

INTERNATIONAL TRADE PROGRAM SERVICE PARTNERS



Michigan State University International Business Center

Michigan State University International Business Center (MSU-IBC) is the nation's No. 1 center for international business education and research (CIBER). Michigan Economic Development Corporation partners with MSU-IBC to offer companies two types of services:

Michigan Export Growth Program

A vital part of a company's export strategic plan is sound market research. Michigan Export Growth Program (MEGP) assistance helps companies identify their highest potential global markets, and provides recommendations for penetrating those markets. Companies receive country- and industry-specific research reports.

Training

MSU-IBC offers:

- Four half-day seminars on selected export topics such as: global business management; global marketing; logistics and global supply chain management; and trade finance.
- Two 2-day NASBITE international certified global business professional (CGBP) credential training. This benefits those who would like to broaden their knowledge of international trade as well as prepare participants who wish to take the certification exam.

Michigan Small Business Development Corporation

The Michigan Small Business Development Center (SBDC) provides counseling, training, and secondary market research for new ventures, existing small businesses, and advanced technology companies. With 11 regional offices and more than 20 satellite

offices statewide, SBDC strengthens companies with a spectrum of services that range from writing a business plan to financing a startup to expanding a business into international markets.

Early stage export assistance

Companies with export potential often find themselves overwhelmed by the volume of new information they must absorb. SBDC provides a multi-stage export readiness assessment for early stage or newly exporting companies, which may include export planning, export financial assessment and export marketing. The objective is to ready the company and product for international trade success.

International search engine optimization

Search engine optimization (SEO) defines strengths and areas of needed improvement on a company's website and social media outreach to advance international sales. The in-depth analysis addresses online penetration in up to two international markets. SEO benchmarks a company's website against their two key competitors, scoring each website on 10 key areas. The report includes a 30-page detailed domestic SEO assessment with step-by-step instructions on how to improve a company's website.

Fiscal fitness assessment

SBDC finance specialists work with the CEO or CFO to assess the company's financial health and assist in improving its position for financing. Efforts may include: financial benchmarking using ProfitCents; assessing the accuracy of and recommending modifications to the chart of accounts; analyzing domestic and international pricing; and preparing a loan package for export financing.

ibt partners

ibt partners is a team of experienced and professional web-savvy European business developers with offices in the U.S., U.K., Germany and France that provide European SEO services to Michigan companies.

European Union search engine optimization

After completing a European SEO report, ibt partners implements the recommendations to increase the visibility of the client's domestic website to target prospects and clients via Europe's many search engines. This may include: identifying key words; establishing a URL for the target market; adapting content for the European audience; identifying recommended meta data; and/or providing landing pages in the native language. The end result is a website which ranks higher in organic search results for the target European market.

Foster Swift

Experienced, highly specialized and service oriented, Foster Swift law firm focuses on identifying clients' needs and applying knowledge and legal skills to achieve objectives efficiently and cost effectively. When exporting, many businesses overlook or minimize the legal considerations that need to be addressed. Foster Swift assists companies by assessing the international legal environment for the company and product.

Trademark/service mark readiness

A legal analysis of a company's readiness to pursue international protection of its name and trademark/service mark. Foster Swift will complete an analysis and provide a summary including trademark strength and a customized checklist of next steps to legally protect the trademark/service mark in other countries. *(Note: This service does not include any application preparation or payment of registration or related fees.)*

Export control overview compliance training

This is an initial two-hour training session for up to five members of a company's management team. Training will cover a basic overview of U.S. Department of State, U.S. Department of Commerce, and U.S. Department of Treasury export-related regulations. Attendees will receive a certificate of completion and workbook. *(Note: Training will take place at one of the five Foster Swift offices in Michigan.)*

Foreign agent/distributor contract terms checklist

Foster Swift will provide a company-specific checklist of items that should be considered for foreign agent/distributor contracts. *(Note: The document the company receives is neither a contract nor a contract template. It is a specific detailed list of due diligence that should be undertaken and factors that need to be considered before entering into an agent/distributor contractual relationship based on the company circumstances and its industry.)*