



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



INTERNATIONAL TRADE

Google to Dismantle Universal Analytics

Google Analytics is a free analytics tool that gives you an extremely in-depth look into your website's performance and how to leverage it. In 2020, Google announced its future ambitions involving Google Analytics and the time has come for users to transition from Universal Analytics, which will be dismantled in July 2023, to the new GA4. With the introduction of GA4, users can expect many changes to how Google reports data and the functionality of the platform.

SEE WHAT THIS MEANS FOR YOUR BUSINESS

Free Target Market and Industry Research

Michigan State University's International Business Center (MSU-IBC) offers companies assistance to identify their highest potential global markets through the Michigan Export Growth Program (MEGP). As a MEGP client, an entire team of researchers will provide your company with country- and industry-specific research reports and recommendations for market entry, saving you valuable time and money. Interested in getting global insights with just a few clicks? Explore MSU-IBC's [globalEDGE](#) knowledge portal.

ASK YOUR ITM ABOUT MEGP TODAY

Legal Training Services for Exporters

Expanding to international markets is exciting, however, there are many laws and regulations to follow when exporting. Legal trainings are offered by the Foster Swift Collins and Smith law firm to Michigan exporters through MEDC's [International Trade Program](#) to mitigate these risks. Trainings cover basic topics from international contracts 101, employment law, international IP, and data privacy compliance, to more advanced topics such as international liability protection.

Contact your International Trade Manager to learn more about these trainings. New to MEDC's International Trade Program? Tell us about your company in our [intake form](#) so we can start supporting your export journey today.

CONNECT WITH OUR LEGAL EXPERTS

Registration Closes Soon for South America and Southeast Asia Trade Missions

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

Registration ends March 24 – save your spot on Automation Alley's next trade mission! Companies are invited to meet face-to-face with prospective customers and partners in Southeast Asia, the world's fastest growing region, during the trade mission to Bangkok, Thailand and Ho Chi Minh City, Vietnam. 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.

June 5-9: [Trade Mission to Brazil and Chile](#)

Registration ends March 31 – join the Great Lakes St. Lawrence Governors and Premiers trade mission to São Paulo, Brazil and Santiago, Chile. Due to complex regulatory and tax frameworks, Brazil presents challenges to foreign companies attempting to enter the market, but insider support from the experts at our Brazil Trade Center in association with this trade mission can help you navigate these challenges and develop the relationships you need to succeed. Chile remains a strong export market with free trade agreements, zero tariffs, and solid business practices. Both countries have an affinity for U.S.-made products, so take advantage of the low-cost opportunity to explore these lucrative markets by registering for this trade mission today.

Upcoming Export Events and Training

March 9: [24th Michigan Automotive Suppliers Symposium](#)

The Michigan Automotive Suppliers Symposium is a yearly event bringing together business owners, senior management, and decision-makers from all tiers of the automotive industry. This premier automotive supplier event provides the most up-to-date industry forecasts, latest issues, and trends, with opportunities to network and learn from others in the increasingly challenging and ever-changing industry of automotive.

March 10: [New-to-Export Workshop](#)

With a focus on companies that need help starting or growing exports, this in-person workshop will provide businesses with resources for exporting, an overview of statewide export services, and actionable next steps to take.

March 22: [Go Global in Europe with Amazon](#)

Expanding to Europe through e-commerce? Learn how your company can access e-commerce opportunities by becoming an Amazon seller. It's easier than you think to sign up for an account and find funding to help. See why Europe should be your next e-commerce market.

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

Automation Alley presents this day-long 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.

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

Vehicle and Transportation Technology Innovation Meetings, or VTM Michigan, is a mobility technology event that brings the vehicle and transportation community together in one venue, right here in Novi, Mich. The event will feature a full program of technical and technology presentations and a matchmaking program for attendees to secure pre-arranged meetings.

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.



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