerospace products, remained Alabama's No. 1 export category, totaling \$14.8 billion. Notably, exports of aerospace products and parts topped \$2.1 billion last year, a rise of 23% from the previous year.

Other categories registering over \$1 billion in exports during 2023 were minerals and ores (\$2.2 billion), chemicals (\$2.2 billion) and primary metals (\$1.8 billion), according to Commerce data.

“Exporting acts as a fundamental economic pillar that supports growth in Alabama, sparking both new investment and job creation here at home. The record-breaking success of our exporters extends the reach of the ‘Made in Alabama’ brand while reflecting the high level of demand for our homegrown products.”

—  
**Kay Ivey**  
Governor,  
State of Alabama



# U.S. Chamber: America Needs to Lead on Trade

American economic growth and job creation is powered by international trade. Selling more American-made goods and services to the 95% of the world's consumers who live outside our borders can generate new business for U.S. manufacturers, farmers, and service providers.

Striking enforceable trade agreements with allies and partners around the globe lowers other nations' trade barriers and can boost U.S. exports, stimulate growth, and support good paying jobs.

International trade is important to Alabama.

- 530,000 Alabama jobs depend upon international trade.
- Alabama's goods and services exports total \$33 billion.
- 120,000 Alabama workers are employed by foreign-headquartered companies.

More than 41 million American jobs depend on trade. Jobs in export-intensive industries offer compensation that averages about 18% higher than other jobs.

America needs a revitalized trade agenda centered around the following policies:

- Opening new markets to our

manufacturers, farmers, and service providers

- Renewing U.S. leadership on trade globally by negotiating enforceable, high-standard trade agreements and enforcing them
- Coordinating with key allies to reduce reliance on foreign adversaries for critical inputs
- Preventing discriminatory treatment of American companies in foreign markets
- Facilitating international investment to support U.S. economic growth, resilience, and jobs.

Failure to embrace these policies will leave American workers, farmers, and companies sitting on the sidelines as other nations clinch new trade agreements to open markets for their own exporters. The costs of inaction are climbing. Declining competitiveness for U.S.-based industry and erosion of the American middle class threaten our prosperity and national security.

Now is the time for the U.S. to demonstrate leadership on international trade as an essential tool for achieving economic and national security goals.



Researchers at McKinsey and Company have explored how flows of trade, people, capital, and data bind the world together. Over the past decade, newer flows linked to knowledge and know-how have come to the fore. Read their analysis.



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QR CODE**

# The Strategy

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Export Alabama

## **A COLLABORATIVE APPROACH TO COMPREHENSIVE SUPPORT**

Export Alabama's collaborative approach ensures that businesses, regardless of their size or experience level, receive the attention and resources they need. The program coordinates with local, state, and federal partners to offer a holistic support system, enabling companies to address all aspects of global commerce—whether it's compliance with regulations, overcoming market access issues, or identifying the right international partners.

In addition to providing direct support to exporters, Export Alabama will work to create stronger connections within the broader business ecosystem. The 2025 strategy calls for closer collaboration with Alabama's colleges and universities, engagement with chambers of commerce and economic developers, and partnerships with start-up accelerators and coworking communities. This collaborative network is designed to create a stronger pipeline of exporters, fostering an environment where businesses of all sizes can access the resources and knowledge they need to succeed in the global marketplace.

Understanding that every business is unique, Export Alabama tailors its approach to meet the specific needs of each company. Seasoned exporters face a different set of challenges than those that are less experienced or entirely new to exporting, and Export Alabama's customized counseling services reflect this. Export Alabama works closely with every business to understand their specific obstacles and develop personalized strategies to help them succeed in global markets.

## **THE POWER OF EXPORTING: ALABAMA BUSINESSES CAN THRIVE GLOBALLY**

Exporting offers a range of compelling benefits for U.S. businesses. According to the U.S. Chamber of Commerce, exporters grow faster than non-exporting businesses, and they enjoy a number of advantages, including market diversification, enhanced reputation, access to export financing, and a lower risk of business failure. Exporting can also increase profits, extend product life cycles, and reduce production costs through economies of scale.

Despite these benefits, the U.S. remains a nation of “under-exporters.” The Brookings Institute reports that only 1% of American firms sell their products or services outside U.S. borders. Export Alabama estimates that roughly 4,000 Alabama firms engage in direct or indirect exporting, with about 80% of these being small- to medium-sized businesses. While Alabama has a solid base of internationally active companies, there is tremendous untapped potential for growth. Export Alabama aims to help more export-capable companies transition into active exporters, using engagement, education, and resources to increase the number of Alabama businesses competing in global markets.

## **OVERCOMING EXPORT BARRIERS: EXPORT ALABAMA SUPPORTS BUSINESSES IN GLOBAL EXPANSION**

Businesses in Alabama face a variety of challenges when it comes to exporting their products and services to international markets. However, these barriers are not insurmountable, and with the right resources and support, even the smallest businesses can succeed in the global marketplace. Each organization within Export Alabama works together to coordinate a wide range of programs that facilitate the export of Alabama's goods and services. Export Alabama is committed to educating and preparing Alabama companies for the global marketplace, equipping them with the knowledge and skills to confidently navigate the complexities of international commerce.

By tapping into its extensive global network, Export Alabama ensures that businesses are connected with the right partners, information, and opportunities to achieve their international business goals.

**4,000**

**ALABAMA  
EXPORTERS**

**80%**

**ARE SMALL- & MEDIUM-SIZED  
COMPANIES (SBA STANDARDS)**



## DRIVING INTERNATIONAL INVESTMENT GROWTH

As part of this commitment to fostering global growth, the Office of Global Business has added a new position dedicated to foreign direct investment lead generation, protocol, and international relations. This new role will focus on attracting international companies to Alabama, creating new opportunities for business expansion and job creation, and strategically cultivating and expanding Alabama's international relationships. The addition of this position will strengthen Alabama's efforts to increase foreign investment, helping to diversify the state's economy and bring in capital, technology, and expertise from around the world.

