



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



INTERNATIONAL TRADE

JOIN US LIVE!



TUESDAY, APRIL 4TH AT 11:00AM EST

**GLOBAL BUSINESS
GROWTH FOR
MICHIGAN
COMPANIES**



Alyssa Tracey
Director,
International Trade at
Michigan Economic
Development Corporation



Mattie Meadows
Marketing Manager,
Redi-Rock



John Worthington
Chief Executive Officer,
IBT Online

Online Business Development Tools To Help You Grow Your Exports, Sales, Brand, and Business Globally

Join Alyssa Tracey, Director of MEDC International Trade, for a **live conversation April 4th** with Michigan's trusted online business development partner, IBT Online. The discussion will focus on how companies can leverage online tools, international eCommerce techniques, digital marketing strategies, and financial assistance to grow their exports, sales, brand, and business globally.

[RSVP FOR THE LIVESTREAM](#)

Assistance for Early-Stage Exporters

Are you ready to increase your sales by diversifying into foreign markets? Join the MEDC, the Small Business Development Center, and the Small Business Administration for the in-person event **Learn to Grow Your Sales by Selling Internationally on April 5th**. Experts will share how their assistance programs can help your company's bottom line. The event will feature an overview by Michigan Works! of their programs that can help train your staff for exporting.

REGISTER TO ATTEND TODAY



Explore Opportunities in Mexico

Join Automation Alley on **April 13th for Doing Business in Mexico**, a seminar where trade experts will discuss how U.S. companies are benefiting from recent manufacturing and technological trends in Mexico that have transformed the nation into a global innovation center. Learn about U.S. products, services, and technologies in high demand in Mexico, including:

- Industry 4.0
- Digital manufacturing hardware and software applications
- Automotive components and systems
- Aerospace/defense
- Environmental and pollution control equipment
- Machinery

- Healthcare/medical devices

Speakers will also provide market-entry strategies and an update on the United States–Mexico–Canada Agreement so your company can take even greater advantage of the free trade agreement. This event is also intended for those interested in learning more about Automation Alley’s upcoming October trade mission to the market.

REGISTER FOR DOING BUSINESS IN MEXICO

Equipped with insights from the **Doing Business in Mexico** seminar, take the next step and meet directly with potential buyers and end users of your products, services, and technologies during **Automation Alley’s trade mission to Mexico, October 15-20**. Grow your sales into the world’s second-largest market for U.S. exports and manufacturing powerhouse in automotive, aerospace, and electronics. With logistical support from Automation Alley and customized B2B matchmaking from the Michigan Mexico Trade Center, this trade mission is an opportunity to focus on pitching your product and making connections that will help your sales grow.

LEARN MORE ABOUT THE MEXICO TRADE MISSION

Boost Your Global Development with Free Export Services

MEDC’s International Trade Program has in-market experts that serve Michigan exporters in over 130 countries. The no-cost services, which include B2B matchmaking, market research, pricing analysis, logistical assistance, and so much more, are aimed at removing barriers so companies pursuing international opportunities can be more successful. To start working with the experts in your target market or to learn more about how your business can benefit from these services, contact your International Trade Manager today. New to the International Trade Program? [Tell us about your company](#) so we can start supporting your export development today.

EXPLORE OUR GLOBAL COVERAGE

More Upcoming Events and Trainings

April 6: [Europe's Potential New Ecodesign Rules](#)

The European Union is revising its “Ecodesign” legislation and new rules could lead to mandatory sustainability standards and performance criteria for a range of products. Join this free webinar to learn of potential rules that may require sustainable product design, repairability, recyclable, as well as digital labeling requirements to communicate sustainability information to consumers, recyclers, and third-party service providers.

April 6: [Shaping the Future with AI](#)

AI is everywhere, but how can you leverage these trends to grow your sales and brand globally? IBT Online will share their expertise on AI in marketing, revealing how it's transforming the business landscape and how you can leverage AI in your marketing and sales process. Join this webinar to gain actionable takeaways on how to stay ahead of the curve and remain competitive in today's rapidly advancing market.

April 12: [Fundamentals of Harmonized System Classification](#)

Understanding how to classify products under the Harmonized System (HS) is essential in keeping your global supply chain moving. HS classification is an essential component in both export declaration for export shipments and the customs entry for import shipments. The HS classification is central to determining export eligibility, import duty rates, and taxes. The correct HS classification is also key to determining if products qualify for preferential tariff treatment under the many free trade agreements.

April 26: [New-to-Export Workshop – Traverse City](#)

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.

May 3: [World Trade Week Business Conference](#)

Proclaimed by both Governor Whitmer and President Biden, World Trade Week is a celebration of exporting and the global expansion of businesses we know and love. For 37 years, businesses and community leaders have come together to share international business knowledge and resources at this annual conference and networking event. Register to attend in-person or virtually today.

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

Automation Alley presents this one-day 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 will bring the vehicle and transportation community together in one venue, right here in Novi, Michigan. This is a chance to meet with global automotive and mobility leaders during Michigan's first-ever international B2B forum on innovations in mobility. The event will feature a full schedule of technical and technology presentations and a matchmaking program for attendees to secure pre-arranged meetings. Early registration is encouraged.

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.

