

# Small Florida Business Finds Keys to Success Through FAS Programs

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Bouras Global Trading, a small food export company in Ft. Lauderdale, Fla., used FAS services to help double its sales. The company exclusively offers the full range of Hy-Top<sup>®</sup> products, including, grocery, shelf-stable, refrigerated and frozen products, as well as general merchandise and health and beauty items. In addition, it is the exclusive exporter of Richmix,<sup>®</sup> a non-dairy creamer, to the Middle East and Africa. The support of the various informative programs and services provided by FAS, has aided in Bouras Global Trading's export success, affording it the opportunity to unlock the doors to international exporting.



**Mohamed Bouras proudly displays his products during an international trade show.**

"FAS has saved us a lot of money, a lot of time, and a lot of effort and prevented us from having to waste our time doing something that would not be beneficial to us in the end," said Mohamed Bouras, president of Bouras Global Trading.

The company has seen an annual sales increase of 25 percent since the company formed four years ago and its projected sales for 2009 are approximately \$5 million. The company attributes much of its growth—a doubling of total sales since it began working with FAS—to its involvement in international trade shows and incorporating the information found on the [FAS Web site](#) into its business plan.

Bouras Global Trading has participated in several USDA/FAS-endorsed international trade shows over the past several years which have boosted the company's efforts to enter prospective markets for its consumer-oriented food products. FAS Trade Services Staff (TSS) works with show organizers to secure U.S. Pavilions at key shows. Also, the company received funding through the Southern U.S. Trade Association, an organization that received more than \$6.9 million in 2008 Market Access Program funding from FAS to help its members promote U.S. products through a variety of programs, including promotional trade events.

In addition to trade shows, the [market and trade data](#) on the FAS Web site helped Bouras Global Trading familiarize itself with markets, including who are its largest competitors, how to position its products in a particular country, which markets the company should pursue and which ones may prove to be a dead end for its products. In some cases, the

information the company received in Global Agriculture Information Network (GAIN) Reports, Attaché Reports sent from Agricultural Offices in Embassies abroad, indicated which markets have already been secured by another country or if a particular market's culture and economy don't warrant the purchase of its products. GAIN Reports are an excellent resource for exporters to find information for trade policy reports, rules and regulations, commodity and market reports.

Several years ago, Bouras attempted to enter the Brazil market and came back empty-handed after two unsuccessful business trips to the country. At the urging of a contact at FAS, Bouras learned more about the market's requirements through the [country information](#) on the FAS Web site and discovered it would have been impossible for his business to sell anything in that country.

"We went there blindly and found out the hard way," said Bouras. "We should have called the FAS office and asked for their help. Was this worth our time? Or should we move on? The Web site was a great tool for us to use to prevent us from wasting our time or money."

With the help of FAS, Bouras has grown his business into a successful international exporter. While Bouras prides himself in possessing the knowledge and skills to be successful in the export arena, he is grateful for the guidance he has received from FAS to get his business to where it is today.

"The services that FAS and USDA have put together have opened a lot of doors for us. They have given us the opportunity to knock on doors to tell people who we are and what we can offer them," said Bouras.