

Medical Indicators Successful Global Expansion

When thinking about developing an international distribution strategy, many privately-owned, mid-size business leaders assume that they are too small to compete with the larger corporations that typically dominate a global market.

That's where they are wrong! Did you know that the United States Commercial Service (USCS) has the resources and worldwide connections to make it possible for those small to mid-size enterprises (SMEs) to be successful when developing a more ambitious footprint!

One real world example of the valuable role played by USCS is seen in how they support Hamilton, New Jersey-based Medical Indicators. Speaking with Kelly Whelihan, their Vice-President of Business Development, she shared many great insights about the company's growth plan. For more than 30 years, Medical Indicators has been the leading manufacturer of single-use thermometers for professionals, as well as families and individuals, who sought a product that would virtually eliminate the possibility of spreading germs, which typically occurs through the repeated use of a traditional thermometer. Over the past decades they proudly built a strong and trusted reputation, serving well-known clients across a multitude of industries including national healthcare systems, fortune 500 companies, global relief organizations, educational institutions, and government entities.

But when they saw the possibilities that could result from expanding internationally, they turned to USCS for help. Today they have a presence in close to 25 countries with registrations pending in an additional 13 nations. Best of all, they anticipate continued vigorous growth as they expand further into the lucrative international market.

As Kelly emphasized, the key to their success is rooted in the commitment of the Commercial Service. Through programs such as [TradeWinds](#), a conference that brings together diplomats and business leaders for programs and networking across dozens of countries, the management team at Medical Indicators has established their company and broadened its brand recognition in the international marketplace.

The reason this process is so effective is because the Commercial Service's staff acts as an extension of the company, working collaboratively to identify the best partners for the U.S. organization. By listening carefully to the needs of Medical Indicators, they have been able to find, vet, and connect the right local clients with this U.S. manufacturer. Each USCS team member focuses on a unique niche, doing a deep dive into the industry in each country so that they can confidently offer U.S. business owners introductions that will stand the test of time. The feedback they provide to U.S. exporters is both honest and

practical, so the exporter is comfortable relying on the connection and is satisfied they will be engaging in an ongoing business relationship.

“As an SME, Medical Indicators is grateful to the USCS offices around the world who have aided in our international growth and expansion. Having a dedicated team working as hard as your own employees toward a shared goal of your company’s success, is an invaluable resource to any organization, but most especially SMEs like ours!” Kelly Whelihan shared.

The USCS has made it possible for Medical Indicators, a company that operates with 30 employees, to compete effectively and efficiently with other, much larger, exporters in the international business community.

If you would like to learn more about the United States Commercial Services and [TradeWinds](#), be sure to visit the website at www.trade.gov or email Janice Barlow at Janice.Barlow@trade.gov or Susan Widmer at Susan.Widmer@trade.gov.