



VIRTUAL TRADE MISSION TO THE UNITED KINGDOM

HOSTED BY THE GREAT LAKES
ST. LAWRENCE GOVERNORS & PREMIERS



MARCH 8-19, 2021

Join the Great Lakes St. Lawrence Governors & Premiers' virtual trade mission to the United Kingdom and access the fifth-largest economy in the world. Similar to in-person trade missions, participants will receive prescreened virtual B2B meetings with potential distributors, buyers and joint venture partners. Mission participants will also benefit from a market briefing and support from the Michigan Europe Trade Office.

- Advance your international sales and efforts made during the trade mission by utilizing the Michigan Online Global program. Custom localized websites and online marketing strategies will grow your visibility, increase your online engagements and simplify doing business in your target markets. Talk to your ITM to get started with these valuable resources.

WHY THE UNITED KINGDOM?

- A major international trading power with an estimated 2019 GDP of \$2.2 trillion
- Sophisticated market with demand for products and services that improve productivity and business efficiencies, and lower costs
- Demand for equipment and services related to aerospace, defense, information and communications technology software, safety and security, and cyber-security

INCLUDED SERVICES

- Market briefing
- Customized market research
- B2B matchmaking meetings

PREPARE FOR SUCCESS

- Learn how to strengthen your website searchability in the U.K. 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.

MISSION COST

- \$1,000 participation fee
- Eligible companies may receive up to 75 percent reimbursement through the [State Trade Expansion Program](#).

LIMITED SPOTS AVAILABLE

REGISTER TODAY!

www.gsgp.org/projects/international-trade/trade-missions/united-kingdom-virtual-trade-mission-2021/

FOR MORE INFORMATION

Contact David Newhouse, MEDC International Trade Manager, newhoused@michigan.org or 517-331-6715

**REGISTRATION DEADLINE IS
DECEMBER 17, 2020**