

MICHIGAN IS HELPING COMPANIES DO BUSINESS AROUND THE WORLD.

Global trade is a key component of the state's economy, representing hundreds of thousands of jobs. Ninety-five percent of consumers are located outside the U.S. so the ability to grow and compete globally is crucial.

The Michigan Economic Development Corporation (MEDC) offers business assistance in identifying and pursuing global market opportunities.

MEDC INTERNATIONAL TRADE PROGRAM

The international trade program supports Michigan businesses that want to start or expand export activities with initiatives to:

- Increase awareness of export opportunities and resources
- Strengthen the knowledge and skills required for success in international markets
- Introduce Michigan companies to promising export markets
- Deliver on-the-ground support in key Michigan export markets
- Arrange financial assistance for qualified export development activities

Regionally based international trade managers work with companies to identify their export development objectives and recommend appropriate export programs and resources. These resources include small business support services, international trade office assistance, and events such as educational opportunities, cultural programs, and international trade shows and missions.

STATE TRADE EXPORT PROGRAM (MI-STEP)

MI-STEP is a grant program, funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA), providing direct reimbursement to qualified small and medium-sized companies to develop or expand export-related activities. The MI-STEP program is designed to spur job creation by empowering Michigan small and medium-size enterprises to export their products. The program has three primary objectives:

- Increase the dollar value of Michigan exports
- Expand the number of Michigan companies that export
- Introduce current exporters to new foreign markets and buyers

For more information, visit michiganbusiness.org/grow/export-assistance or contact export@michigan.org.

INTERNATIONAL TRADE CENTERS

MEDC has seven international trade centers through a partnership with the Conference of Great Lakes and St. Lawrence Governors and Premiers. These centers provide services to companies interested in expanding their sales to the Arab Gulf, Brazil, Canada, China, Europe and Mexico. These services include:

- Customized market research
- Country market and sector information
- Foreign company background checks
- Market entry strategy
- Matchmaking meetings: prequalification of agents, distributors, partners and customers
- Pricing and competitive analysis
- Product review and company assessment
- Regulatory, customs, logistics, certification information
- Trade show and trade mission assistance
- Translation services
- Other export counseling services