



BRAZIL & COLOMBIA TRADE MISSION

Hosted by the Great Lakes St. Lawrence Governors & Premiers

In-Person: **November 8-12, 2021**

Virtual: Brazil – **October 18-29, 2021** Virtual: Colombia – **November 8-12, 2021**

Join this trade mission to São Paulo, Brazil and Bogotá, Colombia on November 8-12, 2021. A virtual option will take place for the Brazilian market on October 18-29 and for the Colombian market on November 8-12. Participants will receive a customized schedule of B2B meetings with prospective customers and partners and benefit from networking events and logistical support provided by the Michigan Brazil and Colombia trade centers.

WHY ATTEND?

- Brazil continues to be an excellent market for Michigan exporters across a wide range of sectors, despite economic slowdown as a result of the pandemic, with economists forecasting positive GDP growth in 2021.
- Brazil and Colombia have a natural affinity for the U.S. and a high regard for U.S. products, brands, and technology.
- Colombia is one of the biggest and fastest growing economies in South America. Rich with natural resources such as minerals and oil, and immense capacity to produce and manufacture, Colombia has huge economic potential.

INCLUDED SERVICES:

- Market briefings
- Group and individual ground transportation
- Networking events
- Logistical assistance
- Customized B2B meetings
- **Not included:** Airfare, interpreters, hotel, and meals.

PREPARE FOR A SUCCESSFUL TRIP

- Before the mission, learn how to strengthen your website searchability in Brazil and Colombia by taking advantage of SBDC's **international search engine optimization (SEO)** service. This free program defines strengths and areas of improvement on your website and social media outreach.
- The Michigan Online Global program can advance your international sales and efforts made during the mission. Services are available to create **localized websites and an online marketing strategy** to be easier to do business within your target market and to grow online traffic and engagements. Talk to your ITM to get started with these valuable resources.

MISSION COST

- \$1,500 in-person participation fee (\$500 each additional participant)
- \$1,000 virtual participation fee
- Eligible companies can receive up to 75% reimbursement for travel expenses and mission fees through the [State Trade Expansion Program \(STEP\)](#).

REGISTRATION DEADLINE

AUGUST 13, 2021

RESERVE YOUR SPOT TODAY!

For more information, contact **Brendan Cherry**, MEDC, at 517.243.9877 or cherryb2@michigan.org.

