

NMMA

Global Star 2019

Exemplifying Export Success in Recreational Boating

Another Shining NMMA Global Star!

[HydroHoist Boat Lifts](#), based in Claremore, Oklahoma began exporting with the goal of creating a new revenue stream to help the company navigate the seasonal lows of the domestic U.S. market. By strategically targeting counter-seasonal markets, including western Europe and Australia, HydroHoist built a healthy balance between domestic and international sales which helps the company to mitigate the slower domestic months.

Since beginning to export in 1997, HydroHoist has grown its export sales annually; they now account for 7% of the company's annual revenue overall.

With a bit of due-diligence, proactive planning and outreach, HydroHoist has taken advantage of every resource available to them in terms of export development; including the use of [Export-Import Bank of the United States](#) (EXIM) export credit program to ensure timely and guaranteed payments from overseas buyers and using the [State Trade & Export Program](#) (STEP) trade grants offered by the Oklahoma Department of Commerce, to offset costs of exhibiting at international shows.



HarborHoist installed in Qatar

Part of HydroHoist's approach to fostering new export clients is to exhibit at key international shows, including in the [USA Pavilion at METSTRADE](#) in Amsterdam, while also leveraging worldwide relationships—knowing that relationship building is an important component to any successful and sustainable export strategy.

Tenacity and commitment are important for export success and HydroHoist has had to navigate their share of challenges including hurdles with language barriers while providing complex project quotations that require different power sources than those used here in the U.S.

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 jbazono@nmma.org