By leveraging Alabama's strategic location, strong infrastructure, and competitive business climate, the new role will focus on cultivate relationships with potential foreign investors and government offices and facilitate partnerships that drive long-term economic growth. Through targeted outreach and cross-border collaborations, this new position will help ensure that Alabama remains a key destination for global investment.

## CONNECTING ALABAMA TO THE WORLD

Export Alabama is committed to making global trade more accessible to Alabama businesses. By offering tailored counseling, connecting businesses with critical resources, and helping them overcome the unique challenges of exporting, Export Alabama is ensuring that companies are well-prepared for success in an increasingly interconnected world. With the right support, no barrier is too big to overcome, and no opportunity too far out of reach. By strengthening Alabama's export capabilities and driving international investment to the state, Export Alabama aims to help more businesses harness the full potential of global trade, contributing to economic growth and job creation across the state.



**Export Alabama**

Cummings Aerospace is a defense and aerospace systems engineering firm delivering integrated, affordable, AS9100 RevD-certified engineering solutions.

Over the past two years, Cummings Aerospace has collaborated with and leveraged the expertise and resources available through Export Alabama as a key enabler in our international growth strategy. We are currently focused on entering the defense markets in Australia and South America, with an emphasis in developing customers and in-country industry partners for our Hellhound UAS family of systems. Our initial goals are to learn the defense markets, customer organizations, defense industrial base, and the unique export regulatory requirements in these regions so that we can establish a core customer base.

Export Alabama has provided Cummings Aerospace with numerous opportunities to explore these markets. To date we have worked with the Alabama Department of Commerce Office of Global Business, the Alabama International Trade Center, NAITA, and the US Commercial Service – Alabama. Through these organizations, we were able to participate in trade shows in Australia, Chile, and Peru. We have also developed working relationships with the US Foreign Commercial Service in each market, receiving country specific market research tailored to our customer and product base, and attended multiple information and training sessions. Export Alabama is dedicated to the success of businesses in Alabama and is a key enabler to our success in entering the international market.

—  
**Kelly Francis**  
Executive Vice President,  
Cummings Aerospace

**CUMMINGS**  
aerospace

# The Priorities

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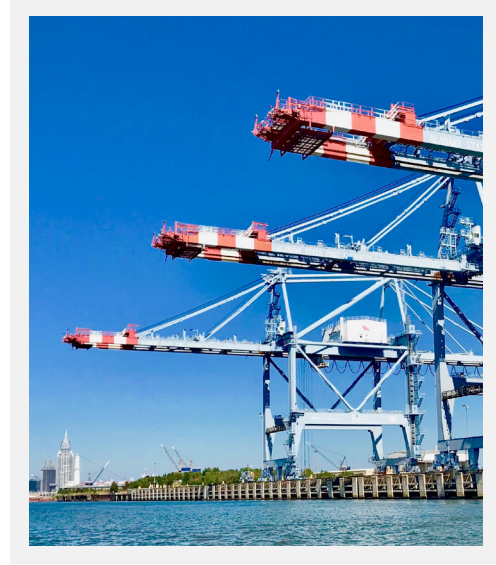


Export Alabama

## CREATING OPPORTUNITIES WITH OUR CLOSEST ALLIES

Export Alabama will provide opportunities with allied countries that have long shared the belief that international trade can generate mutual benefits through the creation of quality jobs and sustainable, broad-based prosperity. These alliances create fertile ground for collaboration across various sectors, including manufacturing, technology, energy, and agriculture. Trade between countries that share similar values and common interests can lead to long-lasting and meaningful business relationships, as well as promote innovation and economic growth.

Alabama will lead trade missions to Australia, Canada, France, Germany, Japan, Poland, and the United Kingdom that will open doors to a range of opportunities, from joint ventures and partnerships to market expansion and cross-border investments. By engaging in trade missions, businesses in Alabama can tap into dynamic economies and leverage access to new markets. These trade missions not only allow Alabama businesses to build new connections and expand their global footprint, but also foster deeper cultural understanding and strategic alliances that can support long-term business growth. By positioning Alabama as a key player in these established networks, the state's industries will be able to take full advantage of the global trade landscape and the economic opportunities it presents.



## RURAL EXPORTER SUPPORT

By fostering a culture of international trade, Export Alabama helps to ensure that the economic benefits of globalization reach all corners of the state, providing rural businesses with the tools and networks they need to succeed on the global stage. In partnership with the Alabama Department of Commerce's Made in Rural Alabama initiative, Export Alabama is committed to identifying, counseling, and supporting companies in rural Alabama to thrive in international markets. By providing rural businesses with access to essential resources, Export Alabama will help these companies navigate the complexities of global trade and capitalize on new opportunities.

Through actionable market intelligence and global connections offered by the U.S. Commercial Service's Targeted Export Assistance Management (TEAM) training program, rural Alabama businesses will receive tailored assistance in developing international business strategies, conducting market research, and performing foreign

partner due diligence. This hands-on support will equip companies with the knowledge and tools necessary to identify and successfully enter overseas markets.

Furthermore, the TEAM program offers opportunities for rural Alabama companies to participate in foreign market sales activities such as trade missions, export workshops, and international business matchmaking events. These activities are designed to open doors to new partnerships, build brand recognition abroad, and establish a strong presence in high-growth markets. By expanding into international markets, companies can diversify their revenue streams and reduce dependency on domestic sales.

The goal of this initiative is to create a positive economic impact for rural Alabama by increasing sales and production at home. When companies grow their export business, they not only contribute to the state's economic expansion but also create new jobs and enhance local economies.

The Alabama State Trade Expansion Program (STEP) grant offers eligible Alabama small businesses assistance in launching or expanding export activities. Grant funds are used to reimburse Alabama businesses for preapproved eligible export marketing expenses. The program is funded in part through a grant with the U.S. Small Business Administration and administered by the Office of Global Business on behalf of the state.

