





Making the most of
International Trade Shows
Improving your international ROI

Participation in an international trade show can be one of the most productive ways to discover opportunities in a foreign market. There is no replacement for meeting and having first-hand contact with serious, potential clients from around the world. IS YOUR COMPANY READY?

This workshop covers:

- How to identify opportunities as well as hurdles
- Knowing when, how, and why to exhibit
- Key Actions for effective planning of pre-show and post-show management
- Resources to help with research and making connections
- Planning earning goals and expectations
- Upcoming trade delegations organized for Michigan companies
- Eligibility for grants to help pay for international marketing expenses

Workbook and presentation provided by SPROUTwide

SPROUTwide help for growing globally

1:00-3:30pm
Tuesday, May 1st, 2018

Michigan Technological University
Advanced Technology Development Complex
1400 Townsend Drive
Houghton, MI 49931

Event Info & Registration:
anne.helbig@networksnorthwest.org or
231.929.5046

Receive a workbook with a timeline planning guide:

Participants will receive a work-booklet focused on developing a strategic plan for identifying and approaching international trade shows and considerations on how to bring sustainable success from the investment.

This seminar is offered at no charge but registration is required!

Sponsored by:

GLOBAL TRADE ALLIANCE of Northern Michigan

a program of Networks Northwest Talent / Business / Community

MEDC Michigan Economic Development Corporation

America's SBDC Michigan

Michigan Tech