

NMMA

Global Star 2019

Exemplifying Export Success in Recreational Boating

Success is the result of persistence for this Global Star!

"Companies don't do business, people do business with people." This is the motto that Spurs Marine, a manufacturer of line & net cutter systems in Fort Lauderdale Florida, is guided by. Pablo Sosa, the company's president tells a great story that supports this belief. As someone named 'Pablo', an immigrant representing an American company, people have an easy time remembering him. According to Sosa, this works especially well in Asia. "I shake their hand, look into their eyes and tell them 'Hi my name is Pablo and most likely I'm the only Pablo you will ever befriend!' Now you can tell your friends that you have a friend name Pablo. Without fail, on return trips to Japan, Korea, Vietnam and China, people come up to me to shake my hand and say hello."

Perhaps it's this personal approach that has worked so well for Spurs Marine, which has grown its export sales to an impressive 40% of total overall sales since its first export transaction to England more than twenty years ago.

International trade requires working with many different cultures and dealing with distinct import requirements. One particularly difficult market for Spurs has been India. For the past seven years, Spurs has invested considerably in India by exhibiting at trade shows in the country, working with three different distributors and traveling to meet with potential customers multiple times. The company is hopeful that this long-term commitment to exporting will pay off, as the market potential is palpable. After all these years, they've finally landed their first RFQ from the Indian Navy.



Spurs decided to export to diversify income sources to mitigate ups and downs in different sectors and to reach a larger market. Achieving this healthy balance between domestic and international sales, however, hasn't always been easy or quick. It can take time to break into new markets but with a commitment to diversifying, Spurs has endured the ebb and flow of exporting, stayed true to their export goals and achieved international success.

NMMA's Export Development program is here to assist NMMA members achieve export success. At NMMA, we believe that exporting isn't a luxury but a necessity for any company that wishes to compete effectively in today's global economy.



To learn more, visit nmma.org/international or contact us at 954-441-3234.

If you'd like to be considered for a Global Star, please contact NMMA's Sr. Director for Export & Workforce Development Julie Balzano at jbaltano@nmma.org