



**FOR IMMEDIATE RELEASE**

**August 3, 2010**

<b>Media Contact:</b>	<b>NCED Contact:</b>
Holly Silvestri	Lindsay Anderson
The Ferraro Group	Nevada Commission on Economic Development
702.367.7771	775.687.9900

## **Nevada Commission on Economic Development Announces Search For International Representatives**

**(Carson City, Nev.)** – Nevada Lt. Gov. Brian Krolicki, who chairs the Nevada Commission on Economic Development, announced today that the commission is seeking proposals for professional services contractors to represent Nevada in Hong Kong and Beijing, China as a part of the commission’s award-winning International Trade Representative Program.

“The Nevada International Trade Representative Program is an active approach towards increasing foreign investment dollars into the Silver State in order to create jobs,” said Krolicki. “With China being one of the fastest growing economies in the world, it’s imperative that Nevada has representatives there working on our behalf to increase economic opportunities at home.”

For a contract period of one year beginning in November 2010, appointed representatives will provide export promotion and attraction of inbound investment services to Nevada companies in order to expand exports of Nevada products and services to the territories where they are positioned and expand foreign direct investment in Nevada from companies in those territories.

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, Europe and Latin America.

--More--

Highlights of the International Trade Representative Program include:

- No start-up and no annual operational costs.
- 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, Germany, Brazil, and Italy and will be seeking additional representatives in the future in the UK, Mexico, Japan, Spain and Southeast Asia.

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. Applications are due by Oct. 4, 2010. For more information about the Nevada International Trade Representative Program, including the application process, please contact Kimberly Elliott at [kelliott@diversifynevada.com](mailto:kelliott@diversifynevada.com).

The Nevada Commission on Economic Development promotes a robust, diversified and prosperous economy based on innovation, human ingenuity and sustainability. This is achieved through programs including national and international Business Development, Community Development Block Grants, Procurement Outreach and the Nevada Film Office. 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) or by calling 800-336-1600.

###