



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



INTERNATIONAL TRADE

World Trade Week Supports Michigan Businesses

This week Michigan celebrates World Trade Week, supporting the risk-takers and small business owners like yourself who are essential to growing our state's economy. For 37 years, businesses and community leaders in Michigan have come together to honor this federally- and state-proclaimed week at the annual [World Trade Week Business Conference](#) and networking event. Join me there on May 3, in-person or virtually, for an opportunity to recognize your business' progress, share professional insights, and network.

Looking ahead, I'm excited to be a part of Automation Alley's [trade mission to Mexico](#), October 15-20, and I invite interested companies to join me. This is an opportunity to grow your sales into the world's second-largest market for U.S. exports and a manufacturing powerhouse in automotive, aerospace, and electronics. The mission will be supported by the [Michigan Mexico Trade Center](#) whose experts seek out and qualify buyers, distributors, and partners for participants to meet with in-country. Learn more about the market in Mexico or your company's potential for the upcoming mission by meeting with Silva Alonso, Director of the Michigan Mexico Trade Center, when she visits Detroit Tuesday, June 20 and Grand Rapids Wednesday, June 21. Business professionals interested in meeting with Silvia are encouraged to contact me to schedule an in-person or virtual meeting.

Happy World Trade Week!



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Michigan Celebrates Small Business Gala

In addition to World Trade Week, this week is also declared Small Business Week. The annual Michigan Celebrates Small Business gala will take place tomorrow, May 2, to commemorate Small Business Week and the state's great entrepreneurial spirit by recognizing our top growth companies. Congratulations to the MEDC International Trade clients receiving awards tomorrow across multiple categories, including [Bohning](#) (Missaukee County) and [Kirlin Lighting](#) (Wayne County) as two of the *Top 50 Companies to Watch*, [Eagle Link](#) (Delta County) as an *SBDC Best Small Business*, and [JetCo Solutions](#) (Kent County) as the *Veteran Owned Small Business Award* winner.

WATCH THE GALA LIVESTREAM HERE |

Assistance for Early-Stage Exporters

Are you ready to increase your sales by diversifying into foreign markets? Join the MEDC, the Small Business Development Center, and the Small Business Administration for the in-person event Learn to Grow Your Sales by Selling Internationally which has been rescheduled from April 5 to May 16. Experts will share how their assistance programs can help your company's bottom line by identifying and pursuing international business prospects. The event will feature an overview by Michigan Works! of their programs that can help train your staff for exporting.

REGISTER TO ATTEND

More Upcoming Events and Trainings

Month of May: [Export Compliance Series](#)

Join the U.S. Department of Commerce all month long for a multi-part webinar series featuring governmental and private sector experts who will present on a multitude of export compliance topics relevant for both the new and seasoned export compliance professionals.

May 9: [Integr8 – The Industry 4.0 Conference](#)

Automation Alley presents this one-day conference which focuses on a software-first approach to advanced manufacturing that promotes agility, resiliency, and efficiency. Join 1,000 technology and manufacturing professionals from across our region, nation, and globe for a smart technology exhibition, 3D printer pitch competition, keynote presentation, roundtables, and so much more.

May 16: [Rebuild Ukraine Webinar](#)

Join the Great Lakes St. Lawrence Governors and Premiers for a free webinar about infrastructure business opportunities in Ukraine and their upcoming trade mission to the [Rebuild Ukraine](#) exhibition, a platform for recovery projects, materials, technologies, and equipment sales.

May 18: [How to sell into EU via eCommerce](#)

With the European Union's internet penetration now at 91 percent and e-Shoppers at 75 percent while 70 percent of EU retailers have zero online presence, now is the time for Michigan online retailers to grow into Europe. But which countries are right for your product vertical and how do you build the right foundation? Join the

International Trade Administration for a webinar with key industry leaders to answer these questions and more on EU market entry.

May 24: [The Business Traveler's Series – Navigating Germany](#)

Join the Van Andel Global Trade Center for this virtual session on navigating Germany, covering how-tos and best practices for doing business in the German market, as well as how to maneuver through cultural nuances business professionals often face while working with or traveling to Germany.

July 12-13: [Vehicle and Transportation Technology Innovation Meetings](#)

Vehicle and Transportation Technology Innovation Meetings (VTM Michigan) is a mobility technology event that will bring the vehicle and transportation community together in one venue in Novi, Mich. This [STEP-eligible](#) activity is a chance to meet with global automotive and mobility leaders during Michigan's first-ever international B2B forum on innovations in mobility. Event features a full schedule of technical and technology presentations and a matchmaking program for attendees to secure pre-arranged meetings. Early registration is encouraged.

August 6-15: [Mission to South Africa, Ghana, and Nigeria](#)

Join the Commerce Department's U.S. Commercial Service and its Global Diversity Export Initiative for an executive-led Trade Mission to South Africa. Ideal for companies in the automotive, technology, safety and security, and consumer goods industries, those seeking to enter or expand their exports into Africa are invited to gain market insights from in-country trade experts, make personal industry contacts, solidify business strategies, and advance your company's specific projects.

February 4-8, 2024: [World Defense Show](#)

World Defense Show is a platform for government and industry thought leaders from across the global defense supply chain to shape the future of defense. The 2024 edition will feature cutting-edge content across three exhibition halls with live demonstrations and a packed program focusing on land, sea, air, space, and security. Contact Doug Schlam, World Defense Show's North American Sales Director, to explore exhibition opportunities, including a first time-exhibitor packaged deal. As always, international trade show participation is a [STEP-eligible](#) expense.

