



## SOUTH KOREA TRADE MISSION

*Hosted by the Great Lakes and St. Lawrence Governors & Premiers*

**April 6-11, 2025**

Please join the Conference of Great Lakes St. Lawrence Governors & Premiers (GSGP) trade mission to South Korea, April 6-11, 2025. Each mission participant will receive a customized schedule of B2B meetings with prospective customers and business partners. Mission participants will also benefit from networking events and logistical support provided by the GSGP South Korea Trade Office.

### Why South Korea?

The US and South Korea have a strong trade relationship, with the establishment of the free trade agreement in 2012. The country is the fourth largest market in Asia and has many world-class companies. In 2023, the US exported \$64.84 billion to South Korea.

Key sectors for US exports include:

- Aerospace, Agriculture, Air Pollution Control, Construction Services, Cosmetics, Energy, IT, Manufacturing Technology, Medical Devices, Specialty Chemicals

### Space is limited - apply now!

- \$1,800 per person participation fee is required by January 22, 2025
- Each additional company participant requires a \$800 fee
- Eligible companies may receive up to 50% reimbursement for their participation fees and travel expenses through MI-STEP. For details, visit [michiganbusiness.org/export](https://michiganbusiness.org/export).

### Matchmaking Opportunities:

- Kick-off conference call to understand objectives of participation, products, and perceived route to the market
- Pre-visit market research and briefings
- Customized appointments with prospective partners, distributors, and buyers

### Included Services:

- Mission briefing
- Group ground transportation
- Networking events
- Logistical assistance
- Customized B2B matchmaking meetings

### For more information, contact

Zoë Munro, Program Director  
(MEDC Contractor)

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**REGISTRATION DEADLINE  
IS JANUARY 22, 2025,  
APPLY NOW!**



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