### CASE STUDY: LUNARLAB BENEFIT

LunarLab is a UX design and product strategy consulting firm working with businesses on software development. They are 100% women-owned and a fully US-based public benefit corporation.

“LunarLab has been incredibly lucky to have the opportunity to work with Export Alabama Partners on a number of initiatives. The SBA’s local SBDC office was instrumental in helping us with the early stages of our business, with everything from helping us understand the regulatory atmosphere to obtaining the right licenses and documentation. The Alabama International Trade Center (AITC) provided market research and other support to help us identify which international markets we should target, which in turn helped us to create a successful export strategy. We were fortunate enough to receive a STEP grant which we used to implement this strategy, and I’m happy to report that we have received a number of qualified leads (and made sales!) as a result of these business changes. The Export Alabama group is truly a gift to Alabama entrepreneurs. They are so beneficial not just to our individual business, but to the overall local economy.

—  
**Elizabeth Anderson**  
CEO & Co-Founder,  
LunarLab Benefit LLC



## STEP GRANTS:

### ELIGIBILITY REQUIREMENTS

- FOR-PROFIT BUSINESS HEADQUARTERED IN AL
- MINIMUM 12 MONTH OPERATIONAL IN AL
- NOT BARRED FROM RECEIVING FEDERAL FUNDS
- SUFFICIENT RESOURCES TO BEAR COSTS ASSOCIATED WITH EXPORTS
- SMALL BUSINESS IN ACCORDANCE WITH SBA SIZE STANDARDS

### BUSINESSES NOT ELIGIBLE

(INCLUDE, BUT NOT LIMITED TO)

- CONSULTING AGENCIES
- ANY ENTITY RECRUITING FDI
- EDUCATIONAL INSTITUTIONS
- HOSPITALITY OR TOURISM OPERATORS
- MULTI-LEVEL MARKETING OR DIRECT SALES COMPANIES
- NON-PROFIT ORGANIZATIONS
- RETAIL BUSINESSES

For more information on eligibility and eligible activities, follow the QR code, or contact the Alabama Department of Commerce’s Global Business team at 334-242-7982 or [exportalabama@commerce.alabama.gov](mailto:exportalabama@commerce.alabama.gov).

The STEP Grant is a competitive reimbursement grant.

All activities must be pre-approved and an application must be completed and accepted prior to any expenses incurred.



# Supported Trade Missions

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Alabama has a proven track record of leading successful delegations of manufacturers and service providers to key international markets. Through its international business development and exploratory missions, the state helps companies save valuable time and resources by facilitating meaningful connections with prospective distributors, sales representatives, and business partners. These state-led trade missions provide unparalleled access to key decision-makers and industry executives worldwide, offering companies a unique opportunity to build strong, lasting business relationships that are critical to long-term success in global markets.



**Export Alabama**

### **BUSINESS DEVELOPMENT AND EXPLORATORY MISSION TO POLAND WARSAW & RZESZÓW**

**POLAND | MARCH 17-21, 2025**

Export Alabama will lead an international business development mission to Poland, designed to help Alabama firms explore new market opportunities and expand their global footprint. This mission will bring together a delegation of companies from various sectors, focusing on key industries with high growth potential in Poland.

Targeted sectors for the mission include aerospace, defense, safety and security. These sectors represent dynamic growth areas in which Alabama firms can leverage their expertise and products to forge valuable new partnerships and access emerging business opportunities.

Poland, as one of Europe's fastest-growing economies, presents significant potential for companies in the aerospace and defense sectors. Poland has been investing heavily in modernizing its defense capabilities and expanding its aerospace infrastructure. The country is a key member of NATO and has increasingly aligned itself with Western defense standards, creating a strong demand for advanced technologies, products, and services in both military and commercial aerospace. Polish aerospace and defense companies are actively seeking international partners for collaboration, innovation, and technology transfer, making this mission an ideal opportunity for Alabama businesses in these sectors to engage with key stakeholders.

Through tailored networking sessions and customized business development meetings, this mission will provide Alabama businesses with the tools and insights they need to successfully enter and grow in the Polish market. Participating firms will have the opportunity to gain a deeper understanding of market trends and demand; assess the feasibility of doing business in Poland; and meet with potential distributors, sales representatives, partners, and industry executives who can help drive business to Poland. This mission offers unique access to government officials, decision-makers, and business leaders in Poland; and to collect market intelligence on local regulations to fine-tune business strategies for the Polish market.

Contact David Sides to learn how to be a part of the Alabama delegation to Poland.  
334-990-6498 or [david.sides@commerce.alabama.gov](mailto:david.sides@commerce.alabama.gov).

### **MADE IN ALABAMA AT LIGNA**

**HANNOVER, GERMANY | MAY 26-30, 2025**

Alabama is a powerhouse in the forestry industry, with more than 23 million acres of forestland covering 69% of the state. This vast and sustainably managed resource, combined with Alabama's favorable climate for tree growth and its strategic location in the Southeast U.S., positions the state as a major player in both domestic and international forestry markets. From timber production and wood products to advanced forest management technologies, Alabama has long been recognized as a leader in sustainable forestry practices and innovation.

To further elevate the state's position on the global stage, Made in Alabama will exhibit at LIGNA 2025, the world's leading trade fair for woodworking and wood processing plants, machinery, and tools. Held in Hannover, Germany, LIGNA attracts industry professionals from across the globe and offers a premier platform for businesses to showcase their capabilities, network with international partners, and explore emerging market opportunities.

Alongside statewide economic development partners and the Alabama Forestry Commission, Alabama firms will have the opportunity to display their innovative solutions and highlight the state's forestry industry within the Made in Alabama booth. Exhibiting at LIGNA offers Alabama's forestry industry an invaluable opportunity to expand its reach into Europe, strengthen existing relationships, and build new partnerships. With a strong presence at this leading trade fair, Alabama companies can showcase their innovative solutions, promote sustainable practices, and help meet the growing demand for eco-friendly, high-quality wood products across Europe. This mission is a key part of Alabama's broader strategy to increase exports, enhance economic growth, and solidify its position as a global leader in the forestry industry.

