



## CUSTOMIZED CONNECTIONS

You can select from the following items to create a customized solution for connecting to business development resources.



### Business Counseling

- We connect you to local agencies that help you manage your business.
- The Michigan Small Business Development Center (MI-SBDC) helps small businesses by assessing their growth needs and analyzing their current market, providing assistance with ongoing strategy development, financial analysis and access to capital, research to explore new markets, and search engine optimization.  
Visit: [NorthwestMichiganBusiness.com](http://NorthwestMichiganBusiness.com)



### Government Contracting

- We connect you to local agencies that help you expand your market to the government.
- The Procurement Technical Assistance Center (PTAC) helps small businesses obtain and perform under state, local, and federal government contracts. PTAC assists in the entire process – from deciding if you are ready to enter the government market to bidding on solicitations. Visit: [nwm.org/ptac](http://nwm.org/ptac)



### Exporting

- We connect you to programs that help you find new customers in foreign markets.
- The Global Trade Alliance of Northern Michigan coordinates export assistance efforts through partnerships with the Michigan Economic Development Corporation (MEDC) and other agencies, providing expert knowledge and referral, financial incentives, peer networking, promotional events, missions and shows.  
Visit: [nwm.org/global-trade](http://nwm.org/global-trade)



### Growth Incentives

- We connect you to local and state agencies that will help you profit while you grow.
- The Michigan Economic Development Corporation (MEDC) assists companies with accessing state-level incentives that increase your return on investment. Visit: [michiganbusiness.org](http://michiganbusiness.org)
- Local economic development organizations will help you navigate local governments and incentives such as tax abatements, and access local capital and grant programs.



### Knowledge Resources

- We connect you to local educational institutions, chambers of commerce, human resource associations, and specific industry associations and service agencies.
- Leverage our partnerships and relationships to gain access to our communities' best and brightest business and workforce resources.
- Share your priorities for workforce and business development with us, and let us show you how we come together to craft solutions through our local Business Enhancement Teams.

## Connecting Your Business to Opportunities

WE COME TO YOU—ONE SOURCE—CUSTOMIZED SERVICE

Northwest Michigan Works! Business Services

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