



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



INTERNATIONAL TRADE

Virtual ExporTech Launches in 2021

ExporTech is not your normal seminar training; it's a national program developed by the U.S. Department of Commerce that results in customized export growth plans for each company. The next session will be conducted online through virtual classroom experiences and one-on-one coaching over 11 weeks, accelerating the export planning process in a concise timeframe.

A limited number of companies can participate each session, giving your executive team an exclusive, hands-on opportunity to learn. **Register by January 13** to have the chance to build an actionable export plan and expand your business to new markets!

[LEARN MORE](#)

Global Economic Outlook for 2021 and Beyond: Headwinds and Tailwinds

January 14, 2021

Automation Alley's free, virtual event features international business experts who will discuss the shifting dynamics of the global economy and how companies can best position themselves to take advantage of the opportunities and challenges of doing business around the world in 2021.

[REGISTER](#)

Registration Open for India Trade Mission

April 23-30, 2021

With 1.4 billion consumers and a growing and higher-income middle-class, India just might be the perfect growth opportunity for your business! Join Automation Alley's trade mission to India to explore one of the world's largest economies. The mission features an all-virtual option from April 26-May 7.

High demand US-made products, services and technologies in India include:

- Advanced manufacturing, design and engineering services
- Aerospace/defense
- Automotive
- Environment and pollution control
- IT/ICT
- Medical equipment
- Machinery and equipment

Participants will receive prescreened virtual B2B meetings with potential buyers and end users, as well as business briefings from Indian trade organizations, support from Michigan's India trade center and more. Companies may be eligible for up to 75 percent reimbursement of trade mission costs through [MI-STEP](#). The deadline to register is February 8, 2021.

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Doing Business Internationally

January 14, 2021

12-1pm

Michigan has resources and funding to help your small business export its products. Join this free webinar organized by Crain's to learn how you can receive

financial assistance from the state of Michigan to expand export-related activities, and hear how state international trade programs have adapted in this new business environment.

[REGISTER](#)

Digital Tools to Help Grow Your Exports, Sales, Brand and Business

January 28, 2021

Online business development tools have never been so important for businesses in the 'New Online Normal'. Join IBT Online for this free webinar as they share expertise and experience in delivering localized websites and online marketing to help you grow your exports, sales, brand and business. IBT Online works with the MEDC to deliver Michigan Online Global Programs, which are eligible for [MI-STEP](#) reimbursement.

[REGISTER](#)

Essential Ingredients of Business Success in China

January 28, 2021

Join the U.S. China Heartland Foundation for an overview of doing business in China. Experts who have spent their careers working with China will share their top three lessons of how to be successful conducting business in and with China.

Interested in customized market research or matchmaking meetings with potential Chinese customers or partners? The [Michigan China Trade Center](#) offers these services and many more. Contact your [International Trade Manager](#) to schedule a consultation today.

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Opportunities in Australia

As Australian states and territories begin to ease social distancing requirements, many industry events are being planned for the second half of 2021. [View this summary](#) of twelve of the region's leading industry events currently proposed for 2021.

Space Industry Update

The Australian space sector is seeking to build local infrastructure and sovereign capability, therefore Michigan exporters with expertise in this industry may find opportunity to partner with Australian organizations. As of January 2020, the Australian government committed approx. \$148 million USD over five years to Australia's emerging space sector, with approx. \$30 million USD going to the establishment of the [Australian Space Agency](#), which opened its South Australian headquarters in February.

Approx. \$5.2 billion USD was committed as part of the [Defense Strategic Update](#) for space capability growth programs [over the next 10 years](#) and the Australian Department of Defense is currently seeking expressions of interest on a tender for a [Strategic Partner for the Resilient Multi-Mission Space Star Shot Program](#).

Michigan companies that would like to engage with the Australian space industry are encouraged to register with [AusTender](#), the Australian government tender portal, and visit the [Australian Space Agency website](#) for more details. Connect with your [International Trade Manager](#) if you have questions regarding the industry or opportunities to supply via partners.

Have questions about doing business in Australia? MEDC's in-market experts at the Australia Trade Center offer matchmaking services, customized market research, pricing analysis and more. For companies looking to expand outside of Australia, MEDC has established trade centers in over [90 countries around the world](#) that provide the same responsive and comprehensive services online or over the phone.

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