

Faces of Trade

Small Business Success Stories

with Chile



Control Chief Corp.

Bradford, PA

Steven "Tony" Habovstak, Business Development Manager

www.controlchief.com

Since 1971, Control Chief Corporation has been committed to developing wireless remote control systems to improve communications and operations in industrial environments. The company has been doing business in Chile since 1994, and Latin America currently accounts for 9% of Control Chief's sales. Steven "Tony" Habovstak, business development manager, makes it clear that Control Chief is committed to Latin America.

Control Chief has had a successful trade relationship with Chile. In 1999, Chile accounted for US\$1.3 million in total sales. The total gross sales of products similar to Control Chief's products amounted to US\$3.5 million. Habovstak explains that a major part of the company's success is due to the fact that "we have been able to negotiate with engineers who recognize the quality of American-made products as well as the support we offer with our product."

However, Habovstak explains that trade with Chile is impaired when Control Chief receives "price complaints because of the duty added on to its product. An FTA would eliminate this issue and allow us to compete with European, Canadian, and Asian companies that offer a less expensive product line due to trade agreements they have with Chile." In addition, Habovstak adds that an FTA would allow Control Chief to increase its market share in Latin America. "With an FTA in place, we expect 15% of our total sales to come from Latin America. **We need to do all we can to implement an even playing field. Growth in this area would translate into a lot of benefits at the local level, both in Chile and in Pennsylvania.** It would require us to increase employment to meet the demands of sales as well as service operations."

Industry: Manufacturing

Number of U.S. Employees: 37

Major Product Sold to Chile: Radio Remote Controls for Mining

Years of Involvement in Chile: 7

