



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION



## INTERNATIONAL TRADE

# Learn to Leverage eCommerce Platforms to Grow Your Sales

Companies benefit from utilizing eCommerce platforms such as Amazon because they're purposefully designed to open international marketing opportunities and increase product ranges to their global audiences. To help exporters learn about eCommerce opportunities, MEDC is offering a six-week webinar series that highlights services and platforms available to reach new potential customers and grow sales.

Tune in on Thursday, November 5 for the first session of the **MEDC eCommerce Webinar Series: IBT Online**. IBT Online will share expertise in website localization and online marketing to help you grow your exports, sales, brand, and business. Ecommerce expenses including hosting and maintenance fees now qualify through [Michigan's State Trade Expansion Program](#) (MI-STEP) for up to 75 percent reimbursement and \$10,000 per fiscal year.

Mark your calendar for the upcoming sessions in the series:

- Thursday, Nov. 19, 2-3pm EST – Selling on Rakuten
- Thursday, Dec. 3, 2-3pm EST – Intro to Amazon
- Thursday, Dec. 17, 2-3pm EST – International Sales with Amazon

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# Virtual Health Care Trade Mission to the U.A.E.

February 1-11, 2021

Together with the Great Lakes St. Lawrence Governors and Premiers, MEDC invites companies to join a healthcare sector trade mission to the United Arab Emirates. This mission offers a chance for companies to get a head start on their participation in Arab Health 2021 or to utilize the trade mission to develop leads in the U.A.E.

Participants will receive prescreened virtual B2B meetings with potential distributors, buyers, governmental authorities, and joint venture partners, as well as a market sector briefing and support from the Michigan Arab Gulf Trade Center. Companies may be eligible for up to 75 percent reimbursement of participation through [MI-STEP](#). Listen in on **November 5** for a [free webinar](#) discussing healthcare sector opportunities in the U.A.E.

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# Virtual Trade Mission to the United Kingdom

March 8-19, 2021

The Great Lakes St. Lawrence Governors and Premiers is also partnering with the MEDC for a virtual, multi-sector trade mission to the United Kingdom. There is a strong demand in the U.K. for a wide range of equipment and services related to aerospace, defense, safety and security, and cybersecurity.

Participants will receive prescreened virtual B2B meetings with potential distributors, buyers, and joint venture partners, as well as a market sector briefing and support from the Michigan Europe Trade Center. Companies may be eligible for up to 75 percent reimbursement of participation through [MI-STEP](#). Listen in on November 4 for a [free webinar](#) about business opportunities in the U.K.

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# **New Partnership with the U.S. Trade and Development Agency Creates Opportunities for Michigan Businesses**

To support its mission of helping Michigan small and medium-sized businesses grow in the state through increased export opportunities, MEDC announced a new partnership with the U.S. Trade and Development Agency (USTDA) Making Global Local initiative to open a new path toward increased procurement contracts for Michigan companies worldwide.

Through this partnership with MEDC's [International Trade](#) program, companies will have access to procurement opportunities related to these efforts for engineering services, field studies, equipment rental, construction, and consulting work.

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## **Making Global Local Webinar**

**November 10, 2020**

To help companies learn more about MEDC's partnership with USTDA and how to get involved with the Making Global Local initiative, an introductory webinar will be held on Tuesday, November 10. This is an opportunity for companies engaged in advanced manufacturing, engineering, and infrastructure development work to explore significant export opportunities in global markets.

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## **Last Chance to Register!**

## **IDEX Defense Exhibition and Conference**

**February 21-25, 2021**

Join MEDC's trade mission to IDEX 2021 and exhibit within the Michigan booth to experience the only international defense expo in the MENA region demonstrating the latest technology in land, sea, and air sectors. IDEX is a prime platform to reach Gulf Cooperation Council countries and to establish relationships with

government departments, businesses, and armed forces. The deadline to register is Friday, November 13.

### Included Services

- Individual company kiosk with lockable counter, graphics, and signage
- Kick-off conference call to establish goals and support requirements
- Customized pre-show market research
- B2B matchmaking meetings with prospective partners, distributors, and buyers
- Hotel accommodations

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## U.S. Secretary of Commerce Honors U.S. Companies with Presidential Award for Export Achievements

On October 22, U.S. Secretary of Commerce Wilbur Ross honored 39 U.S. companies and organizations, recognizing their contributions to American export growth by naming them winners of the 2020 President's "E" Awards. MEDC proudly congratulates [IBT Online](#), [Foster Swift](#), and [Great Lakes St. Lawrence Governors and Premiers](#), which are invaluable partners to the MEDC's International Trade Program, as well as [Redi-Rock International](#), an exemplary client of the program since 2014 and a respected contributor to Michigan's economy.

The "E" Awards are the highest recognition a U.S. entity can receive for making a significant contribution to the expansion of U.S. exports. Criteria for the award is based on four years of successive export growth and case studies which demonstrate valuable support to exporters resulting in increased exports for the company's clients.

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## Partner Events

# Export Controls: ITAR and EAR Training

**November 10-12, 2020**

Join the Van Andel Global Trade Center for three days of virtual ITAR and EAR training and increase your expertise in the areas of International Traffic in Arms Regulations and Export Administration Regulations. If you are engaging in, or considering engaging in defense activities, or have dual-use products that are export-controlled, it is essential to understand the compliance risk that accompanies these activities.

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# Certified Global Business Professional Training

**November 30-December 4, 2020**

Certified Global Business Professional (CGBP) is the top nationally recognized certification for those in international business and confirms that employees can practice global business at the professional level required in today's competitive environment. This intensive training is for those who may want to sit for the CGBP exam or for re-certification credits.

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