

# INTERNATIONAL TRADE PROGRAM SERVICE PROVIDERS

## **MICHIGAN STATE UNIVERSITY INTERNATIONAL BUSINESS CENTER** ([www.global.broad.msu.edu](http://www.global.broad.msu.edu))

The nation's No. 1 center for international business education and research (CIBER).

### **Michigan Export Growth Program** ([www.global.broad.msu.edu/megp](http://www.global.broad.msu.edu/megp))

Company assistance to help identify highest potential global markets and provide recommendations for entering these markets. Companies receive country- and industry-specific research reports.

### **globalEDGE** ([www.globaledge.msu.edu](http://www.globaledge.msu.edu))

globalEDGE™ is a web-portal that connects international business professionals to a wealth of information, insights, and learning resources on global business activities.

### **ExportMI** ([www.exportmi.org](http://www.exportmi.org))

Resources developed to assist Michigan businesses successfully begin or increase export opportunities.

- Market Potential Indices: Access 12 custom industry reports to identify and rank world markets that offer the greatest potential for Michigan exporters
- Export Services Directory: Connect with a listing of local public and private trade assistance partner by category
- Event Calendar: Locate upcoming export events, seminars, and workshops near you
- Online Export Tools: Learn more about exporting with online resources targeting both beginners and experienced exporters

## **U.S. COMMERCIAL SERVICE** ([www.export.gov](http://www.export.gov))

Trade promotion arm of the U.S. Department of Commerce's International Trade Administration. Provides resources such as export guides, market intelligence, and export events to help businesses get started in exporting or increase sales to new global markets.

## **SMALL BUSINESS ADMINISTRATION** ([www.sba.gov](http://www.sba.gov))

Independent agency of the federal government that helps start, build, and grow businesses. SBA provides assistances through four programmatic functions: access to capital, entrepreneurial development, government contracting, and advocacy.

## **SBA FINANCING PROGRAMS:**

### **International Trade Loan**

Financing for projects that improve the competitive position of a firm and increase exporting

### **Export Working Capital Program**

Apply for loans in advance of finalizing an export sale or contract to gain flexibility in negotiating export payment terms

### **Export Express Loan Program**

Fast-track approvals for smaller export-related loans

## **MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER** ([www.sbdc-michigan.org](http://www.sbdc-michigan.org))

Source of trade counseling, training, and secondary market research for new ventures, existing small businesses, and advanced technology companies. Services range from writing a business plan to financing a start-up to expanding a business into international markets.

### **Early Stage Export Assistance**

Multi-stage export readiness assessment for early stage or newly exporting companies, which may include export planning, export financial assessment, and export marketing in order to ready the company and product for international trade success.

### **International Search Engine Optimization (SEO)**

Defines strengths and areas of improvement on company's website and social media outreach to advance international sales. In-depth analysis addresses online presence in up to two international markets. SEO benchmarks a company's website against two major competitors, scoring each website on 10 key areas. The report includes a 30-page detailed domestic SEO assessment with step by-step instructions on how to improve company's website.

## **FOSTER SWIFT** ([www.fosterswift.com](http://www.fosterswift.com))

Foster Swift Law Firm focuses on identifying clients' needs and applying legal skills to achieve objectives by assessing the international legal environment for the company and product.

### **LET'S GO (Online Podcast or Video Resource)**

Video research to identify key areas of international

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trade where new-to-export companies need education. Includes explanation of important legal topics relevant for exporters along with resource checklists depending on the topic.

## **Trademark/Service Mark Readiness**

Legal analysis to determine readiness to pursue international protection of company name and trademark/service mark. Analysis and summary includes trademark strength and a customized checklist of next steps. (Note: This service does not include any application preparation or payment of registration or related fees.)

## **Export Control Overview Compliance Training**

Two-hour on-site training session for up to five members of company's management team that covers a basic overview of U.S. Department of State, U.S. Department of Commerce, and U.S. Department of Treasury export-related regulations. Attendees will receive a workbook and certificate of completion.

## **Foreign Agent/Distributor Contract Terms Checklist**

Consultation with company to generate target market-specific checklist of items to consider for foreign agent/distributor contracts.

## **Legal Training Workshops**

(<http://medc.cvent.com/export2018>)

- Intellectual Property & Business Partner Due Diligence: April 19, Southfield; September 19, Grand Rapids
- Export Control Compliance Overview Training May 17, Lansing
- Intellectual Property & Business Partner Due Diligence & Export Control Compliance Overview Training: June 21, Traverse City

## **IBT ONLINE ([www.ibt.onl/us](http://www.ibt.onl/us))**

Provides website localization services to Michigan companies with offices in the U.S., U.K., Germany, and France.

### **Website Localization**

IBT Online implements localization of company websites to grow exports, sales and business in two target international markets. The website will deliver the benefits of measurable export sales, brand, and business growth online and globally.

## **VAN ANDEL GLOBAL TRADE CENTER**

([www.gvsu.edu/vagtc](http://www.gvsu.edu/vagtc))

Outreach center of Grand Valley State University's Seidman College of Business that serves local businesses with the international resources and assistance necessary to participate competitively in the global marketplace.

### **Export Compliance Assistance Projects**

Customized module (30 hours of assistance) focused on specific areas of a company's export processes. Stand-alone topics include: export transactions and documentation; export compliance and controls; harmonized system classification; free trade agreements; automated commercial environment (ACE) set-up.

### **On-site International Training**

Customized four-hour instruction for up to six employees within a company on one of the following topics: basics of exporting; basics of NAFTA; incoterms; export controls; selecting a freight forwarder.

### **Export Training**

Group sessions geared towards small businesses export topics such as basics of exporting, export controls, cultural seminars, doing business in foreign markets, and more.

### **Credit Checks**

Customized in-country credit reports including a complete international credit check for Michigan businesses considering customers, sales representatives, or distributors in foreign markets.

## **EX-IM BANK ([www.exim.gov](http://www.exim.gov))**

The Export-Import Bank (EX-IM) is the official export credit agency of the U.S. EX-IM's mission is to finance the export of U.S. goods and services to international markets. EX-IM provides five free international credit checks, export credit insurance, working capital, loan guarantee, project and structured finance, finance lease guarantee, and direct loans.

*Dedicated to shared economic success, the MEDC promotes the state's assets and opportunities that support business investment and community vitality. The MEDC's business assistance programs and services connect companies with people, resources, partners, and access to capital.*



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