



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



INTERNATIONAL TRADE

Leverage Online Technologies to Grow Your Business Internationally

The internet presents global opportunities and can help companies sell across borders, currencies, languages, and time zones. IBT Online researches, creates, and leverages cutting edge technologies and innovative global business development opportunities to help Michigan companies succeed in growing internationally.

Learn more about IBT Online's services and how the MEDC helps offset their costs in a live conversation with MEDC's Director of International Trade, Alyssa Tracey, on August 4th. Listeners will learn how to leverage online business development tools, ecommerce techniques, and digital marketing strategies to grow their exports, brand, and business globally.

[JOIN THE CONVERSATION](#)

Interested in the experience of a real client? Hear how IBT Online helped Petoskey-based Redi-Rock expand their international marketing presence by not only developing new websites for their French and German target markets, but also curating localized messaging and accurate technical translations so their services could be truly understood by potential distributors.

LISTEN TO THEIR STORY

Upcoming Trade Missions

September 12-16: [Central America Trade Mission](#)

Registration for this multi-sector trade mission to Costa Rica and the Dominican Republic closes today. Increase your ROI by taking advantage of the services provided through the mission, including a pre-qualified schedule of customized B2B meetings, in-market briefing, and group ground transportation.

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

Companies in the medical sector are invited to join MEDC's upcoming trade mission to MEDICA, the world's largest medical trade show, and position their products and services in front of interested buyers and partners. Up to 10 companies will 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: [Trade Mission to India](#)

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.

June 13-16, 2023: Pitti Uomo Exhibition

Join the Michigan exhibit at Pitti Uomo in Florence, Italy. Pitti Uomo is the world's leading men's fashion trade fair specifically focused on B2B buyer engagement with exhibiting brands showcasing menswear and accessories. Contact Jake Schroeder schroederj4@michigan.org to learn more and apply to participate.

EORI: What You Need to Know to Export to the EU

Companies outside the European Union (EU) are required to have an Economic Operator Registration and Identification number (EORI), a common reference number required by customs authorities for any interaction with an EU member state. **All companies exporting into the EU should use this number for their customs clearances.** Michigan companies may need an EORI number for many situations, including:

- to lodge a customs declaration in the customs territory of the Union;
- to submit an Entry or Exit Summary Declaration;
- to lodge a temporary storage declaration in the customs territory of the Union;
- act as a carrier for the purposes of transport by sea, inland waterway or air;
- or act as a carrier who is connected to the customs system and wishes to receive any of the notifications provided for in the customs legislation regarding the lodging or amendment of entry summary declarations.

MEDC's Europe Trade Center is available to assist companies with EORI questions and application details. Talk to your [International Trade Manager](#) about getting connected today.

READ MORE ABOUT EORI

Partner Events

August 3: [Summer Summit](#)

There's still time to register for Van Andel Global Trade Center's 5th Annual Summer Summit and Fundraiser, an in-person event filled with global trade education, best practices, networking, and fun! Celebrate summer with a keynote speaker, Q&A session, and international trade roundtable discussions.

August 23-25: [Michigan Minority Procurement Conference](#)

This conference focuses on connecting global, national, and local corporations with

top minority business enterprises (MBEs) in Michigan and throughout the country, making contacts that yield lucrative and long-term partnerships. This hybrid format will host workshops and industry-specific forums in a virtual platform August 23-24. An in-person conference will be held August 25 and will feature a diverse tradeshow floor and procurement matchmaker for MBEs to speak one-on-one with corporate buyers.



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