

**International Trade Assistance Center (ITAC) Success Story Matrix Seafood**

Since 2008, Erwin Gunawan of Matrix Seafood has been living the motto, “Sea, the freshness!” Gunawan is the president of the seafood distribution company, which supplies several types of scallops, shrimp, fish, lobster tails, crab, squids, and octopus to the demanding seafood market.

Gunawan received business counseling from Certified Business Advisor® Papa Omar Diop at the Ohio International Trade Assistance Center (ITAC) at Columbus State Community College to gain assistance in marketing, importing practices, and logistics for his business.

“ITAC helped provide new ideas for marketing our products, explained the details of importing and the agencies involved in the process, as well as emphasized the need to work with brokers specialized in importing seafood, and the logistics of our business,” said Gunawan.

Since working with ITAC, Matrix Seafood has increased its sales, enhanced production, entered new markets, and found new product suppliers. Matrix Seafood also created five new jobs.