

The Record

Joan Bastel, Managing Editor
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215-340-3000
On the Internet: www.phillyburbs.com

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Numonics looks to Europe for growth

A representative of the firm will accompany Gov. Tom Ridge on a trade mission.

BY RUDY MILLER
Staff Writer

MONTGOMERY TWP. — Sometimes a local man's road to success leads him across the Atlantic Ocean.

That's what happened to Al Basilicato, president and chief executive officer of the township-based high-tech firm Numonics. A representative from his firm will be one of 22 accompanying Gov. Tom Ridge on a trade mission to Germany and London.

The trip will be the fifth in five years for the maker of computer-aided design equipment, medical imaging equipment and interactive products. International

trade is crucial to his company's success. According to Basilicato, the firm earns a third of its revenue from overseas buyers.

"U.S. companies have never really made it a priority to sell overseas. The state government has made it very easy for small- to medium-sized companies to do this," said Basilicato. "We don't want to export our jobs. We want to export our finished goods."

Basilicato will use the trip to promote an interactive light board and pen. The pen allows a presenter to move smoothly through a presentation without stepping aside to manipulate a keyboard.

"The interactive pen works in conjunction with the screen itself. It's a computer peripheral connected to the computer. If you were standing at the screen doing a power point presentation, you could introduce a piece of video and launch it automatically in seconds," said Basilicato.

The trip focus is on high-tech industries: technology, pharmaceuticals, electronics and aerospace. While the trip is an opportunity to spread goodwill, it's pri-

marily an opportunity to export American technology for companies like Numonics.

"The major thing we gain is, we're looking to expand our business. I don't go over there looking for technology. I'm looking for customers," said Basilicato. The 75-employee firm at Commerce Drive and Stump Road was founded 30 years ago.

Although he's been on several trade trips in the past five years, Basilicato won't make this trip. His manager in Germany will attend instead.

Basilicato called his firm a medium-range company by state standards, a firm that generates between \$5 million and \$20 million in revenue a year. It's living proof that small- to mid-range firms can thrive on international trade.

"The economy in the U.S. is really terrific. There's really no big unemployment problem today," said Basilicato. "The economy we play against is a global economy. For that reason, now, while things are going so well in our own economy, we should be looking toward an international market."