



## Foster Swift supports Global Trade Days Michigan Roadshow Oct. 13-17

FOR IMMEDIATE RELEASE

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**PRACTICE AREAS**

International Business & Trade

**Market Experts from Brazil, Canada, China, Mexico and UAE discuss how to do business in these dynamic markets**

October 2, 2014

Michigan businesses are invited to explore export opportunities at five Global Trade Days export workshops taking place in Traverse City, Grand Rapids, Saginaw, Troy and Novi Oct. 13-17. The events are sponsored by the Michigan Economic Development Corporation.

Attendees will hear about opportunities and trends in top export markets, export assistance programs, services provided by Michigan Centers and foreign trade offices, success stories from participating Michigan companies, and upcoming Michigan trade missions and events.

"Any business considering expanding into one or more of the five markets should attend," says Foster Swift international trade attorney, Jean Shtokal. "This program is a great way to learn the practical realities about doing business in these markets.

Global Trade Days will include presentations from country market specialists from Canada, Mexico, China, Brazil, and United Arab Emirates, who will speak about doing business in those markets. These five countries are among Michigan's top export markets, and they offer enormous growth opportunities for Michigan businesses:

- Canada is Michigan's largest export market, and Michigan is the no. 1 state in the U.S. for exports to Canada. Michigan companies exported nearly \$26.2 billion in goods and services to Canada in 2013, up from \$25.4 billion in 2012.
  - Mexico is Michigan's second-largest trading partner. Michigan is the No. 3 state in the U.S. for exports to Mexico, with Michigan companies exporting nearly \$12.2 billion in goods and services to Mexico in 2013, up from \$10.4 billion in 2012.
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- Michigan companies exported nearly \$4.1 billion in goods and materials to China in 2013, making China Michigan's third-largest export market. This was up from \$3.2 billion in 2012.
- In 2013, Michigan companies exported \$775.7 million in goods and materials to Brazil, making it Michigan's ninth-largest export market.
- United Arab Emirates is Michigan's 11<sup>th</sup>-largest export market, with Michigan companies exporting nearly \$511 million in goods and services in 2013  
(SOURCE: International Trade Administration, U.S. Department of Commerce – <http://www.trade.gov>).

Attendees at Global Trade Days will learn about the State Trade and Export Promotion (STEP) program, which provides direct reimbursements to eligible companies for international marketing-related activities, ranging from market research to participation fees for international trade missions. Nearly 800 Michigan companies have received assistance since MEDC launched the program with companies entering more than 75 new global markets. New export sales of more than \$300 million have been reported as a result of the program.

The Global Trade Days event dates and locations are:

**TRAVERSE CITY - Monday, Oct. 13, 1 – 4:30 p.m.** (registration opens at 12:30)

One-on-one meetings will take place from 8:00 – 11:30 a.m.

Grand Traverse Resort, 100 Grand Traverse Village Blvd., Acme, MI 49610

Cost: \$30

**GRAND RAPIDS - Tuesday, Oct. 14, 8:30 a.m. – noon**

One-on-one meetings will take place from 1:30 – 5 p.m.

L. William Seidman Center, Grand Valley State University, 50 Front Avenue SW, Grand Rapids, MI 49504

Cost: \$30

**SAGINAW - Wednesday, Oct. 15, 8:30 a.m. – 9:45 a.m.**

One-on-one meetings will take place from 10 a.m. – 1 p.m.

Curtiss Hall at Saginaw Valley State University, 7400 Bay Road, University Center, MI 48710

Cost: \$30

**TROY - Thursday, Oct. 16, 8 a.m. – Noon**

One-on-one meetings will take place from 1:30 – 5 p.m.

Management Education Center, 811 W. Square Lake Road, Troy, MI 48098

Cost: \$30

**NOVI - Friday, Oct. 17, 8 a.m. – 5 p.m.**

Suburban Collection Showplace Diamond Center, 46100 Grand River Avenue, Novi, MI 48374

All day pre-scheduled meetings

Cost: Free