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Alliance Unveils New Marketing for Port/FTZ – the Virginia TradePort

The New River Valley Economic Development Alliance along with its partners in the Roanoke Valley unveiled today a new marketing program for the local Port of Entry (Port of Entry #1412) and Foreign Trade Zone (Foreign Trade Zone #238) – the Virginia TradePort. This new marketing effort is intended to bring together the numerous international trade and business assets that exist in the Roanoke and New River Valleys and raise the awareness in the region and state of the Port, FTZ, and other related support services.

The Virginia TradePort (www.vatradeport.com) is actually multiple resources in one, including a U.S. Customs and Border Protection (CBP) Port of Entry and a Foreign Trade Zone. The Port of Entry is only one of five in the Commonwealth of Virginia (<http://www.cbp.gov/xp/cgov/toolbox/contacts/ports/va/>). The Virginia TradePort also includes the established facilities and resources that support a vibrant domestic and international trade community as well as a transportation network that provides easy access to the world via rail, air, or truck transport.

Ken Anderson, Vice Chairman of the Alliance stated, “For years we have worked to develop the international trade community in the region and the Virginia TradePort will continue to help our business and industry compete at a global level. We just need to make sure they are aware of the support services that exist right in our own back yard.” Aric Bopp, Director of the Alliance added, “Most people recognize the importance of the Port of Virginia and have heard or driven by the Virginia Inland Port but not nearly enough people are aware of the Port and other assets that exist here in the Roanoke and New River Valleys that we will now refer to as the Virginia TradePort.”

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For companies with international business needs, particularly manufacturers and distributors, the Virginia TradePort offers many benefits:

- + Maintains cost competitiveness vs. foreign competitors and reduces operating costs.
- + Reduces, eliminates, or defers duties and eliminates duty drawback via the Foreign Trade Zone.
- + Shipments are cleared through a regional Port of Entry (saves time and money).
- + Concentration of facilities and resources supports more efficient domestic and international trade.
- + Rail, air, and highway infrastructure provides easy accessibility to domestic and international markets.

To learn more about the Virginia TradePort and how it can help your business, please visit: www.vatradeport.com or e-mail us at info@vatradeport.com to ask a question or request a brochure.

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