



U.S.
COMMERCIAL
SERVICE

United States of America
Department of Commerce

U.S. COMMERCIAL SERVICE

AMERICA'S EXPORT EXPERTS

RURAL EXPORT CENTER



ANNUAL REPORT

FY22



INTERNATIONAL
TRADE
ADMINISTRATION

WHAT IS THE RURAL EXPORT CENTER

OUR VALUE

The Rural Export Center (REC) was created in 2020 to provide timely and differentiated research, with unique tools and analysis for actionable recommendations that help rural exporters identify new buyers, markets and strategies in international markets. [Learn more about the REC.](#)

WHY A RURAL EXPORT CENTER?

Rural American companies are located great distances from information, contacts, gateways and services that facilitate export success, so they are often less apt to pro-actively pursue exporting. What keeps so many capable US firms from exporting more pro-actively? Three key ingredients – knowledge, confidence and connections.

HOW WE ASSIST RURAL EXPORTERS

The REC removes these three barriers and empowers rural exporters by reducing the cost and complexity of growing international sales. Their RAISE (Rural America's Intelligence Service for Exporters) market research delivers actionable market intelligence and their WGR (Website Globalization Review) delivers proven digital analytics and ecommerce strategies. With this customized market intelligence in hand, rural exporters approach the world with knowledge and data-driven strategies, propelling their expansion into new global export markets.

ABOUT US



The Rural Export Center (REC), located in Fargo, North Dakota, was created in 2020 to assist rural companies overcome barriers to export.



The U.S. Commercial Service leverages its unique global network, both in the U.S. and overseas, to help rural companies expand into new markets.

OUR STAFF



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NOTE FROM THE REC DIRECTOR

"In FY22, the Rural Export Center delivered high-quality research and information to rural American exporters, working on 117 reports for companies from 15 states, with 7 states as first-time RAISE users. We delivered 31 training sessions on topics such as Due Diligence, Data Tools and Website Globalization. The Rural Export Center was recognized with 3 awards, and we have published 38 articles to the REC website, celebrating the best practices and success of America's hard-working rural exporters."

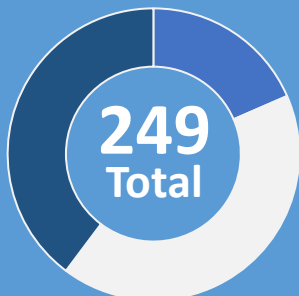
- Heather Ranck, Director, Rural Export Center, U.S. Commercial Service

