



## **Automated Design Corporation – Illinois SBDC ITC at Governors State University**

Recently Mary Ma, International Trade Center Director at the Illinois SBDC at Governors State University assisted Automated Design Corporation in trade missions over seas as the company expanded into new foreign markets. Below is a letter thanking Mary Ma and the Illinois SBDC ITC at Governors State University and the various other programs that allowed for a successful trade mission to South Korea:

“Dear Mary,

I wanted to take this opportunity to express my gratitude towards you and the State of Illinois for providing the STEP program. Back in October of 2015, we used a STEP trip to meet potential customers in South Korea. The STEP program continues to be a asset to our business and helps our small business expand and be present in new markets. It creates opportunities that we would otherwise not be able to attack. Thank you for all of hard work and support.

During our latest STEP trip, we were able to meet Incheon Techno Park (As well as meet many of our smaller South Korean customers). Along with the assistance of your office, as well as Dan Kim, from the U.S. Department of Commerce, we were able to identify proper South Korean representation, as well as a great freight forwarder. This allowed us to propose a large system to Incheon Techno Park which we recently received a purchase order and deposit for. On top of the ITP project, the knowledge we learned on that STEP trip also gave us the credibility and experience to close another deal in South Korea.

Since my STEP trip to South Korea, we have sold over \$360,000 USD in South Korea, with another 100K forecasted for this year.

Thank you to all.

Sincerely,  
Joe Bitsky  
VP Automated Design”

Automated Design Corporation began designing and building quality custom automation in 1985 for the automotive industry and quickly grew to design solutions for a great range of services and industries world-wide. Today, ADC is the world leader in sports research and development testing equipment, having provided solutions to every major sports manufacturer. We have standard solutions for golf, tennis, baseball, softball, soccer, and basketball, and provide custom solutions for any and all sports on a regular basis.