

# Faces of Trade

Small Business Success Stories

## with Chile

### GE Transportation Systems



Erie, PA

**Jeffrey DeMarrais**, Communications Manager

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**G**E Transportation Systems' Erie, Pennsylvania, plant designs and manufactures propulsion systems for large trucks used mainly in the open pit mining industry. These drive systems for heavy trucks are used in more than 35 countries on 6 continents, making exports an integral part of the company's growth strategy. **Chile ranks as one of the company's largest, most important international markets.**

"The nature of our products has created a special and enduring relationship with the Chilean mining industry," explains Communications Manager Jeffrey DeMarrais. "For example, we provide the drive systems for trucks that haul minerals in Chile's expansive collection of mines, including Chuquicamata, the world's largest surface mine."

Latin America represents 20% of the Erie plant's mining vehicles business. Chile's rich mineral deposits drive the bulk of this demand. The mining industry is a dynamic market in which companies worldwide are constantly searching for means to reduce their costs and improve their competitive edge.

"If existing tariffs are maintained and a treaty is not approved, our position in the Latin American market would be at a disadvantage in relation to other countries," comments DeMarrais.

Any free trade agreement with Latin America or Chile would improve the plant's sales potential in the Latin American mining market. DeMarrais adds, "Our growing presence in the Latin American market would inevitably correspond with growing employment opportunities in our community."

**Industry:** Manufacturing

**Major Product Sold to Chile:** Propulsion Systems for Off-Highway Vehicles

**Years of Involvement in Chile:** 30

**Exports to Chile as a Percentage of Gross Sales:** 15%

