

# Ed Stockton Receives World Trade Award from CWTA

*Edward Stockton, president of Stockton Associates, a Hartford-based business consulting firm, received the first-ever "Todd Ouida World Trade Award" for exemplifying the Connecticut World Trade Association's objective of Peace and Stability Through Trade. The award was presented by Rita Zangari, deputy commissioner of the Connecticut Department of Economic and Community Development, during a June 12, 2002, World Trade Centers Day program in Bridgeport. Todd Ouida—the son of Herbert Ouida, executive vice president of the World Trade Centers Association—perished in the September 11, 2001, attack on the World Trade Center in New York.*

**Q. You recently received the "Todd Ouida World Trade Award" from the Connecticut World Trade Association that recognized your contributions to world peace through trade. What does this award mean to you?**

I am deeply honored to be recognized for promoting "peace and stability through trade." This is a principle in which I strongly believe. In personal terms, the fact that this award was named in honor of Todd Ouida, who was killed during the Sept. 11 attack on the World Trade Center, gives it special meaning.

**Q. You are also included in the World Trade Center's "Book of Honor" along with many world leaders, such as Nelson Mandela of South Africa, Ion Iliescu of Romania and K.H. Wu of Taiwan. What does this book say about the World Trade Center's global impact?**

This "Book of Honor" dramatically demonstrates that the World Trade Center Association is truly a worldwide effort that has attracted the attention of many world leaders from all parts of the globe.

**Q. You are a director of the Connecticut World Trade Association, the license holder for the Connecticut World Trade Center. What benefit is received by Connecticut businesses through their membership and involvement with CWTA?**

There are many benefits to being a member of the Connecticut World Trade Center Association, but the three primary ones that come to mind are the following:

First, the Connecticut World Trade Association is a beacon and focal point for foreign buyers from all over the world. It is important to attract these trade missions to Connecticut, and to leverage our strategic location between New York and Boston.

Second, World Trade Center

Association members have access to trade leads from the other World Trade Centers, and the Connecticut World Trade Association is electronically tied to the over 300 World Trade Centers.

Third, CWTA members can utilize office space and facilities in more than 200 World Trade Centers around the world.

**Q. The CWTA says that membership in the association is like having a sales representative in 93 countries. What does that mean?**

In full-service World Trade Centers, you can solicit the assistance of top-notch professionals who can provide advice and make initial contacts for you, which can greatly enhance your overseas trade trips.

**Q. How does having a World Trade Center in Connecticut help Connecticut?**

A World Trade Center Association in Connecticut puts the State of Connecticut on the "world trade map." Countries or companies that are coming to the U.S. often use World Trade Centers as a focal point. The bottom-line benefit to Connecticut is export jobs, which are generally higher-paying jobs. It also helps Connecticut companies compete in an increasingly competitive economy.

**Q. Connecticut is viewed as an enlightened export state. What needs to be done to help Connecticut companies to begin exporting or to expand their export base?**

A constant promotional program is necessary to get the attention of executives at small or medium-sized companies. The Connecticut World Trade Association sponsors numerous events that assist in this important effort.



**Edward Stockton, right, with James Nicholas, executive director of the CWTA.**

**Q. Many companies have reduced their membership in many associations, clubs and Chamber activities. What is the impact on these organizations and how does it affect individual companies?**

As the economy has slowed and become more competitive, unfortunately outreach activities have been cut back by many companies. In the area of exports, this has a negative impact on sales and, ultimately, it costs the State of Connecticut jobs.

**Q. Is a World Trade Center important in regard to Foreign Direct Investment?**

There is a direct link between exporting, importing, and direct foreign investment. U.S. companies that are exporting often have overseas partners that are looking to set up a facility in the U.S. Overseas companies that are selling into U.S. markets are usually prime targets for establishing a U.S. facility to lower their costs or minimize transportation problems. A World Trade Center is an active participant in all of these aspects of world business activity.

**Q. What specifically would be the advantage of having a "bricks and mortar" World Trade Center facility in Connecticut?**

Having a World Trade Center "building" is very important because it creates a great deal of synergy between the organizations that occupy it. It also would enhance the probability that visiting foreigners will visit—and that small trade shows can be accommodated. And it would provide opportunities for internships for university students who are interested in international business.

