



TRADE MISSION TO EUROSATORY

Exhibit within the Michigan Pavilion at the global land and air benchmark event for Defense and Security, June 17-21, 2024

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.

WHY ATTEND?

- Leverage one of the world's premier defense exhibitions as a platform to develop international business and forge new partnerships
- Connect with foreign buyers, official delegations, and government officials in the defense and security sectors all in one place
- Be exposed to exhibitors from over 60 countries, over 60,000 visitors, and 200 official delegations

AREAS OF FOCUS

All products and components of the defense and security supply chains, from basic parts to finished products and operational systems:

- Spare and repair parts
- Technical assistance
- Publications/documentation
- Support equipment

Highlighted technologies include:

- Intelligence
- Civil and people security, crisis management
- Tests, measurements, and engineering
- CBRNe
- Training and simulation
- UABs and UGVs
- Embedded electronics

MATCHMAKING OPPORTUNITIES

- The included B2B matchmaking service begins with a conference call to understand your export and market-entry strategies and trade show objectives
- Our Europe trade center in coordination with Michigan-based Ares Defense then perform market research specific to your goals
- Upon arrival, you receive a customized schedule of B2B matchmaking meetings with prospective buyers, partners, and/or distributors

MICHIGAN BOOTH

- 72 square meters of prime location in the AUSA Pavilion next to the exhibitor lounge, speaker's corner, and GM Defense
- Individual kiosks with lockable counter, graphics, and company signage
- Internet connection and power accessibility
- Access to AUSA hospitality and support services, and exhibitors' reception

SPACE IS LIMITED—APPLY NOW!

- \$3,500 participation fee includes welcome reception and in-country briefing, exhibitor fees, matchmaking, and ground transportation to show site
- Eligible companies may receive up to 50% reimbursement for participation and travel expenses through MI-STEP. For details, visit www.michiganbusiness.org/export.

Questions? Contact Chris Bosio, MEDC International Trade Manager, at 517.348.9256 or bosioc@michigan.org.

**MICHIGAN
DEFENSE CENTER**
MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



DEADLINE TO APPLY IS JANUARY 17, 2024

REGISTER NOW!