



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION



## INTERNATIONAL TRADE

### Novi Hosts Mobility Expo and B2B Forum

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 takes place July 12-13, 2023 and will feature a full program of technical and technology presentations and a matchmaking program for attendees to secure pre-arranged meetings.

VTM Michigan is an outstanding platform for vehicle makers and tier suppliers, disruptive technology entrepreneurs, and solution providers to explore the key challenges and opportunities of the future of mobility and new vehicle technologies. Don't miss this chance to be a part of the next wave of mobility innovation.

REGISTER FOR THE INTERNATIONAL B2B FORUM

---

### Last Chance to Register for ExporTech

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 and the Van Andel Global Trade Center, 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: Feb. 2-3, Mar. 23-24, and Apr. 20-21.

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 **Kendra Kuo, U.S. Commercial Service**, [kendra.kuo@trade.gov](mailto:kendra.kuo@trade.gov).

LEARN MORE ABOUT EXPORTECH

## Bolster Your Online Presence to Attract More Business

Thanks to an increasingly global marketplace and a pandemic that shifted business online, companies are investing in their websites, eCommerce platforms, and social media sites now more than ever. As MEDC's trusted online business and technology provider, [IBT Online](#) helps Michigan businesses achieve their international sales goals by developing online resources in local languages to support distributors, updated online marketing to build brand awareness, and enhanced websites to make it a solid lead generator for the sales team.

IBT Online has already helped over 500 U.S. companies in over 65 target markets. Tap into MEDC-provided financial assistance and start working with the experts at IBT Online today to develop lead-generating online resources for your small business.

ASK YOUR INTERNATIONAL TRADE MANAGER ABOUT IBT ONLINE



# Armor Localizes Website in Six Markets with IBT Online

Howell-based [Armor Protective Packaging](#) knew that not having local websites in the local language optimized for the region made it difficult for their products to be found in online searches and for their business to attract international leads. But because they didn't have the knowledge for each target market to be able to accurately translate text and to select keywords with the right meaning, and because managing their U.S. business was already all-consuming, they turned to MEDC's partners at IBT Online. Together they've built localized websites for Canada, Mexico, China, India, Japan, and Germany since 2018.

"The process of working with IBT Online was painless and has resulted in several international, localized websites that are working on our behalf to attract our target customers around the world," said **David Yanco, vice president and co-owner of Armor**. "Plus, the return has been immediate due to the low costs of investment thanks to MEDC's subsidy and SBA's MI-STEP grant reimbursement." Explore Armor's localized sites by visiting their [website](#) and clicking the country flags in the upper right corner.

READ MORE ABOUT ARMOR'S EXPERIENCE WITH IBT ONLINE

---

## Upcoming Export Events and Training

### January 25: [New-to-Export Workshop](#)

Van Andel Global Trade Center's new-to-export workshops focus on small and medium-sized businesses with little to no experience exporting their products but who may want to learn how and learn about the resources and funds available to assist them in setting up a successful global business. The workshop equips businesses with a connection to statewide export services available to assist their business, as well as their first steps to building their exports.

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

Automation Alley invites small- and medium-sized companies to join a trade mission to Bangkok, Thailand and Hanoi and Ho Chi Minh City, Vietnam. Meet face-to-face with prospective customers and partners in Southeast Asia, the world's fastest growing region. 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. Register by March 24.

**June 19-25: [Paris Air Show](#)**

The world's largest aerospace event returns to France this summer after a four-year hiatus. As the host of the event's USA Pavilion, Kallman Worldwide invites small- to medium-sized Michigan businesses to take advantage of its discounted turn-key exhibition package. This includes a kiosk, lighting and graphics, an exhibitor badge, and invitation to USA Pavilion events. Through this offering, Michigan companies will be located together and benefit from all the official pavilion amenities, including the USA exhibitors lounge with internet access, use of private conference rooms, and a company listing in the exhibitor catalog. The \$8,500 participation fee is eligible for [MI-STEP](#) reimbursement of up to 75 percent. For more details or to sign up, email [export@michigan.org](mailto:export@michigan.org) today.

---