**A World Trade Center Association in Connecticut puts the State of Connecticut on the "world trade map."**

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Kramer's Used Auto Parts specializes in exporting automobiles, parts and components. The Connecticut-based company will fill custom orders for specific makes and models and ship fully loaded containers anywhere in the world.

Kramer's is the first dealership in the Northeast to get into the export car market. The company sells cars made for U.S roads to more than a dozen countries in North America, South America, Central America and Africa.

A family-owned and operated business, Kramer's has been in business for over 50 years. The company's services range from providing quality vintage and exotic cars to exporting dependable used cars and parts.

Kramer's will ship used automobiles and parts to anywhere in the world.

For more information, call Wayne LeBlanc at 203-378-7400.



# Gateway to Connecticut



## The Port of Bridgeport

- Connecticut's Port of Bridgeport, located in the heart of the most densely populated region in the United States, provides an accessible and uncongested gateway to the entire Northeast.
- Bridgeport serves as one of the Northeast's major centers for the import of perishable goods. Cilco terminal, operated by Logistec USA Inc., handles weekly shipments of bananas and plantains, as well as seasonal shipments of other temperature-controlled items from all over the world. With recent additions to its warehouse and truck-loading facilities, Logistec will be able to increase the amount of Refrigerated, Break-bulk and Containerized cargo it handles.
- Millions of dollars are now being invested to improve the port's commercial and industrial capabilities, and a new ship building and maintenance facility has been opened by Derektor Shipyards.
- Development at the Port of Bridgeport is creating jobs and breathing new economic life into Connecticut's largest city.



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## Connecticut Company Develops Worldwide Market for Used Autos and Parts

Wayne LeBlanc is in the driver's seat when it comes to exporting. That's because for the past seven years he has been quietly transforming his Stratford-based company into an international supplier.

When LeBlanc bought Kramer's Used Auto Parts in 1995, he wasn't as interested in the company's existing business as he was in its dealer's license. Although he is the third generation from his family in the auto parts business, LeBlanc has gone where no family member had ventured—overseas.

"Our throwaway cars over here are the cars they are driving in Third World countries," he said. "I saw an opportunity to take advantage of our access to the world's largest supply of wholesale raw materials—junked cars—by finding new markets for parts. From that start, we also began exporting older used cars. We provide the ultimate in recycling. We're providing the ideal way to dispose of 'end of life' cars that otherwise end up in a scrap yard."

LeBlanc also realized that many foreign buyers were having to piece together parts orders, so he developed a one-stop shopping solution. Kramer's will find everything a buyer is looking for and prepare it for shipping. "A lot of exporters were driving from yard to yard looking for parts; now we provide them with a one-stop shop for everything they need—whether it's motors, parts or automobiles," he said.

Kramer's avoids the need for letters of credit and export documentation by requiring that all shipments be prepaid and by having customers handle the necessary paperwork. "We choose our customers carefully," he said. "Because they know the people in their own countries, they can best ensure that shipments are handled properly."



To date, most of the shipments from Kramer's have gone to Mexico, Central America and South America. The company loads containers and ships by road or through the Port of New York/New Jersey.

LeBlanc said the company has been shipping some containers on a Japanese ship that calls weekly at the Port of Bridgeport. He said that the development of container-barge-feeder service at Connecticut's ports could help his business grow in the future.

Now LeBlanc, who has 12 employees, is considering opening a new facility devoted exclusively to serving the export car market. At the same time, he is working to establish relationships with big cities to provide an economically viable way to dispose of abandoned cars. He is also working on a new Web site that will serve as an online world trade center for used parts and cars.

About 25 percent of Kramer's annual sales are from exports, and sales are growing at more than 10 percent a year. Much of the company's business has come from word of mouth, but LeBlanc also has developed business leads by participating in trade missions sponsored by the Connecticut Department of Economic and Community Development.

LeBlanc also constantly looks for new niches. For example, during the past four years, he has started buying cars donated to nonprofit associations. "We've been able to work good deals in which the associations make more money and we are able to resell the cars for a profit," he said. "It's a win-win situation for everyone."

Making sure everybody wins is an important part of LeBlanc's formula for success. He works hard to develop and maintain personal relationships with his customers. Moreover, he said, "If my customers are not making money, it's not good for me. They don't come back. So I try to make sure that we all profit from doing business together."