Contact Beau Lore to learn how to be a part of the Alabama delegation to LIGNA.  
334-324-7525 or [beau.lore@commerce.alabama.gov](mailto:beau.lore@commerce.alabama.gov).

### **ALABAMA BUSINESS DELEGATION TO SEUS-CANADA**

**NEW BRUNSWICK | JUNE 8-10, 2025**

As part of the Southeast U.S.-Canadian Provinces Alliance (SEUS-CP), Alabama will lead a business delegation mission to Canada to participate in the SEUS-CP Annual Conference in St. John, New Brunswick. This mission represents a key opportunity for Alabama exporters to strengthen their presence in Canada, one of the state's largest and most important trading partners.

The SEUS-CP alliance, a strategic collaboration between Southeastern U.S. states and Canadian provinces, serves as a platform for fostering economic ties, expanding trade relationships, and exploring new business opportunities between the U.S. and Canada. This upcoming conference will offer Alabama businesses a chance to connect with Canadian companies, governmental organizations, and industry leaders through a business-to-business (B2B) matchmaking platform, creating direct pathways for trade and investment opportunities.

Canada is one of Alabama's top international trading partners, with strong trade flows in sectors like aerospace, automotive, chemicals, advanced manufacturing, and agriculture. For Alabama exporters, the Canadian market offers numerous advantages, including proximity, a shared language and culture, and complementary industries that create natural synergies for cross-border business development.

Contact Beau Lore to learn how to be a part of the Alabama delegation to Canada.  
334-324-7525 or [beau.lore@commerce.alabama.gov](mailto:beau.lore@commerce.alabama.gov).



### **MADE IN ALABAMA AT BIO INTERNATIONAL**

**BOSTON, MASSACHUSETTS | JUNE 16-19, 2025**

The BIO International Convention, one of the largest and most influential biotechnology events in the world, will offer Alabama companies a unique platform to showcase their innovative biotech solutions on a global stage. The convention brings together leaders from the biotechnology, pharmaceutical, healthcare, and life sciences industries, making it an unmissable opportunity for Alabama firms to network, collaborate, and expand their export markets.

For Alabama exporters in the biotechnology, pharmaceutical, healthcare, and life sciences sectors, co-exhibiting in the Made in Alabama booth presents a world-class venue to connect with potential international buyers, investors, partners, and key stakeholders. With global healthcare and biotech markets growing rapidly, Alabama's participation will open the door to new markets, business development opportunities, and partnerships that will fuel growth and innovation in the state.

By participating in this high-profile event, Alabama companies will not only enhance their visibility but also open new pathways for investment, partnerships, and export success in the global life sciences industry.

Contact David Sides to learn how to be a part of the Alabama delegation to BIO International.  
334-990-6498 or [david.sides@commerce.alabama.gov](mailto:david.sides@commerce.alabama.gov).

### **MADE IN ALABAMA AT THE PARIS AIR SHOW**

**LE BOURGET, FRANCE | JUNE 16-19, 2025**

Made in Alabama is proud to announce its participation in the 55th Paris Air Show, one of the most prestigious and influential events in the global aerospace and defense industry. Held biennially at the Le Bourget Exhibition Center near Paris, this renowned trade show attracts top aerospace and defense professionals, innovators, government officials, and buyers from around the world. With thousands of exhibitors and tens of thousands of attendees, the Paris Air Show is a prime opportunity for Alabama aerospace firms to renew existing relationships, form new partnerships, and showcase their cutting-edge technologies to a global audience.

The Made in Alabama booth at the Paris Air Show will offer a unique platform for Alabama firms to present their innovative products, exchange ideas, and connect with potential customers, partners, and investors from across the globe. Whether it's cutting-edge aircraft technologies, advanced avionics, or aerospace services, Alabama's companies have a wealth of expertise and solutions to offer the international aerospace community.

By participating in the 55th Paris Air Show, Alabama businesses will not only solidify their standing in the global aerospace community but will also unlock opportunities for future collaboration, innovation, and expansion while positioning the state as a leader in the evolving aerospace and defense markets.

Contact Beau Lore to learn how to be a part of the Alabama delegation to the Paris Air Show.  
334-324-7525 or [beau.lore@commerce.alabama.gov](mailto:beau.lore@commerce.alabama.gov).

### MADE IN ALABAMA AT DSEI

LONDON, ENGLAND | SEPTEMBER 9-12, 2025

Alabama's defense, aerospace, and security sectors are poised for continued growth and global expansion, thanks to the state's strong military presence, advanced technologies, and robust manufacturing capabilities. From the U.S. Army's helicopter pilot training centers to the missile defense programs, Alabama plays a pivotal role in supporting national security and advancing cutting-edge defense technologies. Major defense contractors like Raytheon, Boeing, Northrop Grumman, and Lockheed Martin are developing the missile systems and aerospace technologies that help keep the U. S. and its allies safe. This thriving ecosystem makes Alabama an essential partner in the global defense and aerospace supply chain.

To further elevate Alabama's presence in the defense and security industries, Export Alabama will host a delegation of Alabama firms at DSEI 2025 — Defense and Security Equipment International in London, one of the world's premier defense and security trade shows. DSEI offers Alabama companies an unparalleled opportunity to connect with international governments, ministries of defense, military officials, and industry leaders across a wide range of sectors, including aerospace, defense systems, cybersecurity, naval, and security technologies. This event is a key platform for Alabama exporters to strengthen their global networks and position themselves as leaders in the defense and security sectors.

DSEI 2025 provides Alabama exporters with an exclusive platform to engage with decision-makers, forge strategic partnerships, and showcase their cutting-edge technologies in the defense, aerospace, and security sectors. With the global defense industry rapidly evolving, Alabama's participation at DSEI will ensure the state remains at the forefront of innovation and growth in these critical industries.

