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Patience Pays Off for Titan Machinery in Bolivia

Gold Key Meeting from 2015 turns into 2018 sale for Titan

Titan Machinery is based in West Fargo, ND and has network of Case New Holland dealerships throughout the Midwest and in several foreign countries. In March 2015, Titan staff contacted the U.S. Commercial Service in Fargo, ND, to initiate a Gold Key Service in Bolivia. Company representatives had met with a State Department Officer from Bolivia at the Farm Progress Show in 2014, and through that discussion and research they had done with the U.S. Commercial Service in Fargo, ND, they felt there may be a market for



their used farm equipment in the commercial ag regions of Bolivia. The Gold Key Service is provided by the US Commercial Service and “Partner Posts” from the U.S. State Department, where Embassy staff reach out to a range of prospective partners in a given market to set up meetings for US companies. In Bolivia, the Embassy staff reached out to over 40 companies involved with agricultural machinery, and they visited 16 of them personally, ending with a list of 11 potential partners who were interested in further discussions with Titan. In 2015, Titan staff traveled to Bolivia and met face-to-face with these prospective partners.

In January of 2018, Titan was contacted by a customer that they met during the Gold Key visits. The customer remembered the wide range of equipment offered by Titan and eventually, the customer placed an order for a forage harvester and header. “US Embassy staff found companies for us to meet with and we met with the companies that best matched our business model,” said Franco Weisser, International Sales and Marketing Manager for Titan. “Although at the time market conditions didn’t allow us to conduct business, eventually a need arose, and lucky for us, it’s for a type of equipment we often have a harder time finding a customer for in our footprint. We are now working to send a second package for the same customer.” The connections made by visiting the companies in Bolivia and patience for a better market led Titan to new partnerships and export success.

For more information on Gold Keys and other US Commercial Service programs, contact heather.ranck@trade.gov.