

The Great Lakes St. Lawrence Governors & Premiers (GSGP) coordinate a nationally recognized, award-winning partnership among its member States and Provinces to assist small and medium-sized companies from the region in exporting their goods and services. GSGP's responsive and comprehensive approach is focused on expanding product and service sales, driving regional economic growth and creating jobs. Over 1000 regional companies are assisted each year. From 2016-2021, facilitated export sales totaled \$1.06 billion. Three complementary strategies drive this success:



## Shared Trade Offices

On behalf of its member States and Provinces, GSGP manages sixteen shared trade offices with global market access to more than 135 countries. The GSGP trade offices provide unique service benefits to participating members:

- GSGP members can access a superb network of pre-screened sub-contractors with decades of experience working on behalf of GSGP, and familiarity with State and Provincial procedures, the regional business environment and export partners.
- Contracting is done through GSGP, a U.S.-based corporation for which the Governors and Premiers serve on the Board of Directors. This ensures transparency, responsiveness, legal and financial accountability.
- GSGP's flexible service model allows each member to tailor services to best meet its needs, including the ability to take on unanticipated work.
- Long-standing relationships, built-up goodwill and the combined business from GSGP members enhance the ability to work through member contract or payment interruptions.
- Responsive GSGP staff provide high-quality management as well as other complementary services (e.g. missions, trade policy) with a proven track record of success.

GSGP's shared trade offices not only produce results but are cost-effective:

- The offices offer the ability to jointly establish a presence in markets that otherwise may be cost-prohibitive for individual members to access on their own.
- GSGP's not-for-profit structure ensures that the focus is on maximizing service quality at the lowest possible cost.
- Aggregating the demand of participating members into a single contract with each sub-contractor provides pricing leverage and bargaining power to negotiate low rates. GSGP is often able to negotiate discounting between 10-50% depending on the market and service offering.

The shared trade office model has proven to be a great success for GSGP and its member States and Provinces. The common business culture and strong working relationship among the Governors, Premiers and their international trade teams have been instrumental to this success. Similar product and service portfolios have also allowed the foreign trade offices to promote each member State and Province individually while under the umbrella of GSGP.

### **Joint Trade Missions**

Each year, GSGP organizes multi-State/Provincial trade missions to assist small and medium-sized companies from our region to export their products and services. Trade missions are an excellent way for companies to visit international markets as part of an organized group of business people. Each participant receives customized, one-on-one appointments with prospective distributors and customers from GSGP's exceptional sub-contractors.

GSGP missions complement each State's and Province's independent initiatives, and can fill programming gaps. For example, pooling a small number of companies from several jurisdictions can create a critical mass to visit secondary or "frontier" markets. In-market, GSGP missions attract significant visibility and ensure high-level meetings with government officials, business associations and potential business partners. GSGP's management experience and bargaining power also ensure that missions are cost-effective.

GSGP's combination of mission quality and value has attracted over 700 companies to more than 30 foreign markets. Past missions have visited Argentina, Australia, Brazil, Czech Republic, Chile, Colombia, Costa Rica, Dominican Republic, Germany, India, Indonesia, Japan, Kenya, Mexico, New Zealand, Peru, Poland, Qatar, Québec, Romania South Africa, Tanzania, Thailand, Turkey, Vietnam, the United Arab Emirates and the United Kingdom.

### **Trade Policy**

The GSGP is actively involved in ensuring that foreign trade policy promotes the interests of our region's States, Provinces and citizens. GSGP also works to foster the efficient movement of cross-border commerce between the United States and Canada.

### **Contact**

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