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2008 Trade Development Mission to  
**Serbia and Hungary**

**November 3-7, 2008**

**MISSION BOOKLET**

**Ohio**

The State of Perfect Balance

**Ted Strickland, Governor**  
**Lee Fisher, Lt. Governor**



**TED STRICKLAND**

GOVERNOR  
STATE OF OHIO



**LEE FISHER**

LIEUTENANT GOVERNOR  
STATE OF OHIO

Thank you for participating in the 2008 Ohio Trade Development Mission to Serbia and Hungary, led by Ryan Miller, Trade Manager with the Global Markets Division in the Ohio Department of Development.

In 2007, Ohio companies exported more than \$42 billion in goods, an increase of 12 percent over 2006. Ohio is currently the eighth-largest exporting state in the nation, and we are the only state to increase exports every year since 1998. In addition, over the six-year period 2001-2006, Ohio's exports increased nearly 20 percent faster than U.S. exports overall.

Ohio has an advantageous competitive position as exports from the United States are in high demand during these challenging economic times. Through exporting we are solidifying our position in the global economy, and Ohioans are benefiting from the unwavering commitment and vision demonstrated by company and government officials participating on this mission.

We are pleased to support the 2008 Ohio Trade Development Mission to Serbia and Hungary. It is our hope that participants, and prospects alike, engage in productive and successful meetings to expand their market base into Central and Southeastern Europe.

Sincerely,

Handwritten signature of Ted Strickland in black ink.

Ted Strickland  
Governor

Handwritten signature of Lee Fisher in black ink.

Lee Fisher  
Lt. Governor of Ohio  
Director, Ohio Department of Development

United States Senate  
WASHINGTON, DC 20510

October 9, 2008

Ohio Department of Development  
Global Markets Division  
77 S. High St., PO Box 1001  
Columbus, OH 43216-1001

Dear Ohio Trade Mission Participants:

Welcome to the 2008 Ohio Trade Development Mission to Serbia and Hungary. I am glad to hear of your interest in expanding your companies and bolstering Ohio's economy by exploring these new avenues for growth in Eastern Europe. As these markets continue to develop at a healthy rate, they hold great potential for your future and for the future of Ohio, which boasts some of the best manufacturers and service providers in the world.

I appreciate your involvement in the global marketplace and commend you on your expedition to these emerging markets. On behalf of myself and the United States Senate, we wish you the best of luck in your endeavors. I hope you enjoy your stay in Belgrade and Budapest.

Sincerely,

A handwritten signature in blue ink that reads "George V. Voinovich". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

George V. Voinovich  
United State Senator

# Ohio Export Promotion

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## Going Global

The Ohio Department of Development's Global Markets Division helps Ohio companies explore global trade opportunities and expand into new international trade markets. Global Markets' experienced and professional global trade development managers will prepare your company to meet challenges and benefit from opportunities as you expand your export markets worldwide.

## Agent and Distributor Searches

For many companies, the key to success in international markets is finding the right agent or distributor. Working through Ohio's network of 14 international offices, or with our many international contacts, our trade manager will coordinate searches for prospective agents and distributors for your products, initiating relationships that will pay dividends for your company long into the future.

## Ohio Trade and Investment Offices

The Global Markets Division manages 14 international offices in the world's leading markets. Each Ohio office is staffed by experienced business professionals whose goal is to promote Ohio exports and encourage capital investment in Ohio. Our local presence in key markets equips your company with the tools you need to gain a competitive advantage in the global marketplace.

## Foreign Direct Investment Attraction

Working closely with the Ohio Department of Development's Strategic Business Investment Division, the Global Markets Division's international offices market Ohio as a premier business location, and encourage foreign companies to explore direct investment opportunities in Ohio. Our offices partner with local and regional economic development organizations to create and retain jobs within the State through foreign direct investment.

## Business Missions

Global Markets organizes business missions, often led by the Governor or Lieutenant Governor of Ohio, to initiate and nurture relationships with potential international business partners. Participating in an Ohio business mission provides your company with opportunities to meet high-level business and government executives face-to-face, greatly enhancing your potential for future business success.

## Trade Shows

Global Markets helps Ohio companies exhibit at key international trade shows. The right trade show provides you with invaluable first-hand market research, facilitates your entry into a new market, and helps you increase your sales in an existing market.

## Ohio-Hungary Trade Facts

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### Ohio Statistics

In 2007, Ohio was the third largest exporter to Hungary from the United States. During that year, Ohio firms exported \$86 million worth of products to Hungary, up from \$71.1 million in 2006, a 16.79 percent increase.

