



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



INTERNATIONAL TRADE



Export Opportunities in Canada

The Michigan Canada Center presents adaptations the country has made to work within the confines of the COVID-19 situation in Canada, using technology to collaborate, rebuild, and find new opportunities.

eCommerce Growth: eCommerce adoption has boomed in Canada during the pandemic and, as per [Retail Insider](#) statistics, year-over-year eCommerce sales were up 110.8% compared to May 2019. Small businesses are turning to eCommerce for survival and on the Michigan Canada Center's [blog](#), they offer SMEs a roadmap to digital growth.

Private Label: Private label products have been discovered by Millennials and Generation Z – shoppers who haven't grown up with brand affinity and are willing to try new things. This new generation of shoppers means new opportunities for producers. [Learn more here](#).

Net-Zero Emissions: Last fall, the Canadian Government introduced legislation affirming its commitment to net-zero greenhouse gas emissions by 2050 – a 30-

year project that will mean investments in technologies and services that support Canada's green commitments. Information can be found [here](#).

Travel: Traveling to Canada for business purposes or emergency technical service? There are a few things you should know before making your trip. [Check for updates here](#).

Interested in learning more about business opportunities that exist in Canada and how to get connected? Contact your [International Trade Manager](#) or tune into the MEDC & Michigan Canada Center livestream (details below).

MEDC & Michigan Canada Center Livestream

February 11, 2021

Join a live conversation Thursday, Feb. 11 for a 15-20-minute discussion with Alyssa Tracey, Director of the MEDC International Trade Program, and Nancy Ward, Director of the Michigan Canada Center, featuring a live Q&A session. Topics will include misperceptions about entering the Canadian market, industry demand, developing a proactive approach to selling in Canada, and online sales to Canada.

RSVP to view the livestream on the [MEDC Facebook page](#) or set a reminder to join the conversation on the [MEDC YouTube channel](#).

[VIEW DETAILS](#)

Trade Mission to India

April 23-30, 2021

Registration Deadline: February 8, 2021

Last call to register for Automation Alley's trade mission to the world's fifth largest economy! With 1.4 billion consumers and a growing and higher-income middle-class, India just might be the perfect growth opportunity for your business. In addition to in-person travel, this mission will feature an all-virtual option from April 26-May 7.

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

[REGISTER](#)

Virtual Mexico Trade Mission

June 21-July 2, 2021

Registration Deadline: April 23, 2021

Join the Great Lakes St. Lawrence Governors and Premiers' virtual trade mission to Mexico this June and grow your export sales! The virtual format allows companies to extend their geographic reach in Mexico as meetings will not be limited to specific cities. Participants will receive a customized schedule of B2B meetings to connect virtually with prospective customers and business partners, as well as market sector briefings, an online meeting platform and logistical support provided by the Michigan Mexico Center.

[REGISTER](#)

Trade Talk Tuesday: Financing your Exports

February 16, 2021

Join the U.S. Commercial Service and the East and West Michigan District Export Councils for a 20-minute export financing discussion. Want to increase your exports but avoid the pitfalls of international trade? Whether you're struggling to find a bank to finance your overseas venture or worried about payment from a new international customer, the Small Business Administration and Export-Import Bank of the U.S. (EXIM) can help.

[REGISTER](#)

TikTok, WeChat & More: Talking Tech and IP in the U.S. & China

February 17, 2021

Join the Global Business Club of Mid-Michigan for a free virtual presentation on this timely topic. The U.S. and China compete for global dominance in the areas of tech and innovation, however, in an era of global firms and global citizens they

must also learn to cooperate. Anyone interested in learning more about US-China relations is invited to join the conversation.

[REGISTER](#)

Basics of Exporting Training

February 19-21, 2021

Join the Van Andel Global Trade Center for a live virtual training taking place over three days, which provides six hours of valuable export training. For those responsible for export or compliance, this seminar will provide a foundational understanding of the most important things needed to know to be a successful exporter. Participants will learn about valuable resources available to grow exports and gain digital resources to assist in learning the material and as a future reference for your business.

[REGISTER](#)

National Small Business Exporter Summit

February 24 and March 3, 2021

Don't miss the opportunity to exchange ideas and share best practices with the top small- and medium-sized exporters from across the U.S., Canada, and Mexico. Attendees will gain insight into powerful tools, techniques, and resources that exporters from across the country have used to guide growth and success within their businesses. Information will be shared that Summit attendees can adopt within their own business settings to support business growth and development.

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