



FOR IMMEDIATE RELEASE
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PA Chamber Unveils New Member Benefit to Help Increase Export Sales

Harrisburg – The Pennsylvania Chamber of Business and Industry today announced a new benefit for its member businesses that will help to increase their international sales presence in selected markets around the world. Stevens & Lee/Griffin International LLC (SLGI) is partnering with the PA Chamber to offer the International Trade Assistance Partnership Program (iTAPP), which will give companies ongoing trade support in key, growing export markets. This effort underscores the importance of maintaining a strong and growing export sector within Pennsylvania’s economy.

“We’re excited to collaborate with Stevens & Lee/Griffin International on this innovative program,” PA Chamber President and CEO Gene Barr said. “As Pennsylvania businesses look to compete in a global marketplace, iTAPP can help provide support services to help increase international sales. This unique, cost-effective program helps to fill a void that has existed since the Commonwealth stopped offering such services to private employers in certain markets.”

Currently, iTAPP has trade specialists in Brazil, Chile, Colombia, Peru and Japan, and is looking to expand to additional underserved markets in Europe and Africa in the near future. Participating PA Chamber member companies will benefit from a free initial interview with SLGI to determine how the iTAPP program can most effectively help to develop a successful export strategy and complement existing public and private resources. Members will also receive a 20 percent discount on the fixed monthly fee for ongoing trade support in these growing export markets.

“Timing couldn’t be better for us to launch this unique trade assistance partnership with the PA Chamber,” said Wilfred H. Muskens, President and CEO of Stevens & Lee/Griffin International. “While some may question the benefits of free trade agreements, everyone will agree the U.S. needs to export more products and services to reduce our trade deficit and help our companies grow their operations and employment base right here in Pennsylvania. Launching this first-of-its-kind privately operated trade program perfectly complements existing tax-payer funded programs run by state and federal government, and will help to further strengthen Pennsylvania’s increasingly important exporting sector.”

Additional information on the program can be found on the [PA Chamber website](#) and [SLGI website](#).

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The Pennsylvania Chamber of Business and Industry is the state’s largest broad-based business association, with its statewide membership comprising businesses of all sizes and across all industry sectors. The PA Chamber is The Statewide Voice of Business™.