



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION



## **INTERNATIONAL TRADE**



# **Last Chance to Register: Virtual Trade Mission to Mexico**

**September 21-25, 2020**

### **Registration Deadline: Aug. 7**

Expand your business into the second-largest market for U.S. exports with help from Automation Alley. Join Automation Alley's virtual trade mission to Mexico, a nation with a strong demand for Michigan-made products, services and technologies, including:

- Aerospace and defense
- Automotive components and supplies
- Design, engineering and advanced manufacturing services
- Environmental technologies
- Health care and medical
- IT and information communication technologies

#### **Why Join?**

- Attend virtual matchmaking meetings with potential buyers and end users of your products, services and technologies
- Meet the key players you need to know to be successful in Mexico
- Automation Alley introduces small and medium-size businesses to high-growth markets and opportunities to expand abroad

Be sure to ask about [Michigan's State Trade Expansion Program](#) (MI-STEP), which may qualify your company to receive up to a 50 percent reimbursement for the costs of participating in the mission.

[LEARN MORE AND APPLY TODAY](#)

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## **Virtual Trade Mission to South Africa**

**October 12-16, 2020**

**Registration Deadline: Sept. 11**

Automation Alley is seeking Michigan companies to join its virtual trade mission to South Africa, a nation with a strong demand for Michigan-made products, services

and technologies, including:

- Medical equipment
- Health care services
- Automotive
- Environment and pollution control technologies
- IT and information communication technologies
- Renewable energy
- Agriculture technologies

#### Why Join?

- Attend virtual matchmaking meetings with potential buyers and end users of your products, services and technologies
- Meet the key players you need to know to be successful in South Africa
- Attend business meetings and conferences with government officials and industry leaders who will share their firsthand insights about the opportunities and challenges of doing business in South Africa

This mission may also include an option to participate in the online **Africa Health Exposition 2020**. The exhibition is Sub-Saharan's largest annual health care event that attracts more than 10,000 health care and trade professionals from 67 countries worldwide.

Be sure to ask about [Michigan's State Trade Expansion Program](#) (MI-STEP), which may qualify your company to receive up to a 50 percent reimbursement for the costs of participating in the mission.

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## Mexico and South Africa Economic and Business Updates

Interested in learning more about Mexico and South Africa before signing up for a trade mission? Automation Alley sits down with Michigan's Mexico and Africa trade

centers in a post-COVID-19 economic and business update series.

Interviews with the in-country experts from both regions discuss trade opportunities in the COVID-19 era. The trade centers offer virtual B2B matchmaking services, market research, trade counseling, and more to Michigan companies looking to expand into these markets.

[ACCESS THE INTERVIEWS](#)

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## Upcoming Event

### Van Andel Global Trade Center's 3rd Annual Summer Summit

August 12, 2020

This half-day virtual event boasts a variety of global trade topics and best practices, and fun! Van Andel Global Trade Center will cover hot topics in the ever-changing environment of international business and trade. Attendees will be able to choose from a variety of trade topics in small breakout sessions with industry experts to discuss topics such as value-added tax, finance solutions, global supply chain, intellectual property, foreign-trade zones, and more!

[REGISTER](#)