Contact Beau Lore to learn how to be a part of the Alabama delegation to DSEI.  
334-324-7525 or [beau.lore@commerce.alabama.gov](mailto:beau.lore@commerce.alabama.gov).

### **BUSINESS DEVELOPMENT AND EXPLORATORY MISSION TO AUSTRALIA**

**SYDNEY & MELBOURNE | OCTOBER 20-24, 2025**

Export Alabama is organizing an international business development mission to Australia in 2025, aimed at assessing key market opportunities and forging valuable business connections for Alabama firms. This mission will bring together Alabama companies across a range of industries, including aerospace, defense, cybersecurity, medical devices, clean technology, and water and wastewater treatment. Australia, with its growing demand for advanced technologies and its strategic location in the Asia-Pacific region, presents a wealth of opportunities for Alabama exporters seeking to expand their global footprint. For Alabama companies in the defense, aerospace, and security sectors, Australia represents an important export market, driven by its robust defense budget, advanced aerospace industry, and expanding cybersecurity needs. The mission will include customized business development meetings, tailored networking sessions, and market intelligence to help Alabama companies navigate the Australian market and identify the most promising opportunities.

Australia is one of the U.S.'s closest allies in the Asia-Pacific region, with a strong economy, a stable political environment, and a growing demand for advanced technologies and solutions. The country is investing heavily in defense modernization, cybersecurity enhancements, and infrastructure development, creating significant business opportunities for Alabama companies that specialize in these areas. Australia is also a leading market for biotech, medical devices, and clean technologies, making it a prime destination for Alabama's diverse export sectors.

Export Alabama is committed to supporting Alabama's exporters as they explore new markets and grow their international business. With the guidance and resources provided through this mission, Alabama companies will be well-positioned to build long-lasting relationships and capitalize on the robust opportunities in Australia's dynamic economy.

Contact David Sides to learn how to be a part of the Alabama delegation to Australia.  
334-990-6498 or [david.sides@commerce.alabama.gov](mailto:david.sides@commerce.alabama.gov).

### **ALABAMA BUSINESS DELEGATION TO SEUS-JAPAN**

**TOKYO, JAPAN | OCTOBER 27-29, 2025**

Alongside six other Southeastern states, Alabama will lead a delegation of business and government leaders to the 47th annual Southeast U.S./Japan & Japan-U.S. Southeast conference, known as SEUS-Japan, held in Tokyo. This prestigious event offers a unique platform for delegates to engage directly with top government officials, business executives, and industry leaders from Japan and other participating states.

The relationship between Japan and Alabama has been a cornerstone of economic development in the state for decades, with Japan being one of Alabama's largest foreign investors. Japan's investment in Alabama spans multiple industries, including automotive manufacturing, advanced technology, logistics, and energy. Companies such as Toyota, Honda, Daikin, Mitsubishi, and Mazda have created thousands of jobs in Alabama, strengthening the state's position as a global manufacturing hub. The SEUS-Japan conference serves as a critical opportunity to deepen these connections, fostering continued trade, investment, and collaboration between the two markets.

With a focus on building long-term relationships and exploring opportunities for growth, SEUS-Japan will enhance Alabama's role as a gateway to the Southeastern U.S. for Japanese businesses and strengthen the already robust economic ties between the two markets. By engaging directly with Japanese counterparts at this high-level event, Alabama will continue to build on a strong foundation of cooperation and mutual benefit.

Contact Christina Stimpson to learn how to be a part of the Alabama delegation to Japan.  
334-549-7955 or [christina.stimpson@commerce.alabama.gov](mailto:christina.stimpson@commerce.alabama.gov).

# Trade Education & Networking Opportunities

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Export Alabama hosts and promotes virtual and in-person trade education and training workshops throughout the year. One-on-one export counseling, technical training, and customized cross-training for Alabama companies are available in all aspects of international trade.



**Export Alabama**

### **INTERNATIONAL PARTNERS NETWORKING RECEPTION**

**ATLANTA | FEBRUARY 18, 2025**

The Alabama Department of Commerce will host its annual networking reception to recognize and honor the important relationships between Alabama, foreign government offices, consulates, and international trade partners; and to celebrate Alabama's continued success in trade and foreign investment.

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### **BIS: COMPLYING WITH U.S. EXPORT CONTROLS**

**HUNTSVILLE | FALL 2025**

Co-hosted by the Alabama District Export Council and the North Alabama International Trade Association, this two-day program is led by the Bureau of Industry and Security's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods and other items subject to the EAR. The program will focus on what items and activities are subject to the EAR, how to determine your export control classification number (ECCN), steps to take to determine the export licensing requirements for your item, when you can export or re-export without applying for a license, export clearance procedures and record keeping requirements, and guidance in applying this information.

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### **WORLD TRADE MONTH RECEPTION**

**MONTGOMERY | MAY 6, 2025**

May is World Trade Month in the United States and is an opportunity to recognize the importance of exporting to the U.S. economy and encourage U.S. businesses to begin or expand their export efforts.

In conjunction with the Governor's Trade Excellence Awards Ceremony, Export Alabama will host a networking event in celebration of World Trade Month and the important impact the international business community plays in our local, state, and national economy.

### **GOVERNOR'S TRADE EXCELLENCE AWARDS & EXPORT ALABAMA LUNCHEON** MONTGOMERY | MAY 7, 2025

Established in 2005, the Governor's Trade Excellence Award demonstrate the exporting excellence of Alabama businesses and celebrates their export successes. The award program, coordinated by Export Alabama, includes large, medium, and small businesses from the manufacturing, service, agribusiness, and education sectors. The Governor's Trade Excellence Award highlights the commitment and strong cooperation that exists between federal, state, regional and local entities and the business community to support and encourage Alabama companies to grow through exporting.