FY22 Completed

99

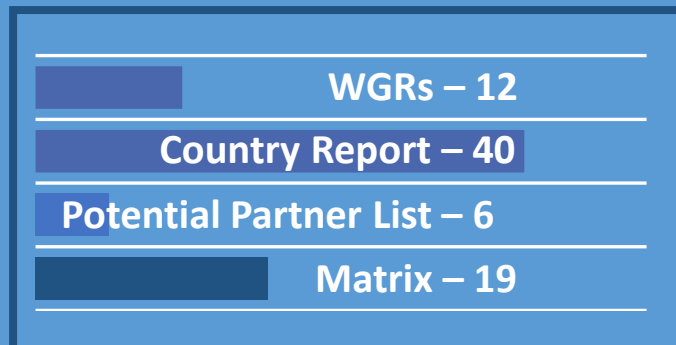
FY22 In Progress

46

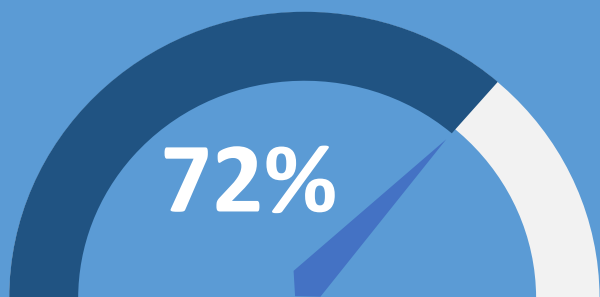


249
Total

REC Research Reports



Paid Reports by Type - FY22



Clients Taking Action Related to RAISE



22

of Industries Represented



31

of Trainings Delivered



800

of Clients Assisted



22

FY22 States using REC



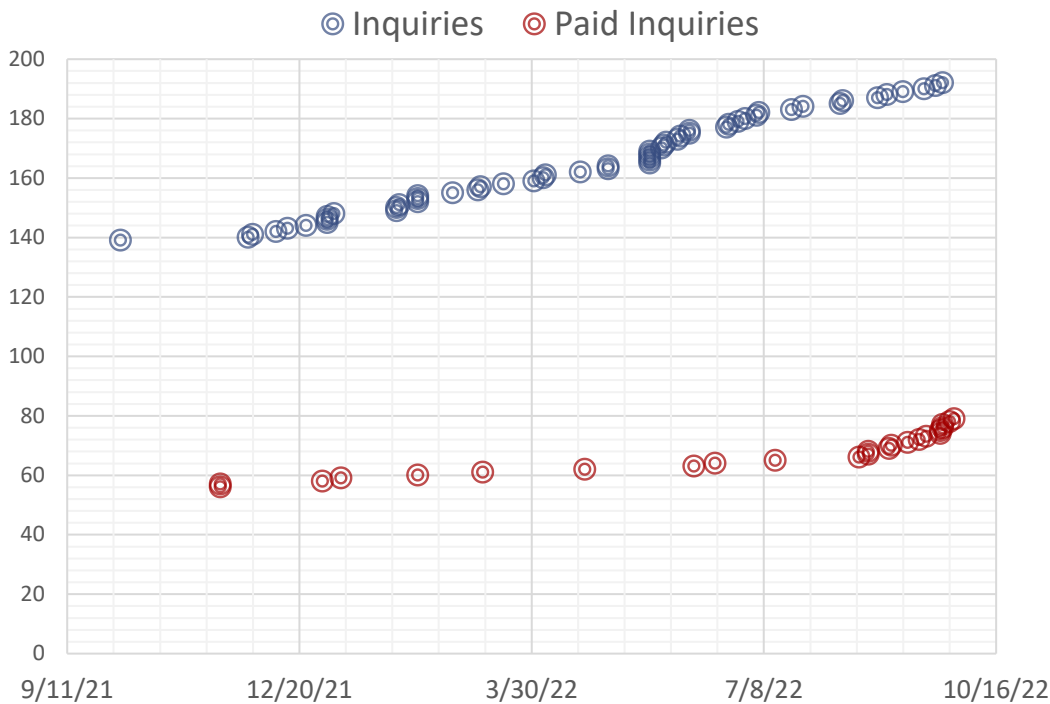
7

First-Time REC States

CLIENT ENGAGEMENT



FY22 INQUIRIES



FY22 INDUSTRIES REPRESENTED

Aerospace and Defense
Agribusiness
Agricultural Chemicals
Agricultural Equipment
Apparel
Beverages
Building Products
Construction
Equipment Consumer
Goods
Corporate Training
Services
Cosmetics and Toiletries
Defense Equipment
Design and
Construction
Education Publishing
Electronics
Furniture
Information and
Communications
Technology
Machinery and Tools
Oil and Gas
Seafood
Software
Yarns



This RAISE report for Aviation Specialties Unlimited provided information on a global scale with depth and quality that is the best I've ever seen. It's going to help our international team make educated decisions about markets to pursue, initiatives to take on, and investments to make that will help us grow our company. We will proceed with confidence, knowing that we are acting on a strong foundation of information...The report and recommendations are spectacular! Thank you. Thank you. Thank you!

— Sarah Pokorney,
Aviation Specialties Unlimited (Boise, ID)

