



Meet with MEDC Foreign Offices in Michigan

MEDC's [Brazil and Europe office representatives](#) are coming to Michigan to meet directly with our business community February 5-9, with visits taking place in Troy (Automation Alley), Ann Arbor, and Grand Rapids (Van Andel Global Trade Center). These unique visits allow Michigan small businesses to meet one-on-one in-person with global leaders in trade to support your company's entry and expansion into European and/or Brazilian markets. Upcoming opportunities to directly engage in these markets in 2024 include the United Kingdom (UK) and Netherlands trade mission in April 2024 and the Brazil and Chile trade mission in June 2024.

Both Claudia Tomaselli (Brazil) and Terry Potter (Europe) have successfully counseled Michigan small businesses to expand their sales into their respective global areas of coverage. We encourage you to take advantage of this limited opportunity to meet them in person and determine next steps to grow your business in new markets.



Claudia Tomaselli, Brazil



Terry Potter, Europe

Please contact your [MEDC International Trade](#) Manager (ITM) if you are interested in setting up a meeting with Terry and/or Claudia.

ExporTech Winter Session

Michigan is once again partnering with our federal partners at U.S. Commercial Service (USCS) to bring Michigan exporters the opportunity to participate in export programming. ExporTech™ is more than a seminar training. Conducted online, during six morning sessions with individualized coaching over an 11-week period, ExporTech™ accelerates a company's export strategic planning process into a concise timeframe. Michigan manufacturing, service-based exporters and technology executives are invited to apply. **A maximum of eight companies will be selected**, providing your executive team with a unique learning environment. Products and services must be 51% U.S. content.

Cohort meetings are conducted online 9 a.m.-12 p.m.: **Feb. 22-23, March 26-27 and May 2-3**

ExporTech™ program highlights:

- National program developed by USCS and the National Institute of Standards and Technology's Manufacturing Extension Partnership.
- 90+ Michigan companies have successfully completed the program.
- Each company is assigned a coach to navigate the strategic export sales process. Companies are matched with MSU Broad College of Business students for initial international market research.
- Peer group model drives accountability, action, learning and networking.
- Each company completes the program with an actionable strategic export sales plan.

Registration due Jan. 31 to USCS Senior International Trade Specialist Eve Lerman, eve.lerman@trade.gov. The program fee of \$1,200 may be eligible for 50% MI-STEP reimbursement. Speak with your ITM regarding [Michigan State Trade Expansion Program](#) (MI-STEP) eligibility if interested in participating.

Events and Opportunities

Feb. 7: Global Business Club Spotlight on Brazil

As the third event in the new Global Business Club of Michigan Market Spotlight Series, the MSU International Business Center is partnering with MEDC to highlight the Brazilian market. This event will feature the director of Michigan's Brazil office Claudia Tomaselli, ITM Brendan Cherry, a Michigan Exporters Business Panel, Brazilian lunch, networking and the opportunity for one-on-one meetings with trade service providers. Information will also be provided on the

Great Lakes and St. Lawrence Governors and Premiers' (GSGP) upcoming trade mission to Brazil and Chile, taking place **June 8-14, 2024**.

REGISTER NOW

Reminder: 2024 Trade Missions

Feb. 20-22: [Automotive Meetings Queretaro](#)

Automotive Meetings Queretaro is the only structured matchmaking event in Mexico that gives auto suppliers the opportunity to build and strengthen business relationships through more than 12,000 face-to-face meetings with potential OEM and Tier 1 customers. Sign up today to exhibit in the Michigan Pavilion.

April 20-27: [GSGP's Trade Mission to Vietnam and Philippines](#)

Join the MEDC and the GSGP for a multi-sector trade mission to Ho Chi Minh City, Vietnam and Manila, Philippines. Benefit from customized B2B meetings and allow our in-market international trade center to save you valuable time and resources. Register now to meet new customers and partners in these strong and fast-growing markets.

April 27 – May 4: [Trade Mission to the United Kingdom and Netherlands](#)

Join the MEDC for a trade mission to London, UK and Amsterdam, Netherlands. Participants will receive customized schedules of B2B meetings with prospective buyers, partners, and distributors. The mission also includes a cultural excursion, welcome reception, and negotiated group hotel rates.

May 2-15: [Automation Alley's Trade Mission to Australia and New Zealand](#)

Hosted by Automation Alley, up to ten companies are invited to engage in B2B meetings with potential buyers on this trade mission to Australia and New Zealand. The Australia-U.S. Free Trade Agreement allows 99% of U.S. exports to enter duty-free, and a shared common culture, business practices, and legal framework reduces non-tariff barriers to export to these markets.

June 8-14: [GSGP's Trade Mission to Brazil and Chile](#)

Join the MEDC and the GSGP for a multi-sector trade mission to São Paulo, Brazil and Santiago, Chile. These countries are strong U.S. trading partners and Brazil is home to South America's largest consumer market and GDP. Because these markets have complex regulatory and tax frameworks, leverage this opportunity to enter the market with assistance from Michigan's knowledgeable in-country trade experts.

June 17-21: [Trade Mission to Eurosatory](#)

Join the Michigan exhibition within the U.S. Pavilion at Eurosatory 2024 and connect with defense and homeland security professionals from around the world. Eurosatory features all products and components in the air and land defense and security supply chains.

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