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### **BUILDING YOUR EXPORT STRATEGY** VIRTUAL | SUMMER 2025

This half-day workshop is designed to provide small and medium-sized businesses with the knowledge, tools, and practical strategies needed to build a successful export plan. Whether you are new to international markets or looking to expand your existing export efforts, this session will guide you through the essential steps of creating a clear, actionable export strategy.

Session topics will include assessing your business's export readiness, identifying and selecting target markets, crafting your export strategy, and export compliance and documentation.

For a full list of events, visit [exportalabama.com](http://exportalabama.com).



# 2025 Target Markets

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Export Alabama



**EXPORT ALABAMA EVENT:  
BUSINESS DEVELOPMENT AND  
EXPLORATORY MISSION TO POLAND**

Poland is a stalwart ally in Central Europe and one of the United States' strongest partners in fostering security and prosperity regionally, throughout Europe, and the world. The United States and Poland partner closely on NATO capabilities, counterterrorism, nonproliferation, missile defense, human rights, economic growth and innovation, energy security, and regional cooperation in Central and Eastern Europe. — U.S. Department of State.

Poland, located in the center of mainland Europe, is a dynamic and strategically important market for U.S. exporters and investors. With a population of 38 million, Poland is the largest market among the “new” European Union (EU) member states. Since joining the EU in 2004, Poland has implemented significant economic reforms, benefiting from shared market access and harmonized regulations while retaining its own currency and monetary policy. In 2022, Poland's GDP was estimated at \$688 billion, making it the sixth-largest economy in the EU.

Poland's economy has shown resilience, with a 4.9% GDP growth in 2022 following a decline during the COVID-19 pandemic. However, the OECD forecasts a slowdown in GDP growth to 0.9% in 2023, primarily due to the economic impact of Russia's invasion of Ukraine. Despite this, Poland's economic performance remains strong, driven by low unemployment (2.9% in 2022), rising wages, robust household consumption, and significant EU fund spending.

Poland's trade relationship with the United States is substantial, with bilateral trade in goods valued at approximately \$11 billion in 2022. U.S. exports to Poland increased to \$5.8 billion in the post-pandemic period, making Poland the United States' 36th largest export market.

Poland is also a key destination for U.S. foreign direct investment (FDI), with U.S. companies accounting for 12% of all FDI in the country as of 2021. U.S. firms operate across diverse sectors, employing 290,000 people and contributing 4.1% to Poland's GDP. Major sectors for U.S. investment include automotive, aerospace, IT, food products, pharmaceuticals, and financial services. Additionally, Poland's growing energy sector, driven by a need to diversify its energy mix, along with defense and digital technologies, offers promising opportunities.

Sources – International Trade Administration's Country Commercial Guides and the U.S. Department of State.



EXPORT ALABAMA EVENT:  
SEUS-CANADA

The United States and Canada share the longest international border on the planet and our bilateral relationship is one of the closest and most extensive in the world. It is reflected in the high volume of bilateral trade — more than \$1.8 billion a day in goods and services — and in people-to-people contact — about 400,000 people cross between the countries every day. In fields ranging from border security and law enforcement to environmental protection to free trade, the two countries work closely together on multiple levels, from local/provincial to federal. — U.S. Department of State.

The United States and Canada enjoy the world's largest and most comprehensive trading relationship that supports millions of jobs in each country and constitutes \$1.95 trillion in bilateral trade and investment. Canada is traditionally the top U.S. export market, accounting for 14.2% of all U.S. goods exports in 2022. Two-way trade in goods and services totaled \$919.2 billion in 2022, and 2022 bilateral investment stock totaled \$1.027 trillion, exceeding the trillion-dollar mark for the first time according to the Department of Commerce's Bureau of Economic Analysis (BEA). U.S. firms engaged in aerospace & defense, agribusiness, automotive, energy, ICT, and medical device sectors have some of the strongest market opportunities in Canada.

The United States, Mexico, and Canada are parties to the United States–Mexico–Canada Agreement (USMCA), which entered into force on July 1, 2020, replacing the North American Free Trade Agreement (NAFTA). The USMCA is a 21st century, high-standard trade agreement, supporting mutually beneficial trade resulting in freer markets, fairer trade, and robust economic growth in North America.

Investment also plays a significant role in the bilateral relationship. Canadian foreign direct investment (FDI) in the United States was \$683.80 billion in 2022, making Canada the United States' second-largest source of FDI (by country of ultimate beneficial owner). The United States is Canada's top source of FDI, with investment stock from the United States totaling \$438.76 billion in 2022. As of 2020, U.S. affiliates of Canadian-owned firms employed 844,600 Americans, invested \$1.5 billion in innovative research and development, and contributed \$13.4 billion in U.S. exports.

Sources – International Trade Administration's Country Commercial Guides and the U.S. Department of State.



EXPORT ALABAMA EVENT:  
MADE IN ALABAMA AT THE PARIS AIR SHOW

The United States and France established diplomatic relations in 1778 following the United States' declaration of independence from Great Britain, and France provided key assistance to the United States as an ally during its war of independence. The Vichy Government of France severed diplomatic relations with the United States in 1942 during World War II; relations were normalized in 1944. The United States and France are among the five permanent members of the UN Security Council (P5). — U.S. Department of State.

The U.S.-French commercial and economic alliance is one of the United States' oldest and closest. In 1778, the United States entered into its first trade agreement, the Treaty of Amity and Commerce, with France. France and the United States traded \$153.8 billion of goods and services in 2022— up 32% from 2021 — its highest-ever level. In 2022, the United States was the largest foreign investor in France, and France the fifth largest investor in the United States. Relations between the United States and France continue to be active and friendly, drawing from common values and similar policies on most political, economic, and security issues.

Trade and investment ties between the United States and France are strong. U.S. exports to France include industrial chemicals, aircraft and engines, electronic components, telecommunications, computer software, computers and peripherals, analytical and scientific instrumentation, medical instruments and supplies, and broadcasting equipment.