### Ohio's top exports to Hungary (2007):

- Machinery
- Ceramic Products
- Electrical Machinery
- Optic/Medical Instruments
- Other Base Metals
- Vehicles (not railway)
- Glass and Glassware
- Books and Newspapers
- Copper
- Aluminum



## Ohio-Serbia Trade Facts

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### Ohio Statistics

In 2007, Ohio firms exported \$2.1 million worth of products to Serbia, an increase from no trade with the country the previous year.



### Ohio's top exports to Serbia (2007):

- Machinery
- Photographic/Cinematographic Products
- Vehicles (not railway)
- Optic/Medical Instruments
- Tanning, Dye, Paint, and Putty
- Electrical Machinery
- Rubber
- Plastic
- Albumins
- Ceramic Products

## Mission Itinerary

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2008 Ohio Trade Development Mission to Serbia and Hungary  
November 3-7, 2008

- |                   |  |
|-------------------|--|
| <b>October 31</b> | Depart Ohio  |
| <b>November 1</b> | Arrive in Belgrade, Serbia   |
| <b>November 2</b> | Open day   |
| <b>November 3</b> | Business briefing, individual business appointments, evening reception |
| <b>November 4</b> | Individual business appointments                                       |
| <b>November 5</b> | Depart by bus for Budapest, Hungary<br>Open day                        |
| <b>November 6</b> | Business briefing, individual business appointments, evening reception |
| <b>November 7</b> | Individual business appointments                                       |
| <b>November 8</b> | Depart Budapest for Ohio   |

## Notes

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## State of Ohio

### Ohio Department of Development Global Markets Division

77 South High Street, 29<sup>th</sup> Floor  
P.O. Box 1001  
Columbus, Ohio 43216-1001 U.S.A.  
Phone: +1 (614) 644-6476  
Fax: +1 (614) 463-1540  
Web site: [www.development.ohio.gov/itd](http://www.development.ohio.gov/itd)  
E-mail: [ryan.miller@development.ohio.gov](mailto:ryan.miller@development.ohio.gov)



### **Ryan Miller**

*Global Trade Development Manager*

Ryan Miller serves as a global trade development manager for the Ohio Department of Development's Global Markets Division (GMD). In his role as trade manager, Ryan works with Ohio companies looking to expand their sales presence in the global marketplace.

Prior to joining GMD in March of 2006, Ryan spent 10 years in private industry focused on manufacturing. His previous experiences have included laser cutting, cold heading, wire forming, and raw material sales. He received a Bachelor of Arts in Business from Muskingum College (1990) and an M.B.A. from Ashland University (2003).



## **American Apex Corporation**

8515 Rausch Drive  
Plain City, Ohio 43064 U.S.A.  
Phone: +1 (614) 652-2000  
Fax: +1 (614) 652-2001  
Web site: [www.americanapex.com](http://www.americanapex.com)  
E-mail: [craig@americanapex.com](mailto:craig@americanapex.com)

### **Craig Powell**

*Vice President, Sales and Marketing*

American Apex Corporation specializes in live-fire gunnery training devices for combat vehicle crews and is the industry leader with the AIMTEST .50 caliber Inbore Device. With more than 1200 devices currently in use by training tank crews from 13 different countries, the company has been setting the standard in innovation and design in live-fire training for more than a decade. In the age of training funds reduction, the AIMTEST is the right solution for the highest quality training.

American Apex Corporation, located in Plain City, Ohio serves the world's Armor and Infantry Forces. With more than 13 countries now using AIMTEST, American Apex Corporation is a proven global company with proven and effective gunnery training solutions.



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## Columbia Chemical Corporation

1000 Western Drive  
Brunswick, Ohio 44212 U.S.A.  
Phone: +1 (330) 225-3200  
Fax: +1 (330) 225-1499  
Web site: [www.columbiachemical.com](http://www.columbiachemical.com)  
E-Mail: [bill.rosenberg@columbiachemical.com](mailto:bill.rosenberg@columbiachemical.com)  
E-Mail: [rick.holland@columbiachemical.com](mailto:rick.holland@columbiachemical.com)



**Bill Rosenberg**  
*President*



**Rick Holland**  
*Vice President  
of Technology*

Since Columbia Chemical's formation in 1975, the company has been specializing in developing high-quality zinc plating processes and additives. What began on the second floor of a former Cleveland textile mill is now headquartered in a state-of-the-art 44,000 square-foot facility in Brunswick, Ohio. Its chemicals are used to electroplate zinc onto steel parts, providing the attractive appearance and enhanced corrosion resistance required by many industries, including automotive, fasteners, electronics, appliances and hardware.

Today, as the pacesetter in the zinc and zinc-alloy plating industry, Columbia Chemical offers a complete line of proprietary products from pre-plate to post-plate, from cleaner and acid inhibitors to brighteners to chromates, topcoats and finishing aids. The company supplies the products a zinc plater needs to produce zinc and zinc-alloy finishes of unmatched quality.

