



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



INTERNATIONAL TRADE

Virtual Healthcare Trade Mission to the U.A.E.

February 1-11, 2021

Together with the Great Lakes St. Lawrence Governors and Premiers, MEDC invites companies to join a healthcare sector trade mission to the United Arab Emirates. This mission offers a chance for companies to get a head start on their participation in Arab Health 2021 (May-July 2021) or to utilize the trade mission to develop leads in the U.A.E.

Participants will receive prescreened virtual B2B meetings with potential distributors, buyers, governmental authorities, and joint venture partners, as well as a market sector briefing and support from Michigan's Arab Gulf trade center. Companies may be eligible for up to 75 percent reimbursement through [MI-STEP](#).

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U.A.E. Economic and Business Update

Interested in learning about the U.A.E.? Automation Alley sits down with Anne Jafery, director of Michigan's Arab Gulf trade center, in a post-COVID economic and business update.

The interview includes an update on the U.A.E.'s peace deal with Israel and how it may impact trade in this region of the world. The trade center offers B2B matchmaking services, market research, trade counseling, and more to Michigan companies looking to expand in the Arab Gulf countries.

[ACCESS THE INTERVIEW](#)

Virtual Trade Mission to the United Kingdom

March 8-19, 2021

The Great Lakes St. Lawrence Governors and Premiers is also partnering with the MEDC for a virtual, multi-sector trade mission to the United Kingdom. There is strong demand in the U.K. for a wide range of equipment and services related to aerospace, defense, safety and security, and cyber-security.

Participants will receive prescreened virtual B2B meetings with potential distributors, buyers, and joint venture partners, as well as a market sector briefing and support from Michigan's Europe trade center. Companies may be eligible for up to 75 percent reimbursement through [MI-STEP](#).

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Grow in International Markets with Amazon



Companies looking to leverage eCommerce platforms to boost international sales are invited to join Amazon for the final two sessions in MEDC's free eCommerce webinar series.

Getting Started on Amazon: This session takes place **Dec. 3, from 2-3pm** and introduces the opportunities, resources, and tools small businesses can leverage to grow with Amazon. We'll walk through selling on Amazon and best practices for setting up your listings as well as touch on other business models that use Amazon to reach customers.

International Sales on Amazon: This session takes place **Dec. 17, from 2-3pm** and explores considerations for selling your products in new countries! We'll look at ways to see if your product is appropriate from a consumer need and compliance standpoint, how to create product listings in multiple languages, fulfillment options, and business obligations.

International Trade and Development Internship Program

Applications are now open for MEDC's International Trade and Development Internship Program, which supports Michigan exporters by matching them to enthusiastic university students that can assist their companies in achieving international strategic growth. The program recruits qualified students and offsets the cost of the intern with 50 percent reimbursement of the intern's wages so companies can focus their resources on expanding their reach in international markets.

REQUIREMENTS

- Companies must be in accordance with SBA's [guidelines and size standards](#)
- Work performed by the intern must be related to export development and completed by Sept. 30, 2021
- Companies must apply by Dec. 31, 2020

[LEARN MORE](#)

Partner Events

Trade Talk Tuesday: Logistics Trends & Strategies for Mitigating Risk

December 8, 2020

The West and East Michigan District Export Councils and the U.S. Commercial Service Michigan invites you to join this free, timely, and short panel discussion on logistics trends and strategies for mitigating risk. Quickly learn how Michigan companies are assessing challenges for outbound logistics in our ever-changing environment.

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Understand Incoterms 2020

December 9, 2020

Join the Van Andel Global Trade Center for a live virtual seminar on Incoterms, an essential element in defining terms of trade when conducting international business transactions. Incoterms® 2020 is specifically designed to define freight terms and cost obligations unique to ocean, air, and intermodal transportation common to international shipping.

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Doing Business in India

December 10, 2020

With a population of nearly 1.4 billion, India is the world's fifth largest economy and its GDP is projected to grow 5.8 percent in 2021 even as it emerges from the global pandemic. The World Bank reported that India has jumped 14 spots this year to 63 in ease of doing business. Join Automation Alley for a virtual event that will present opportunities and challenges of doing business in India, as well as company case studies and best practices.

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Culture and Coffee: Navigating Mexico

December 11, 2020

Grab a cup of coffee or tea and join the Van Andel Global Trade Center for a live, virtual training to learn about the culture of Mexico! The session will cover best practices for doing business in Mexico as well as how to maneuver through cultural nuances business professionals often face while working with or traveling to the market.

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Grants for Small Businesses to Sell Overseas

December 15, 2020

Are you interested in taking advantage of eCommerce to sell to customers overseas? Nearly 60 percent of the entire world's population is on the Internet and 95 percent of the world's consumers are outside the United States. Now is the time for small businesses to develop an international eCommerce platform to reach international buyers. Learn from federal SBA representatives about how STEP provides companies like yours with grants to increase exports.

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