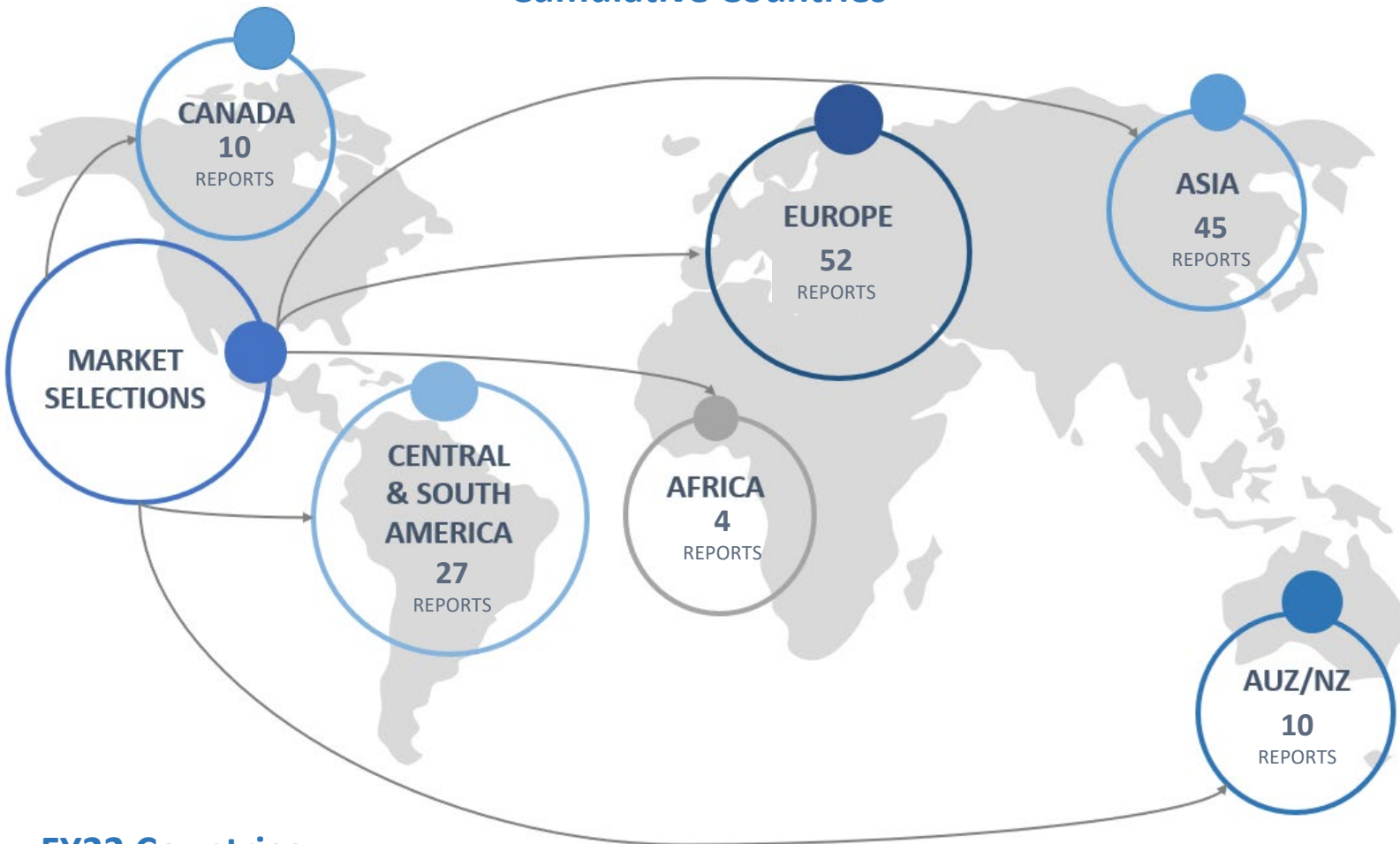
COUNTRIES

”

REC and RAISE provide the research arm that most companies lack the human or capital resources to invest in. It is an affordable strategic opportunity provided to USA companies who wish to begin or grow in exports.

- Joey Ward, Allen Engineering, Paragould, AR

Cumulative Countries



FY22 Countries

| | | | | | |
|------------|-----------|-------------|--------------|-------------|---------|
| Australia | France | Kuwait | Poland | Spain | Turkey |
| Brazil | Germany | Mexico | Portugal | Sweden | UAE |
| Canada | Guatemala | Netherlands | Saudi Arabia | Switzerland | UK |
| Chile | Guyana | Nigeria | Singapore | Taiwan | Ukraine |
| China | India | Norway | S. Korea | Thailand | Uruguay |
| Czech Rep. | Japan | Philippines | | | |

EXPANDING ASSISTANCE TO RURAL COMPANIES ACROSS THE U.S.

