

## ACCELERATING GROWTH FOR UTAH BUSINESSES

**2023**
**\$356.3M NTO\***

\$186.1M prospective / \$29.7M actual ... Sales  
N.A. / \$119.5M ..... Sourcing  
\$4M / \$17M ..... Investment

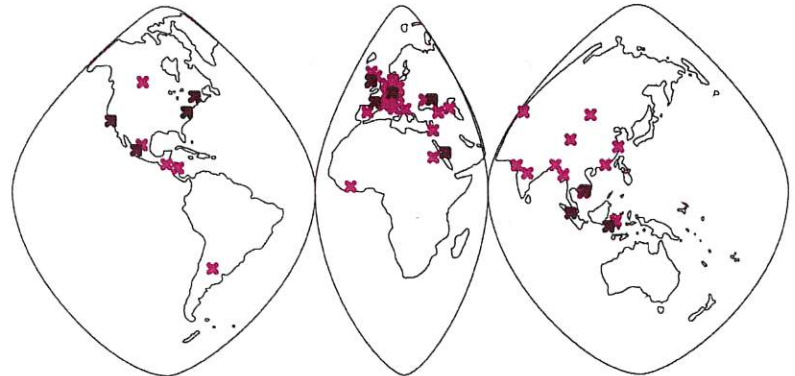
**349 COMPANIES  
SERVED**
**1025 SERVICES  
PROVIDED**

259 ..... Consultations  
153 ..... Global Sales Growth  
32 ..... Supply Chain Optimization  
292 ..... Investment Facilitation  
152 ..... Trade Missions and Shows  
137 ..... Grants

## MAKING UTAH THE CROSSROADS OF THE WORLD

**43 INBOUND VISITS**
**12 OUTBOUND TRIPS**
 INBOUND  OUTBOUND

**2023 Global Connections:** Albania, Argentina, Armenia, Austria, Azerbaijan, Bangladesh, Belgium, California, Canada, China, Côte d'Ivoire, El Salvador, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Kyrgyzstan, Luxembourg, Mexico, Mongolia, Myanmar, Netherlands, Nicaragua, Pakistan, Saudi Arabia, Singapore, Spain, Sudan, Switzerland, Taiwan, U.K., Ukraine, United Kingdom, and Vietnam.



### Arab Health + Riyadh Side Trip

Dubai + Riyadh, Saudi Arabia  
January 30-February 7, 2023

8 Utah Companies  
43 Meetings  
\$5.5M NTO

### Natural Products Expo West

Anaheim, Calif.  
March 7-11, 2023

6 Utah Companies  
52 Meetings  
\$450K NTO

### JEC World 2023

Paris, France  
April 25-26, 2023

6 Utah Companies  
90 Meetings  
\$16.2M NTO

### Ukraine Trade + Humanitarian Mission

Kyiv, Ukraine  
April 30-May 7, 2023

30 Utah Community Leaders  
55 Meetings  
\$12.5M NTO

### SELECT USA

National Harbor, Maryland  
May 1-4, 2023

3 Utah Community Leaders  
22 Investor Meetings  
*The WTC Utah team also participated in SelectUSA Canada in December.*

### Paris Air Show + Marseilles Side Trip

Paris + Marseilles, France  
June 19-23, 2023

10 Utah Companies  
138 Meetings  
\$26.7M NTO

### Trade Mission to France and the U.K.

Paris, France + London, U.K.  
June 19-23, 2023

41 Utah Companies & Orgs  
83 Meetings  
\$7.45M NTO

### Trade Mission to Southeast Asia

Singapore, Indonesia, and Vietnam  
July 7-15, 2023

6 Utah Companies & Orgs  
35 Meetings  
\$120K NTO

### Trade Mission to Mexico

Monterrey and Mexico City, Mexico  
October 21-27, 2023

18 Utah Companies & Orgs  
125 Meetings  
\$185.8M NTO

### MEDICA

Düsseldorf, Germany  
November 13-16, 2023

9 Utah Companies & Orgs  
130 Meetings  
\$1.7M NTO

### ISPO Munich

Munich, Germany  
November 28-30, 2023

11 Utah Companies  
90 Meetings  
\$1M NTO

**TRADE  
SHOWS &  
MISSIONS**

\*New Trade Opportunities (NTO) = \$ Actual Sales and/or Sourcing + \$ Prospective Sales and/or Sourcing + \$ Actual Investment for Utah businesses resulting from trade and/or investment activity and as reported by businesses in client impact statements

\*\* These datapoints are from our preliminary review of WTC Utah's 2023 programs and impact.



## ABOUT WORLD TRADE CENTER UTAH

World Trade Center Utah (WTC Utah) elevates Utah's global status and international engagement. We help Utah companies increase revenue and create jobs by expanding international sales, attracting foreign investment, and facilitating international partnerships.

WTC Utah strengthens Utah's international business industry by providing a range of services to Utah companies in order to accelerate their global growth. These include publicly-funded trade promotion services that are provided at no cost to any Utah business, as well as global service membership benefits for dues-paying members.

## UTAH BUSINESSES NEED INTERNATIONAL ALLYSHIP

In our global economy, Utah businesses need a unified, professional ally to stay competitive as a high-ranking global trade leader. Utah businesses deserve trusted, unbiased services for connecting businesses with international customers, optimizing supply chains, securing trade funding; expertly preparing for successful global expansion.

## 2024 WTC UTAH GOALS

- Organize trade missions to Canada in May, then to Korea and Japan in September.
- Serve over 370 Utah companies to identify and explore international markets, supply chain opportunities, and foreign investment and partnerships.
- Provide over 900 services to Utah businesses covering consultations, global sales growth, supply chain optimization, investment facilitation, trade missions and shows, and grants.
- Create a WTC Utah Korean office in partnership with the University of Utah.

**Total Trade Volume..... \$36.3B**

**Total Exports ..... \$18.1B**

Non-mining: \$9.8B

Mining: \$8.3B

**Exports as % of GDP: 9.9%**

**11** STATE RANKING  
EXPORTS PER CAPITA

**20%** UTAH JOBS (433k)  
RELY ON INT'L TRADE

**3,064 Utah companies exported goods in 2020 – 87% were SMEs**

## STATE TRADE DASHBOARD

**In 2023, Utah's exports increased by 5.98%.** The increase in Utah's year-over-year exports went to **Canada, France, and China**. Product exports increased in medical instruments, frozen bovine meat, and laboratory reagents.