

North Alabama Product Exports Reach \$2.3 Billion

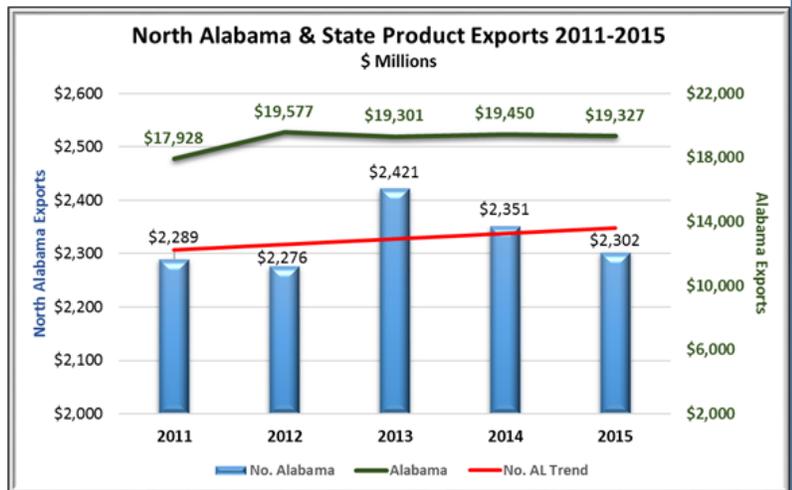
Map at right indicates top export destinations for North Alabama in 2015.



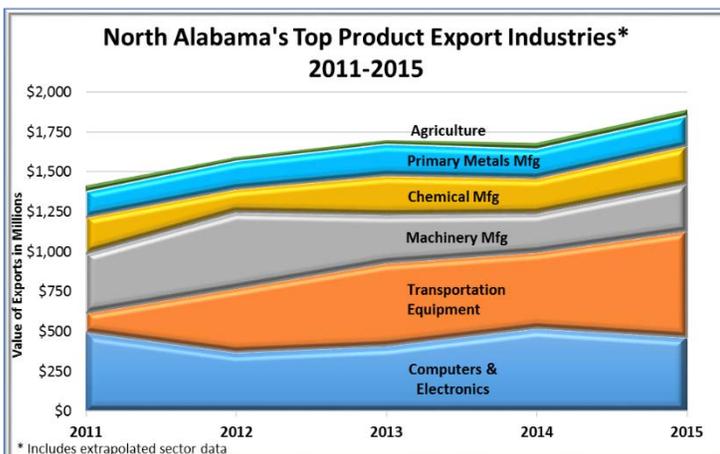
NAITA 2016 International Trade Study reveals that North Alabama companies reach \$2.3 billion in product exports to foreign markets in 2015.

Total value of exported goods by North Alabama companies continues upward trend since 2011. In 2015, exports totaled \$2.30 billion, slightly below the 2014 level of \$2.35 billion. The State of Alabama 2015 value of exports at \$19.3 billion was also slightly below 2014 level, and below the 2012 peak of \$19.6 billion. U.S. exports for 2015 dropped 7% from 2014.

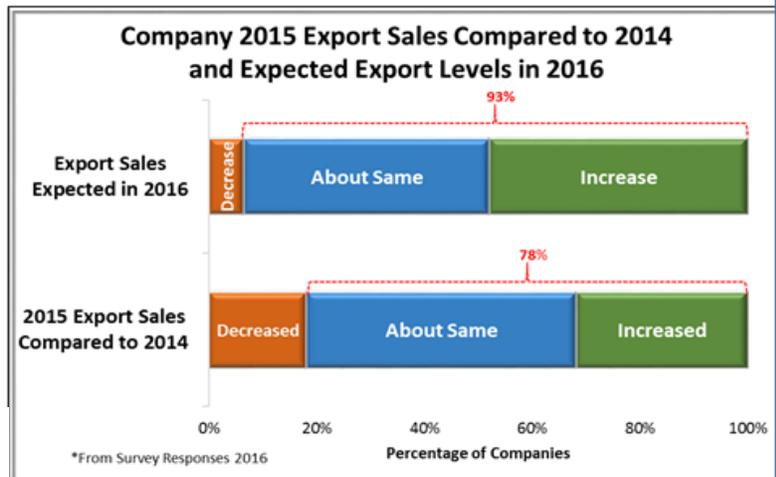
Top product export sectors for the past five years are Computers & Electronic Products, Transportation Equipment, Machinery Manufacturing, Chemical Manufacturing, Primary Metals Manufacturing, and Agriculture & Food Manufacturing, Other – significant export industry sectors from North Alabama include Plastics & Rubber Products, Fabricated Metal Products and Non-metallic Mineral Products.



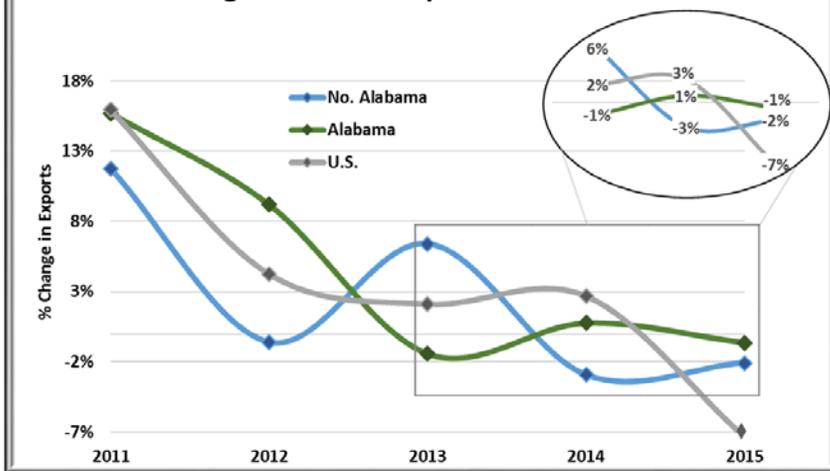
Expectations of North Alabama companies participating in the 2016 Trade Study about their export opportunities in 2016 are encouraging. A majority (93%) expect their 2016 export sales to continue at the 2015 levels or higher. Most (78%) North Alabama companies reported their 2015 export levels to be about the same or higher than in 2014.



Study Prepared for NAITA by UAH Center for Management & Economic Research-ATN - September 2016



Change in Product Exports Year Over Year



NAITA was cited by North Alabama companies as their most frequently used international trade assistance service in the state.



Year-over-year trends for North Alabama, the State of Alabama, and the U.S. are mixed. Exports from the North Alabama region decreased 2% from 2014 to 2015, the second drop since the 6% rise in 2013, and four years after the peak growth of 12% in 2011. The State of Alabama value of exports returned to the 2013 level at \$19.3 billion which is within 1% of the 2012 peak. U.S. export levels were below the 2014 levels by more than 7% after experiencing significant growth of 16% in 2011.

Trends (lines) are up for Transportation Equipment, Computers & Electronics, and Chemical sectors. Primary Metals, and Agriculture & Food Manufacturing sector trends were flat while Machinery Manufacturing has trended down over 5 years.

The most common export challenge faced by local companies was dealing with the Foreign Culture and Business Practices, followed by Export Documentation (13% of companies), and Intellectual Property Protection (13%).

Top destinations for exported products identified by North Alabama companies included 50 countries. Canada was a top destination for 46% of companies with China and Mexico at 37%. Japan (28%), and Australia (26%) were also popular destinations. Germany, Israel, and the United Kingdom followed closely, being popular with 22% to 24% of survey respondents.

