Automation Alley is seeking Michigan companies to join its trade mission to India. A nation of 1.3 billion consumers, India has a strong demand for Michigan-made products, services and technologies, including: Automotive, aerospace/defense, design and engineering services, environment and pollution control, IT/ICT, medical equipment, machinery and equipment.

Why India:

• India's economy is on pace for 6.7% growth in 2019, eclipsing China as the world’s fastest-growing major economy.
• In 2018, India climbed 23 spots from the year before in the World Bank’s report on the ease of doing business among 190 countries. This is attributed to the implementation of more market-friendly policies and less bureaucracy.
• India’s automotive industry is the world’s fourth largest. It is projected to manufacture more than 30 million vehicles in 2019 (vs. 16.5 million in the U.S.). This sector accounts for 7.5% of the nation’s GDP.
• Two-way trade flows between the U.S. and India grew significantly in 2018 to $142 billion.
• Option to extend trip and attend the 15th Auto Expo 2020 Show, February 6-9, India’s largest automotive components trade show sponsored by the Automotive Components Manufacturers Association of India (ACMA).

Why Join our Trade Mission:

• Matchmaking meetings will place you directly in touch with potential business partners and buyers or end users of your products, services and technologies. Attend business meetings with government officials and business and industry leaders who will share their firsthand insights about the opportunities and challenges of doing business in India.
• Automation Alley trade missions are results driven having generated more than $1.3 billion in export sales for company participants while creating 6,841 local jobs.
• Automation Alley received the President’s “E Star” Award for Export Service (2013) and the Presidents “E” Award (2008) from the White House (the nation’s highest and most prestigious awards granted to economic developers in recognition of their contributions to increasing American exports overseas).

Register today

Participation is limited to 10 companies and the deadline to register is Nov. 30. The cost to participate is $4,500 for members and $5,500 for non-members. This price includes business briefings by the U.S. Embassy and local trade organizations, matchmaking meetings, business tours, in-country ground transportation, five-star hotels, and dinner receptions. International flights are not included.

Ask about STEP: Be sure to ask about the State Trade Expansion Program (STEP) to see if your company qualifies for up to 50% reimbursement for all trade mission costs.