



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



INTERNATIONAL TRADE

ExporTech Returns: A Program for International Sales Growth

ExporTech is a concentrated training program that helps manufacturing and technology executives create customized strategic plans for international sales growth based on market research and expert advice from trade professionals. In partnership with the U.S. Commercial Service and the Van Andel Global Trade Center, MEDC is excited to once again offer the program virtually for companies statewide to participate. Six half-day sessions will be held over ten weeks:

- February 2-3
- March 23-24
- April 20-21

With an average sales increase of \$500K-700K following participation, ExporTech is proven to help companies rapidly expand international sales. Learn more about how this program can help your business or reserve your spot now by contacting Kendra Kuo, U.S. Commercial Service, kendra.kuo@trade.gov.

LEARN MORE ABOUT EXPORTECH |

Find New Customers to Grow Your Business

With ninety-five percent of the world's population living outside of the U.S., selling goods and services in foreign markets can help your business increase sales, diversify its customer base, and achieve long term stability. Offering no-cost services such as customized market research, pricing and competitive analysis, and market entry strategy development, MEDC is here to help you identify the next high-potential export market specific to your product, service, or technology. Talk to an MEDC International Trade Manager today to start planning your next move.

[CONTACT THE MANAGER IN YOUR REGION](#)



Opportunities to Explore Six Markets on Upcoming Trade Missions

Ready to put your new market entry strategy into action? Attend any of the following upcoming trade missions and benefit from customized, pre-arranged B2B meetings and logistical support provided by international trade experts and in-

market service providers. Save valuable time and resources by joining one of these organized delegations and focus on what you do best: connecting with prospective buyers, partners, agents, or distributors. Trade mission fees are [MI-STEP](#)-eligible, reducing out-of-pocket costs to less than \$1,400 for qualified companies.

March 18-29: [Trade Mission to Australia and New Zealand](#)

Companies are invited to join the states of Michigan and Pennsylvania for a multi-sector trade mission to Sydney and Melbourne, Australia with an option to visit New Zealand. Australia and New Zealand are major export markets for Michigan, with \$707 million and \$97 million in total exports to the respective markets in 2021. Key sectors include mining equipment, medical devices and consumables, SaaS, water and wastewater equipment, construction and manufacturing equipment, and consumer retail. **Register by December 31.**

March 20-24: [Trade Mission to the UK and Netherlands](#)

Join the MEDC and Michigan Europe Trade Center for a multi-sector trade mission to London, United Kingdom and Amsterdam, Netherlands. As small nations, these countries heavily depend on imports. Michigan exports to the U.K. totaled more than \$574 million in 2021, the state's 13th largest export market. In the same year, Michigan exports to the Netherlands totaled more than \$486 million, making it the state's 17th largest export market. Top Michigan exports to the U.K. and the Netherlands include chemicals, computer and electronic products, transportation equipment and more. **Register by December 16.**

May 12-20: [Trade Mission to Thailand and Vietnam](#)

Automation Alley invites small- and medium-sized companies to join a trade mission to Bangkok, Thailand and Hanoi and Ho Chi Minh City, Vietnam. Meet face-to-face with prospective customers and partners in Southeast Asia, the world's fastest growing region. Thailand and Vietnam have an extremely high demand for Michigan-made products, services, and technologies, including automotive, industry 4.0, design and engineering services, IT/ICT, and healthcare and medical equipment. Details about an informational webinar regarding these markets which will be held December 14 are listed below. **Register by March 24.**

Export Training and Events

December 8: [Trade Talk Tuesday – Updates on CE Mark](#)

Products entering the EU must meet health, safety, and in some cases environmental requirements outlined in the CE mark directive applicable to that product in order for a manufacturer to affix the CE mark to its goods. This 20-minute webinar will address this directive as well as address the main product groups affected by CE mark requirements.

December 14: [The Business Travelers Series – Navigating China](#)

Join the Van Andel Global Trade Center for a virtual Business Travelers Series session on Navigating China. Presenters will cover how-tos and best practices for doing business in the Chinese market, as well as how to maneuver through cultural nuances business professionals often face while working with or traveling to China.

December 14: [Doing Business in Vietnam and Thailand](#)

Companies interested in doing business in Vietnam and Thailand are invited to join international business experts for an exciting presentation on the region's latest trends. An overview of the opportunities and challenges of doing business in Thailand and neighboring Vietnam, the two most promising and fastest-growing nations in Southeast Asia, will be provided. You'll learn why they have a rising demand for U.S.-made products, services, and technologies, and how Thailand and Vietnam have become fully integrated into the global supply chain. Automation Alley is currently recruiting for a trade mission to these markets, which will take place May 12-20, 2023.

January 25: [Automation Alley's Industry 4.0 Outlook – Advanced Manufacturing in 2023 and Beyond](#)

Join Automation Alley and your industry peers for an event aimed at helping businesses better understand Industry 4.0 and how its smart and connected technologies are driving growth in Michigan and beyond. This event is intended for small and medium-sized manufacturers and associated industry professionals looking to adopt advanced technologies to remain competitive.

March 13-15: [Trade Winds ASEAN](#)

Join the U.S. Commercial Service in Bangkok, Thailand for Trade Winds, the largest U.S. government-led trade mission and business development forum, featuring meetings with U.S. Commercial Diplomats from several Asian countries, exciting conference programming, and plenty of networking.

