



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, 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 this fall:

- October 6-7
- November 3-4
- December 8-9

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 Eve Lerman, U.S. Commercial Service, Eve.Lerman@trade.gov.

LEARN MORE ABOUT EXPORTECH |

Upcoming Trade Missions

November 12-18: [Trade Mission to MEDICA](#)

Registration ends this week! Companies in the medical sector are invited to the upcoming trade mission to MEDICA, the world's largest medical trade show, to position their products and services in front of interested buyers and partners. Companies have the opportunity to co-exhibit within the Michigan Pavilion in the medical devices, imaging, and diagnostics hall, and utilize new resources to secure valuable business leads before, during, and after MEDICA.

January 10-19: [India Trade Mission](#)

Looking for a great start to your company's 2023 growth projections? Join Automation Alley's trade mission to India, a nation of 1.4 billion consumers with an especially strong demand for Michigan-made products, services, and technologies, including advanced manufacturing, design, and engineering services, aerospace/defense, automotive, IT/ICT, and medical equipment.

February 13-17: [South Africa and Kenya Trade Mission](#)

Join the Great Lakes and St. Lawrence Governors & Premiers multi-sector trade mission to Johannesburg, South Africa and Nairobi, Kenya! Benefit from customized B2B meetings to meet with prospective customers and business partners, and allow our in-market International Trade Center to save you valuable time and resources.

February 18-25: [Trade Mission to IDEX](#)

Join the Michigan Pavilion at IDEX, the only international defense exhibition and conference in the MENA region demonstrating the latest technology across land, sea, and air sectors of defense, with a strong focus on ground-based military. There's space for only eight companies to exhibit with the MEDC in the USA Pavilion – apply today!

Don't Leave Money on the Table

Thanks to financial assistance made possible by the SBA, eligible Michigan companies may be reimbursed up to \$15,000 annually for exporting activities. Haven't maxed out your \$15,000 yet? Apply to use the remaining funds on an eligible activity by **September 15**, prior to the end of the State of Michigan's fiscal year, and participate in the activity by September 30. Did you already take part in the MI-STEP approved activity but haven't submitted for reimbursement yet? Do so before the books close on **October 15**.

Export activities that are eligible for reimbursement up to 75 percent include foreign sales trips and trade missions, global certifications, international website design or SEO, eCommerce costs, and so much more! Talk to your [International Trade Manager](#) about getting reimbursed today.

LEARN MORE ABOUT MI-STEP



Curriculum Works Leverages MI-STEP to Reach 22 Million Consumers

[Curriculum Works](#) wanted to expand international sales initiatives but needed financial assistance to be able to make the many overseas sales trips it would take to build the necessary relationships in parts of the world where in-person connections are highly valued. Through [MI-STEP](#)-funded sales trips, the Grand Rapids-based company built international relationships and signed a deal with Egypt's Minister of Education; the product will be available to 50,000 public schools, and 1.2 million teachers educating 22 million students in Egypt.

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Companies and Interns Celebrate a Summer of International Development

From Marquette to Livonia and Hastings to Saginaw, nine companies around the state took part in this summer's International Trade & Development Internship Program. The initiative matches highly motivated students with exporters, helping the companies increase international sales while providing real job experience for students. Eight of the participating companies are considering or actively seeking to continue to employ their intern in some capacity, either as extended internships, apprenticeships, or part- and full-time employees.

During the closing reception last month, interns and managers were celebrated for their engagement with the program and dedication to making this a productive summer initiative. Congratulations to all for developing new international marketing content, market research, sales leads, and so much more! We will share information as soon as it's available on 2023 internship opportunities.



Partner Events

September 15: [Understanding Incoterms and Customs Valuation](#)

Van Andel Global Trade Center welcomes companies interested in learning more about Incoterms 2020 definitions and framework, buyer's and seller's obligations, transaction value, and more! Reserve your seat for this in-person event today.

September 28: [The Business Travelers Series – Navigating Mexico](#)

Interested in increasing your international sales to Mexico? Join the Van Andel Global Trade Center for a virtual event that will teach business professionals how to maneuver through cultural nuances often faced while working with or traveling to Mexico.



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