In general, the commercial environment in France is favorable for the sales of U.S. goods and services. Marketing products and services in France is similar to the approach in the United States, notwithstanding some significant cultural differences and specific legal and regulatory restrictions. While French buyers can be receptive to new and innovative products, there is a tendency to stick with known local suppliers. Competition can be fierce but local partners are readily available in most sectors and product lines. U.S. companies should be prepared to invest marketing resources in launching a new brand or product in France.

Sources – International Trade Administration's Country Commercial Guides and the U.S. Department of State.



EXPORT ALABAMA EVENT:  
MADE IN ALABAMA AT DSEI

The United States has no closer ally than the United Kingdom. Following the end of the American Revolution in 1783, the United Kingdom officially recognized American independence, and in 1785 our two countries established diplomatic relations. Other than a brief break in relations during the War of 1812, the United States and the United Kingdom have remained durable partners and allies. Our partnership is a foundation of our mutual prosperity and security. — U.S. Department of State.

The strong relationship between the United States and the United Kingdom reflects our common democratic ideals and values, which are reinforced through cooperation on political, security, and economic issues. Along with other European allies, the United States and the United Kingdom work closely together to combat terrorism, stop the proliferation of weapons of mass destruction, and ensure regional security.

The United Kingdom, with a population of 67 million people and a GDP of \$3.1 trillion (2022), is a major international trading power. The UK has the second-largest economy in Europe and led the G7 in GDP growth (4.0%) in 2022.

U.S. and UK businesses are well-established as trading partners with strong market opportunities in the IT, aerospace and defense, health and pharmaceutical, and travel sectors. The UK economy is undergoing a historic realignment following its decision to leave the EU single market and customs union, while at the same time dealing with the ongoing economic impact of the COVID pandemic. GDP growth was positive throughout 2021 and 2022 (7.6% and 4.1%, respectively). Posting the fastest growth rate among G7 countries in 2021, the UK's economy surpassed its pre-pandemic level in the first quarter of 2022, due largely to increased government spending. Full year 2022 GDP growth reached 4.1%. Although analysts had predicted 5% growth in 2022, growth forecasts for the UK in 2023 are at only 0.5% owing to the Russian invasion of Ukraine, rising energy costs and global supply chain disruptions.

The UK market is complex and well developed and a leader in product research and development. Companies considering entering the market with established products must demonstrate a clear value proposition and competitive advantage (e.g., price, quality, branding). Online marketing and offers of delivery options are very popular with consumers in cities. Well-established local distributors are key to success, along with evaluating prospective partners carefully. Offering flexible business arrangements during this period of economic uncertainty will show a commitment to the market for the long term.

Sources – International Trade Administration's Country Commercial Guides and the U.S. Department of State.



**EXPORT ALABAMA EVENT:  
BUSINESS DEVELOPMENT AND EXPLORATORY  
MISSION TO AUSTRALIA**

Australia is a vital ally, partner, and friend of the United States. The United States and Australia maintain a robust relationship underpinned by shared democratic values, common interests, and cultural affinities. Economic, academic, and people-to-people ties are vibrant and strong. The two countries marked the 75th anniversary of diplomatic relations in 2015. — U.S. Department of State.

Australia is one of the United States' most important trade partners, with a bilateral commercial relationship that is critical for economic development and job creation in both countries. The Australia–U.S. Free Trade Agreement (AUSFTA), in force since 2005, has significantly stimulated U.S.-Australian trade and investment. In 2022, U.S. goods exports to Australia reached \$30.6 billion, making Australia the United States' 16th largest export market. This reflects a substantial increase from \$26.5 billion in 2021. U.S. imports from Australia also grew, totaling \$16.2 billion in 2022. The U.S. maintained a trade surplus of \$14.4 billion with Australia, one of the largest trade surpluses the U.S. has with any country.

The two countries have strong bilateral defense ties, including the Australia, New Zealand, and United States (ANZUS) treaty, and collaborate closely on regional security, particularly in the Indo-Pacific region. Additionally, Australia, the U.S., and the U.K. have deepened their security cooperation through the AUKUS partnership, aimed at enhancing joint military capabilities to promote stability in the region. This strong political alliance complements the economic relationship, ensuring that Australia remains a key partner for the United States in both trade and global security. The enduring collaboration across multiple sectors highlights the significance of the U.S.-Australia partnership in fostering mutual prosperity and maintaining regional stability.

Australia's business environment is welcoming to foreign investors, offering few barriers to entry, a familiar legal and corporate framework, and a sophisticated financial market. The country's AAA international credit rating and robust financial sector make it an attractive destination for investment. Moreover, Australia's well-established legal system and leadership in dispute resolution provide a secure environment for international business operations.

Sources – International Trade Administration's Country Commercial Guides and the U.S. Department of State.



EXPORT ALABAMA EVENT:  
SEUS-JAPAN

The U.S.-Japan Alliance is the cornerstone of U.S. security interests in Asia and is fundamental to regional stability and prosperity. The Alliance is based on shared vital interests and values, including: the maintenance of stability in the Indo-Pacific region, the preservation and promotion of political and economic freedoms, support for human rights and democratic institutions, and the expansion of prosperity for the people of both countries and the international community as a whole. — U.S. Department of State.

Japan, the world's third-largest economy, is one of the United States' most critical trade and investment partners. In 2022, bilateral trade in goods and services between the U.S. and Japan was valued at \$309 billion, marking a significant increase as COVID-19 restrictions eased. Japan is the current fourth-largest export market for the U.S., with U.S. exports to Japan totaling approximately \$119.8 billion. Key exports for the U.S. include liquefied natural gas, pharmaceuticals, medical equipment, and civilian aircraft. Imports from Japan amounted to over \$190 billion in 2022, dominated by vehicles, automotive parts, and electronics.

