

International Trade Assistance Center (ITAC) Success Story

Wiseco Performance Products



Wiseco Performance Products, located in Mentor, began operations in 1940, and has become a world-leader in the manufacturing of high-performance forged pistons for motorcycles, all-terrain vehicles, snowmobiles, outboard marines, automotive, and personal watercraft markets. Wiseco Performance Products worked with Kim Holizna, a Certified Global Business Professional, at the International Trade Assistance Center (ITAC) for assistance with export documentation.

Holizna and Wiseco Performance Products worked together to identify export compliance issues and develop effective company procedures. The expertise and assistance offered by Holizna enabled Wiseco Performance Products to save approximately \$50,000 in potential consulting costs and fees from non-compliance with export rules and regulations.

Holizna also introduced the company to other global resources including the Office of Export Assistance, which helped the company with partner search and market research.

Wiseco Performance Products, with continued help from ITAC, has access to resources that will help develop its global business strategy. It also has added distributors in Australia to their company alliance, and has seen a nearly 20 percent increase in profit from international sales. Wiseco Performance Products is hoping to add Mexico to its list of market expansion this year.