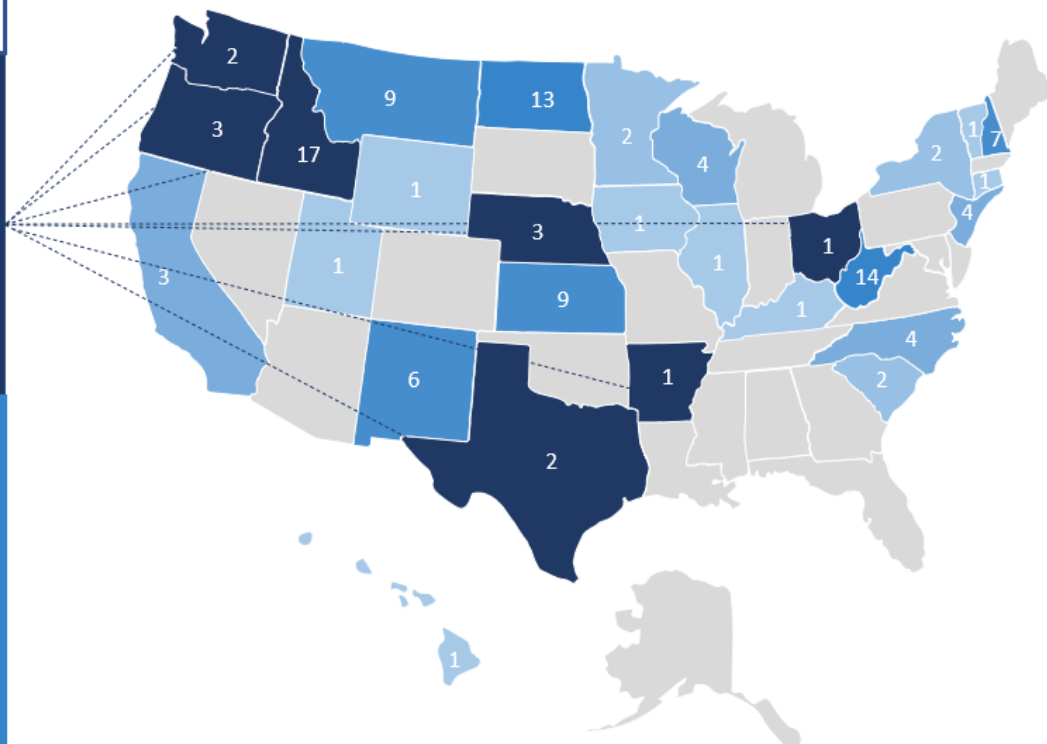
NEW IN FY 22

Companies
Representing

7

New States
Joined the
Program in
FY 22

- Arkansas
- Idaho
- Ohio
- Oregon
- Nebraska
- Texas
- Washington



Number of
Total States
Participating
Since Launch

28

”

The very extensive Matrix, followed by the 3 Country Reports was nothing short of fantastic. It provided both the initial broad overview (data driven) of the market...and a very in-depth analysis of three countries that were chosen as the top opportunities based on all the data provided. It was a delight to work with the RAISE team throughout the program and be provided with an extensive report that was extremely well presented at the conclusion of the research project.

- Graham Upton, Doron Precision Systems, Binghamton, NY

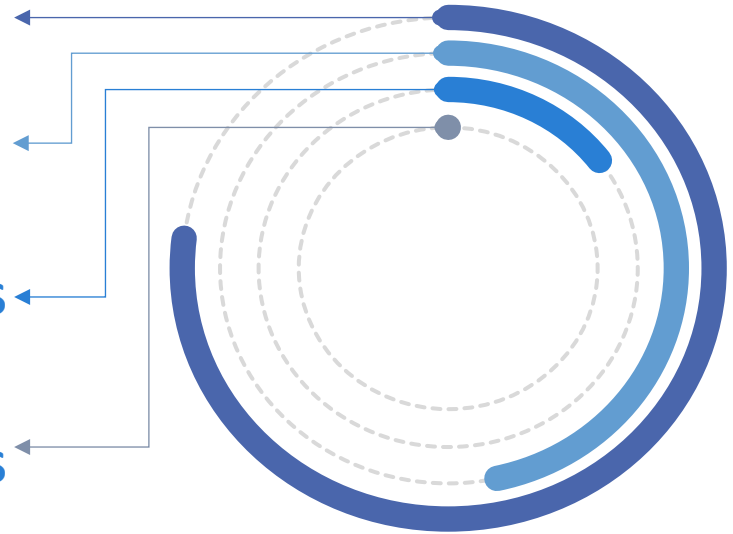
FINANCIAL & PROGRAM OVERVIEW

99 RAISE REPORTS COMPLETED

46 RAISE REPORTS IN PROGRESS

12 WEBSITE GLOBALIZATION REVIEWS COMPLETED

0 WEBSITE GLOBALIZATION REVIEWS IN PROGRESS



PARTICIPATING STATES - FY22

Arkansas
California
Connecticut
Hawaii
Iowa
Idaho
Kansas
Minnesota
Montana
North Carolina
Nebraska
New Hampshire
New Jersey
New Mexico
New York
Ohio
Oregon
South Carolina
Texas
Washington
Wisconsin
West Virginia

FINANCIAL OVERVIEW DRIVING RESOURCES TO CLIENT SERVICE

