

## EXPANDING EXPORT MARKETS

**ABOUT SILICON CARBIDE PRODUCTS, INC.** Silicon Carbide Products, Inc. (SCP) is located in Horseheads, New York, with 28 employees. Founded in 1994, SCP manufactures high performance custom products that serve the severe industrial service needs in the power generation, mining, hydro-fracking and molten metal contact industries. These products are used for sliding abrasion, extremely high thermal applications, very corrosive chemicals and/or when parts are needed that are non-wetting to non-ferrous molten metal.

**THE CHALLENGE.** SCP management was interested in expanding their market share through exporting. The company had engaged in some international business before with a handful of countries such as Germany and Canada. There was no formal strategy or organized exporting plan. SCP would respond to international inquiries upon request, as opposed to actively pursuing opportunities. The company was seeking guidance to identify new target countries and customers. SCP turned to AMT, part of the New York MEP and the MEP National Network™.

**MEP CENTER'S ROLE.** SCP participated in two programs to support its efforts, including Global NY and the MEP's Export NY program. In the Export NY program, SCP created a strategy and international business plan to assess available opportunities in foreign markets, analyze foreign market entry alternatives, analyze its ability to enter a foreign market, identify how to do business successfully in specific regions and countries, and leverage company resources with outside assistance. The activities in the Global NY program included participation in foreign trade missions, foreign and domestic market sales trips, subscription services provided by the U.S. Department of Commerce, foreign translation services and international marketing campaigns, exhibiting at an international/domestic trade show, and international trade workshops. Working with NYMEP enabled SCP to assess and learn to manage the risk in the international markets, as well as comply with applicable international standards and regulations.

"The long-standing, continued business with AMT falls into the category of, 'How would we get where we are without this relationship?' This organization is professional, has extremely beneficial skillsets, uses the hard-to-find high emotional quotient and is consistently committed to helping lead 'what's next' as they push themselves and their clients to grow. SCP is grateful for the work that has been done and for the work that is coming... all of which is supported by the team at AMT. Trust me when I say, 'This is a group you want to get to know and get to work with on anything!'"

-Josh Dahlman, President

## RESULTS



Over **\$94,000** in new sales in Peru



Customers or presence in Chile, Peru, South Africa, and Australia



Indirectly in new markets in Columbia, Brazil, Tanzania, China, Indonesia and India

## CONTACT US



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