

The idea of international expansion and capturing new markets is exhilarating in terms of the possibilities it holds. At the same time, it's difficult for most companies to know where to begin.



The Michigan Export Growth Program (MEGP) is an initiative of the Center for International Business Education and

Research at Michigan State University (MSU-CIBER). The program offers pro bono consulting services to mid-Michigan businesses to assist them in taking the best possible advantage of opportunities in the global marketplace. MEGP matches the expertise of student consultants, working in conjunction with MSU faculty and staff experts, with the international interests of local companies.

MEGP offers MSU students

the opportunity to build their professional skills in a global context with real companies—invaluable in setting them apart as they seek employment and future education opportunities.

MEGP offers mid-Michigan area businesses

the opportunity to explore overseas markets and to exponentially expand their customer bases.

MEGP offers mid-Michigan communities

the possibilities of new job creation and retention, increased well-being of their citizens, and education. Small- and medium-sized businesses form the heart of sustainable communities.

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MEGP was launched with assistance from the Ford Motor Company Fund and the Eli Broad College of Business in 2009.

Michigan Export Growth Program

MOVING MICHIGAN
BUSINESSES
INTO THE GLOBAL
MARKETPLACE

MSUCIBER
PROJECT

Begun in 2009, the MEGP helps Michigan businesses grow while providing valuable experience to MSU students. Prior MEGP projects include:

- exploring markets for paint exports in Turkey
- detecting potential acquisitions and partners in the metal forming and machining industry
- identifying export restrictions for security-based software
- locating potential buyers of seafood in European markets
- determining supply chains for after-market automotive components in China

Michigan Export Growth Program

To apply for MEGP assistance for your business...

1. Visit global.broad.msu.edu/megp or call MSU's International Business Center at +1 (517) 353.4336
2. Complete the short MEGP application form
3. Speak with the MEGP team about your interests and goals
4. Receive your research report and follow-up consulting

"Working on the MEGP team was a great experience. The communication skills, the ability to work as part of a team, and the knowledge of the Michigan small business environment have all helped me to be successful in my new job."

RYAN CALDWELL

FORMER MSU STUDENT AND MEGP TEAM MEMBER

"The depth of the report data that we received was impressive, and I really enjoyed working with Patrick and the team. The information helped make Port Lansing a reality."

BOB SELIG

EXECUTIVE DIRECTOR,
CAPITAL REGION AIRPORT AUTHORITY

"Export expansion means community development. As local businesses make connections to overseas markets, new jobs and profits are funneled directly into our local communities. The MEGP helps to put these wheels in motion."

JEAN SHTOKAL

CO-CHAIR, GLOBAL BUSINESS CLUB
OF MID-MICHIGAN, AND BOARD MEMBER,
LANSING REGIONAL CHAMBER OF COMMERCE

The Eli Broad College of Business offers undergraduate, masters, and doctoral programs in international business. The Broad School is renowned for its global outlook and its commitment to educating and training future leaders in the world of business.

Broad College of Business Global Initiatives

In international business, the Broad School has an internationally diverse, world renowned research faculty (*Management International Review*, 2004) with significant editorial influence (*Journal of International Business Studies*, 2005).

The International Business Center (IBC) was designated in 1990 as a National Resource Center by the U.S. Department of Education (i.e., a Center for International Business Education and Research - CIBER). The IBC's mission is to leverage our leading-edge competencies to provide superior education, research, and assistance to businesses, public policy makers, academics, and students on issues of importance to international trade and global competitiveness.

As part of this mission, MSU-CIBER developed globalEDGE, (globalEDGE.msu.edu), the world's leading online resource in international business (Google, Yahoo!). Other resources and collaborative projects focusing on Michigan businesses include the Global Business Club of Mid-Michigan, export diagnostic tools, and materials developed in conjunction with the U.S. Department of Commerce.

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