



FOR IMMEDIATE RELEASE

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Exporting Can Expand Your Markets During Trying Economic Times

With 95 percent of the world's consumers living outside of the United States, if a U.S. business is only selling domestically, it is reaching just a small share of potential customers. By choosing to export, companies are able to diversify their portfolios and weather changes in the domestic economy. These companies can grow through exporting and become more competitive in all their markets.

The Michigan Chamber of Commerce has taken the initiative to bring together a group of state and national experts for a comprehensive, one-day program to help Michigan businesses learn whether or not exporting is right for their company and to assess if they are ready. They'll be exposed to the risks of international trade, methods of payment, how to determine their export finance needs and get resources for export working capital. In addition, they will get an overview of regulatory and licensing considerations that affect exporting, including EAR (Export Administration Regulations), OFAC (Office of Foreign Assets Control) and ITAR (International Traffic in Arms Regulations).

This brand new program was developed to inform Michigan businesses how to get their products to customers and suppliers outside of the U.S. and they will have the opportunity to meet valuable government contacts from the U.S. Department of Commerce, Bureau of Industry and Security, and U.S. Commercial Service, as well as the Small Business Administration, who can assist you with their future export and licensing questions.

This seminar, facilitated by Jean Shtokal of Foster, Swift, Collins & Smith, will be held on Wednesday, June 23rd from 8:30 a.m. to 4:30 p.m. at the Michigan Chamber of Commerce, 600 S. Walnut Street, Lansing. For more details and to register, visit www.michamber.com/mx/seminarsevents or call 1-800-748-0344 x670.

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