

Colorado and the EU: An Important Relationship

Introduction:

Colorado is connected to the EU in many ways. International trade is the backbone of our modern, commercial world, and Colorado producers try to get their products exported into an expanded market. They are helped with this process by our International Trade Office (ITO), established by the legislature in 1983. The ITO helps create jobs in Colorado, assist Colorado companies to expand and diversify their markets, and build our state's identity as an international business center.

The EU is our state's second largest export market after Canada. In 2010, Colorado shipped 20% of our total exports to the EU (\$1.34 billion); 23% of our total exports were to Canada (\$1.6 billion). But nations of the EU are important to us in many other ways as well.

In this lesson, students learn about several (not all) of the ways in which their state is connected to the EU—through our airport, our National Guard, the ski industry, agriculture on the Eastern plains and in the San Luis Valley, and two hugely successful products started by Colorado entrepreneurs —Crocs Shoes and Kong Pet Toys.

Objectives

- Identify ways in which Europe is important to several of Colorado's economic sectors.
- Identify several export markets on a map of Europe.
- Conduct research on successful Colorado products exported from their own community to Europe.

Materials and Preparation:

- Make enough copies of the Denver International Airport promo maps for each pair of students to have a set.
- Make enough copies of the Colorado Portfolio: Colorado and the European Union, an Important Relationship for each small group of four students to have a portfolio.
- Make copies of the blank map of Europe for the small groups (optional).
- Make enough copies of the Recipients of Colorado Governor's Award for Excellence in Exporting handout for all students.
- Students will need Internet access to complete the research activity.

Teaching Time: 3-5 class periods

Procedure:

1. To introduce the lesson, pair students and distribute the two Denver International Airport promo maps to each pair. Allow pairs five minutes to look at the maps, making sure that students recognize the map of Europe and the map of Colorado. Ask: Do you recognize any of the logos on the maps? Which ones? What do you think the maps show? What would you title each map? Where do you think the maps are from? Can you guess the purpose of both maps? (*The maps are used by the Denver International Airport Public Relations and Marketing Office in presentations to airlines when they lobby for another international flight.*)

Continue the conversation by asking: Does it look to you like, even though we are a land-locked state, we have a lot of international businesses relationships with the EU? Why do you think there are more logos for European companies in Colorado than vice-versa?

2. Next, form small groups of four students. Tell groups that they will receive a Colorado Portfolio that contains examples of some of the ways in which our state is connected to the EU. Each component of the portfolio has a short task for students to complete. They should divide up the work for the various tasks and share their findings.

Teachers may also wish to distribute a blank map of Europe to groups for students to identify all of the European locations given in the Colorado Portfolio.

3. Once groups have completed each task provided in the Colorado Portfolio, have group members share what they have learned with one another. In a large group discussion, ask: Which Colorado products in the portfolio did you already know about? Were you surprised about any of the products exported to Europe? How would you categorize the examples—what economic sector of Colorado's economy is represented by each product? Do you know any additional companies in our state that export to European Union nations?
4. Distribute the Recipients of Colorado's Governor's Award for Excellence in Exporting handout. The Colorado Governor's Award for Excellence in Exporting has been given every year since 1970. Its purpose is to recognize Colorado companies that demonstrate a commitment to international trade. The awards recognize Colorado's leaders in international business. Awards are given in four categories, representing four sectors of our economy: agriculture, services, small business, and large business.
5. Students should scan the list and look up the website for a company that is a recent recipient of this award. Encourage students to work in pairs and to select a company near their own community. First, they should learn about the company's product or service and find out if the company exports to Europe. If so, they should try to interview a company spokesman to find out how important

exporting to Europe is for the company—is it easy or difficult? What level of success in exporting did the governor recognize? Students should then present their findings to the class. Have they found other important ways in which their community is connected to Europe?

Special thanks to these individuals for their contribution to this lesson:

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Handout #1



RECIPIENTS OF COLORADO'S GOVERNOR'S AWARD FOR EXCELLENCE IN EXPORTING

The Colorado Governor's Award for Excellence in Exporting has been given every year since 1970. Its purpose is to recognize Colorado companies that demonstrate a commitment to international trade. The awards recognize Colorado's leaders in international business.

Look up the website for a company that is a recent recipient of this award. You might choose one near your own community. Learn about this company's product or service. Find out if the company's products are exported to the EU.

2005

- FastracKids Int'l. (Service Exporter), Arapahoe County, Englewood
- Jack's Bean Company (Agricultural Exporter), Huerfano County, Holyoke
- Baxa Corporation (Large Exporter), Arapahoe County, Englewood
- Epilog Corp. (Small Exporter), Jefferson County, Golden

2006

- Harsh International, Inc. (Small Exporter), Weld County, Eaton
- Western Export Services (Agricultural Exporter), Denver County, Denver
- GQG, Inc. (Service Exporter), Adams County, Denver
- Sirenza Microdevices, Inc. (Large Exporter), Jefferson County, Broomfield

2007

- Qualmark Corp. (Small Exporter), Denver County, Denver
- Western Slope Industries (Large Exporter), Mesa County, Grand Junction
- Merrick & Company (Service Exporter), Arapahoe County, Aurora
- Leprino Foods (Agricultural Exporter), Denver County, Denver

2008

- ASD Inc. (Small Exporter), Boulder County, Boulder
- Portec Flomaster (Large Exporter), Fremont County, Canon City
- John Ewing Company (Agricultural Exporter), Weld County, La Salle
- CAP Worldwide (Service Exporter), Denver County, Denver RMO (Pioneer in Exporting Award), Denver County, Denver

2009

- Professional DynaMetric Programs, Inc. (Service Exporter), El Paso County, Colorado Springs
- Diamond Wire Technology (Large Exporter), El Paso County, Colorado Springs
- SteriTec Products Inc. (Small Exporter), Arapahoe County, Englewood
- Farm Fresh Direct, LLC (Agricultural Exporter), Rio Grande County, Monte Vista

2010

- Geotech Environmental Equipment (Large Exporter), Denver County, Denver
- Innovative Water Technologies (Small Exporter), Clear Creek County, Dumont and Otero County, Rocky Ford
- Promantek, Inc. (Service Exporter), Douglas County, Parker
- Bloomin' Promotions (Agricultural Exporter), Boulder County, Boulder