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Macoupin County Businesses attend Reverse Trade Mission

Macoupin County-Two Macoupin County businesses recently had some valuable face time with more than 30 foreign trade commissioners during a reverse trade mission hosted by the Illinois Department of Commerce and Economic Opportunity (DCEO).

Cynmar Corporation of Carlinville and NBS Systems of Mt. Olive both attended a reception at the Governor's Mansion in Springfield on April 24 and a luncheon in Decatur on April 25. During the reception for the commissioners, both companies as well as Macoupin County Economic Development, manned a table that promoted the county and the businesses' products and services.

"We enjoyed participating in the trade mission event. It was a great learning experience that allowed us to meet the trade commissioners from various parts of the world. We look forward to participating next time," said Cynthia Lamar, president of Cynmar.

The trade commissioners are part of The Chicago International Trade Commissioners Association, which is an informal group comprising the top economic representatives from foreign governments based in Chicago and responsible for the Midwest. The group's members serve as information brokers for their federal governments and play a vital role as the official representatives of their countries companies as well as facilitators for new trade endeavors.

Macoupin County Board Chairman Andrew Manar, commended Cynmar Corporation of and NBS Systems for their participation in the reverse trade mission events.

"I'm happy that two of our Macoupin County businesses took advantage of this event, and I hope that more companies who have an interest in foreign trade become involved in future events hosted by the state," said Manar.

Bill Borklund, president of NBS Systems, said the reverse trade mission enabled him to make some important contacts for the fulfillment side of his business. "I left the reception on Tuesday evening with a pocket full of business cards to follow up on. The event was worth our effort."

Macoupin County Economic Development Coordinator Nora Feuquay urges companies that would be interested in participating in future events to contact her at 217-854-7727 or noraf@macoupincountyonline.net.

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