Japan's strong legal framework, intellectual property protections, and integration with international trade agreements, such as the U.S.-Japan Trade Agreement and the U.S.-Japan Digital Trade Agreement, make it a reliable market for U.S. companies. However, Japan faces significant demographic challenges, with a rapidly aging and shrinking population that is projected to decrease by a third by 2060. This demographic shift is expected to impact various economic sectors, from robotics and pharmaceuticals to real estate. Despite these challenges, Japan remains a strategic partner for the U.S., particularly in advanced sectors like aerospace, defense, and cybersecurity, where deep economic integration and co-development initiatives are expanding.

Beyond trade, Japan is the largest source of foreign direct investment (FDI) into the United States, with an FDI value of \$721 billion as of 2021. Japanese investments, particularly in the manufacturing sector, support close to 1 million U.S. jobs and significantly contribute to the U.S. economy. Japan's market, characterized by its size, wealth, and advanced technology, also presents unique investment opportunities for U.S. firms, such as access to cutting-edge technology, competitive markets, and potential partnerships with Japanese firms in third markets.

Sources – International Trade Administration's Country Commercial Guides and the U.S. Department of State.

# Meet Export Alabama

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Export Alabama is a tight-knit group of trade organizations here to help your company succeed in the global marketplace. The Alabama Department of Commerce can facilitate introductions to any of these organizations. Export Alabama members offer access to services, resources, and contacts to help you remain competitive.

To learn more, contact the Alabama Department of Commerce's Global Business team at 334-242-7982 or [exportalabama@commerce.alabama.gov](mailto:exportalabama@commerce.alabama.gov).



**Export Alabama**



## ALABAMA DEPARTMENT OF COMMERCE OFFICE OF GLOBAL BUSINESS

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## ALABAMA DEPARTMENT OF AGRICULTURE AND INDUSTRIES

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### **Rick Pate**

Commissioner

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The Alabama Department of Agriculture and Industries is a member state of the Southern U.S. Trade Association (SUSTA) and works to promote domestic and international consumption of Alabama products. The department provides timely, fair and expert regulatory control over products, business entities, movement, and applications of goods and services for which applicable state and federal law exist and strives to protect and provide service to Alabama consumers.

## ALABAMA DISTRICT EXPORT COUNCIL

[WWW.ALABAMADEC.COM](http://WWW.ALABAMADEC.COM)

### **Robert Stackpole**

Executive Secretary

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The Alabama District Export Council is one of 59 DECs in the country charged with encouraging and supporting the export of goods and services that will strengthen individual companies, stimulate U.S. economic growth, and create jobs. Appointed by the U.S. Secretary of Commerce, Alabama members can share time and expertise with small-and medium-sized businesses that are interested in starting to export or expand into new markets.

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## ALABAMA INTERNATIONAL TRADE CENTER

[WWW.AITC.UA.EDU](http://WWW.AITC.UA.EDU)

### **Brian Davis**

Director

### **Michael Brooks**

Associate Director

### **Carolyn Turner**

Senior International Trade Specialist

### **Kristinn Gretarsson**

International Development Director



The Alabama International Trade Center (AITC) provides customized international market research, in-house technical trade training, and export financing and capital access. AITC is a federal-state partnership between the University of Alabama and the U.S. Small Business Administration and is an institutional member of the Alabama Small Business Development Center Network, a statewide network of management and technical assistance centers.

AITC offers a Targeted Export Assistance and Management (TEAM) Training Program, an intensive program which has created over \$24 million in new export sales. AITC brings in a team of experts to your facility and works closely with employees over an extended period of time to teach key export skills. Training can be combined with AITC research and finance services to help firms enter a foreign market and start selling.

## **ALABAMA PORT AUTHORITY**

[WWW.ALPORTS.COM](http://WWW.ALPORTS.COM)



### **Parrish Lawler**

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The Alabama Port Authority is your local link and strategic partner in your global supply chain. With 18 diverse cargo handling facilities, the capabilities and reliability of the Port of Mobile are unmatched. Situated perfectly on the Gulf of Mexico with access to 45-foot-deep water, nine railroads, and additional connectivity with air, truck and barge, the port delivers your goods. The port has invested over \$1.4 billion in the last 20 years to modernize and grow its facilities to support your needs.

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## **ALABAMA WORLD TRADE ASSOCIATION**



The Alabama World Trade Association (AWTA) works to promote and improve opportunities for Alabama citizens through the expansion of international trade. AWTA pursues initiatives on the state and federal level that support positive trade policies and the creation of new markets for Alabama companies and their employees.

## **NORTH ALABAMA INTERNATIONAL TRADE ASSOCIATION**

[WWW.NAITA.ORG](http://WWW.NAITA.ORG)

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The North Alabama International Trade Association (NAITA) is a business-driven organization with the mission to provide international trade advocacy, training, and networking to promote economic growth in North Alabama. NAITA, a non-profit membership organization, provides an international networking forum, education on trade issues, and prepares businesses for global success.

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## **PORT OF HUNTSVILLE**

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The Port of Huntsville provides quality multi-modal transportation services including an International Intermodal Center (air cargo & rail cargo) to a diverse customer base to stimulate economic growth and the development of the Tennessee Valley region.

**U.S. COMMERCIAL SERVICE  
U.S. DEPARTMENT OF COMMERCE  
ALABAMA EXPORT ASSISTANCE CENTER**  
[WWW.TRADE.GOV](http://WWW.TRADE.GOV)



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With a global network of experienced trade professionals located throughout the U.S. and in U.S. Embassies and Consulates worldwide, the Alabama Export Assistance Center offers trade expertise to assist with exporting, and guidance and tips on how to grow your business and export successfully.

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**U.S. SMALL BUSINESS ADMINISTRATION**  
[WWW.SBA.GOV/AL](http://WWW.SBA.GOV/AL)



**Brent McMahan**  
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The U.S. Small Business Administration (SBA) provides help to small business owners and entrepreneurs in pursuit of the American dream. When it comes to international assistance, SBA created programs to provide lenders with up to a 90% guaranty on export loans, and provides financial awards to help small businesses export their products.



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