

## Two O.C. firms honored for export success

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Two Orange County companies have been honored by the U.S. Commerce Department for outstanding achievement in exporting.

Unique Spectronix Inc. in Irvine is one of 20 U.S. companies to receive the Presidential "E" Award for Exports in 2011.

Edwards Global Services Inc. in Irvine is one of seven U.S. companies to receive the Presidential "E" Award for Export Service in 2011. Edwards helps other companies find suitable and profitable international markets for their goods and services. It has 35 associates in 30 countries.

The "E" Awards are the highest recognition any U.S. entity may receive for making a significant contribution to the expansion of U.S. exports.

"We honor organizations helping to expand exports and companies that are selling high-quality products and services in every corner of the world and most importantly helping to create good jobs for American workers," said U.S. Commerce Secretary Gary Locke at the awards ceremony in Washington D.C. during World Trade Week recently.

Unique Spectronix focuses solely on exporting appliance components to the Korean companies LG and Samsung. By consulting with U.S. manufacturers, Unique Spectronix overcomes the issues U.S. component manufacturers face when exporting, the company said. This effort makes it possible for many U.S. companies to work with the large Korean conglomerates and compete in the highly competitive market of appliance components.

"Exporting continues to be the foundation of our sales growth, and we are honored to receive the 'E' Award," said Unique Spectronix President and CEO Suk Won Youn.

He noted that U.S. companies have not been able to compete with Chinese suppliers in the past.

"Through our activity, our 44 U.S. partners have now revitalized under-utilized assets and maximized profit margins based upon our encouragement to export their products," Suk Won Youn said. "With our unparalleled knowledge of Samsung and LG, we bring irreplaceable marketplace and industry knowledge and a unique negotiating position to make it possible for American manufacturers to become viable contenders in this rapidly growing market."

Edwards Global Services CEO William Edwards said, "Since our founding in 2001, EGS has been focused on taking U.S. franchise companies global. People around the world prefer U.S. brands and business systems, which are exported through licensing and franchising.

"U.S.-based food, education and service sector franchises are the leaders globally. More than 1,000 U.S. franchise systems have over 50,000 locations in 100 other countries," he added. "It is estimated that U.S.-based franchises account for net fee and royalty payments back to the United States from foreign operations in excess of \$750 million annually."

Locke said the Obama Administration has a goal to double U.S. exports by 2015 and "Unique Spectronix, Inc. and Edwards Global are being honored for making significant contributions toward fulfilling that agenda."

The "E" Awards were created by President John Kennedy in 1961 to recognize people, companies and organizations that contribute significantly to increase United States exports. The primary criterion for an award is four years of successive export growth, usually accompanied by a rising percentage of export sales within a company's total sales.

A demonstrated innovative international marketing plan is a significant factor in making the award, according to the Commerce Department.

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