Aided by a well-developed distribution channel including a seasoned direct sales force, distribution partners and licensees, Columbia Chemical products are available throughout the world.



## **Mission Essential Personnel**

4343 Easton Commons, Suite 100  
Columbus, Ohio 43219 U.S.A.  
Phone: +1 (614) 416-2345  
Fax: +1 (614) 416-2340  
Web site: [www.missionep.com](http://www.missionep.com)  
E-mail: [scott.humphrys@missionep.com](mailto:scott.humphrys@missionep.com)  
E-mail: [chris.taylor@missionep.com](mailto:chris.taylor@missionep.com)



### **Scott Humphrys**

*Executive  
Vice President*

### **Chris Taylor**

*Vice President of  
Global Initiatives*

Founded in 2003, Mission Essential Personnel (MEP) has emerged as the preeminent services provider of government agencies operating in high-threat and post-conflict regions around the globe. The company specializes in providing client-tailored services in tactical training, Non-commissioned Officer Education, language services, cultural awareness training, and operations in high-threat areas.

From comprehensive training management and operational support to flexible staffing and customized program management consulting, Mission Essential Personnel's services are designed to meet the client's specific requirements. Mission Essential Personnel rapidly and efficiently delivers on-demand professional services globally.

Headquartered in Columbus, Ohio, they also have U.S. offices in Linthicum Heights, Maryland; Lorton, Virginia; Fremont, California; and White Plains, New York. In addition, there are office locations in Doha, Qatar; Wiesbaden, Germany; Italy, the Middle East, and Africa.



POLYCOM®

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## **Polycom Inc.**

35 Rockridge Road  
Englewood, Ohio 45322 U.S.A.  
Phone: +44 7813 920-141  
Web site: [www.polycom.com](http://www.polycom.com)  
E-mail: [chris.prowse@polycom.com](mailto:chris.prowse@polycom.com)  
E-mail: [tudor.bercan@polycom.com](mailto:tudor.bercan@polycom.com)



**Chris Prowse**  
*Sales Manager*

**Tudor Bercan**  
*Sales*

Polycom is the only company today delivering end-to-end, rich media collaborative applications for voice, video, data and the Web from desktop and mobile personal systems to room systems to the network core. They are the industry leader in unified collaboration solutions. Their vision is to enable people to connect anytime, anyplace and with any device in a virtual experience as natural as being there.

With an office in Englewood, Ohio, Polycom delivers business value by cutting costs, simplifying system management, and fostering real time collaboration. As a result of this easier, more lifelike collaboration, people are more innovative, efficient and productive, make better decisions, enjoy enhanced relationships and greater satisfaction with their jobs -- enabling organizations to be more agile, innovative and, therefore, globally competitive.



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## **United States Embassy – Serbia**



### **Embassy of the United States of America**

Kneza Miloša 50  
11000 Belgrade, Serbia  
Phone: +381 11 361 9344  
Fax: +381 11 361 8684

#### **Cameron Munter**

*Ambassador of the United States of America*

#### **Cameron Werker**

*Senior Commercial Officer*

#### **Zorica Mihajlovic**

*Senior Commercial Specialist*

#### **Boris Popovski**

*Commercial Specialist*

---

## **United States Embassy – Hungary**



### **Embassy of the United States of America**

Szabadság tér 12  
H-1054 Budapest, Hungary  
Phone: +361 475 4400  
Fax: +361 475 4764

#### **April H. Foley**

*Ambassador of the United States of America*

#### **Patricia Gonzalez**

*Senior Commercial Officer*

#### **Stephen Knode**

*Commercial Attaché*

#### **Andrea Imrik**

*Commercial Specialist*

#### **Agnes Pandur-Csiszer**

*Commercial Specialist*

## Partners

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We wish to acknowledge our Partners for their support and commitment to fostering economic prosperity between the United States and the countries in Central and Southeastern Europe.

- Ohio National Guard
- Cleveland Hungarian Partnership
- Ohio Serbian Unity Congress
- U.S. Embassy in Serbia
- U.S. Embassy in Hungary
- Honorary Consul General of Serbia in Cleveland  
U.S. Commercial Service

## Sponsors

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We extend our special thanks and appreciation to the Reception Sponsors:

### **Business Reception in Serbia**

- Ball Packaging Europe
- Tsomokos Group International D.O.O.

### **Business Reception in Hungary**

- Procter & Gamble KTT



**Contact in Europe:**

**Ohio Europe Office**

1 Rue de la Pépinière  
B-1000 Brussels, Belgium

Phone: +32 2 512-8687

Fax: +32 2 512-6614

Email: [Brent.Decent@development.ohio.gov](mailto:Brent.Decent@development.ohio.gov)

**Ohio**

**Department of  
Development**

**Ted Strickland**, Governor

**Lee Fisher**, Lt. Governor  
Director, Ohio Department of Development