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## ***Nevada Commission on Economic Development Appoints Trade Representative in Germany***

**(Las Vegas)** – Nev. Lt. Gov. Brian Krolicki, who chairs the Nevada Commission on Economic Development, announced today that Rick Myatt has been appointed to represent Nevada in Germany as a part of the commission’s award-winning Nevada International Trade Representative Program.

“I am pleased to have Rick as a part of our growing NCED international representative team,” Krolicki said. “His experience and contacts in this important foreign market will create opportunities for Nevada businesses with a goal of jobs for Nevada’s workers.”

Myatt, owner and manager of MLM International in Herborn, Germany, has more than 25 years professional experience as a top executive for international companies such as John Deere, Nike and Ingersoll-Waldrich. Studying in both the United States and Germany, he holds a Master of Business Administration, a Bachelor of Science in economics and a German Diplom-Kaufmann degree.

Through MLM International, Myatt has represented various U.S. states, regions, cities as well as business associations and organizations since 1996. His firm has served as official foreign trade and foreign direct investment consultants for several German states, the European Metropolitan Region Rhine-Neckar, the German Center for Productivity and Innovation in Baden-Wuerttemberg and Saxony, and the Rhine-Neckar Chamber of Industry and Commerce.

As a foreign representative for Nevada, Myatt brings excellent contacts with North American and European private industries as well as with state, regional and city government decision makers and other relevant entities. He works very closely with the 81 German municipal chambers of commerce as well as with business associations, embassies, financial institutions, universities, and research and development centers throughout Germany, Europe and the United States.

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The Nevada International Trade Representative Program has international representative offices around the world that represent the state's economic, trade and investments all at no cost to state taxpayers. In December 2003, In Business Las Vegas awarded NCED its "Deal of the Year Award" for Economic Development Excellence. Since 2002, the International Trade Representative Program has positioned itself in eight globally significant markets in Asia and Europe.

Highlights of the International Trade Representative Program include:

- No start-up and no annual operational costs.
- No legislative action is required, as no state funding is required.
- Trade representatives are not employees paid by NCED. They work on straight commission paid by clients on either side of the deal.
- NCED has concentrated efforts on countries with the most strategic advantage for Nevada including China, Japan, Taiwan and Singapore.

Currently, international trade representatives are positioned in Northern China, Southern China, and Italy with open territories in Japan, Mexico, Singapore and the United Kingdom. To become an international trade representative, candidates must go through an application and review process which includes interviews with NCED commissioners, staff and external companies.

The Nevada Commission on Economic Development is a state agency that provides services, support and assistance to Nevada communities to help them diversify and develop their economies so they remain viable. The NCED is also responsible for the Nevada Film Office, the Office of Protocol, the Procurement Outreach Program, the Nevada Economic Development Fund and the Nevada Community Development Block Grant program. NCED has offices at 808 W. Nye Lane in Carson City and at 555 E. Washington Ave., Suite 5400 in Las Vegas. More information can be accessed at [www.diversifynevada.com](http://www.diversifynevada.com).

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