

Trade Talk Tuesday

Developing Your Strategic Plan for Export Growth

August 3, 2021

Thank you for joining the U.S. Commercial Service and the East and West Michigan District Export Councils, for 'Trade Talk Tuesday: Developing Your Strategic Plan for Export Growth'. This handout highlights our discussion today, along with additional resources.

ExporTech Program Summary

- Each participant is assigned their own coaches and student market researchers
- Develop a strategic export plan
- Receive lessons from experts in export compliance, marketing, logistics and more!
- Get access to a broad array of partners in the Michigan export ecosystem including the Michigan Economic Development Corporation, Small Business Administration (SBA), Export-Import Bank of the United States, and Small Business Development Center (SBDC)
- Learn to navigate foreign regulations and certifications like CE mark
- Hone in on 2-3 markets and perform gut check with overseas offices
- Present plan to panel of season exporters for feedback

Why Sign up for ExporTech?

- You've been doing some sales overseas and want to get strategic
- You've been successfully doing business in the US and want to go international
- Up to 75% of the cost can be covered by the MI-STEP grant for small businesses.

REGISTER HERE: <https://medc.cventevents.com/event/fccf0d5b-1f9f-49aa-a6cb-e62fa8e7b61e/summary>

Export Resources

U.S. Commercial Service — The U.S. Commercial Service is part of the U.S. Department of Commerce's International Trade Administration and helps U.S. companies increase their export sales. We have offices in 100 U.S. cities and in more than 75 countries. We can help:

- ❖ Develop your export strategy
- ❖ Conduct market intelligence
- ❖ Identify target markets for your product
- ❖ Find distribution partners
- ❖ Perform background checks on partners
- ❖ Conduct overseas promotions

East & West Michigan District Export Councils (DEC) — The Michigan DEC's are experienced business owners and exporters who volunteer alongside the U.S. Commercial Service to offer small and medium-sized companies in Michigan hands-on consulting, advice and resources to grow internationally.

- ❖ **East Michigan DEC -**
www.eastmichigandec.org
- ❖ **West Michigan DEC -**
www.exportwestmichigan.com



Questions

What percent of your sales are overseas?

Bruce: 20% of sales are overseas

Todd: 30-40% of sales are overseas

How has your organization changed since ExportTech?

Bruce: We have a dedicated export compliance guy on staff

Todd: We hired someone to focus on international sales since it was taking up so much time.

Michigan Economic Development Corporation (MEDC) — MI-STEP Funds

—The MI-STEP program offered by the MEDC provides direct reimbursement to eligible small businesses to develop or expand export-related activities. To learn more, contact export@michigan.org.

ExportMI Service Provider

Directory — Connect with local trade assistance partners critical for your export success, including banks.





EXPORTECH™

*An Export Acceleration System
for Achieving Profitable Growth*

VIRTUAL EXPORT GROWTH PROGRAM

Fall 2021

ExporTech, the national export growth program, returns to Michigan this fall 2021, in virtual format, during six half-day sessions. ExporTech will help manufacturing and technology executives draft customized, strategic plans for export growth based on international market research and expert advice from top international trade professionals. Michigan companies are invited to apply: a maximum of eight companies will be selected, with a preference for current exporters wishing to expand export sales. Products/services must be 51% U.S. content.

ExporTech™ program highlights

- Only national program that results in a customized export growth plan for each company
- Designed for manufacturing and technology company executives responsible for international growth
- Intensive, structured process with workshops, planning tools, and individual coaching
- Connect to a wide range of local and national resources
- Peer group model: drives accountability, action, learning, networking
- Each company will be assigned coaches, plus a team of students from Northern Michigan University, to assist with market research and drafting their strategic plan
- National program developed by the U.S. Commercial Service and the Manufacturing Extension Partnership to help companies accelerate their entry into global markets

2021 DATES
**Thursday &
 Friday mornings:**
Sept. 30–Oct. 1
Nov. 4–5
Dec. 9–10

LOCATION:
Virtual program

FEE: \$1,200*

**Grant money is available from Michigan Economic Development Corporation (MEDC) to qualifying companies to cover 75% of fee, lowering out-of-pocket cost to \$300*



FOR QUESTIONS, CONTACT

Eve Lerman, U.S. Department of Commerce | eve.lerman@trade.gov | 248.249.7415
 Chris Bosio, International Trade Manager, MEDC | bosioc@michigan.org | 517.348.9256

[Click here to apply](#)

Organized by:



In partnership with:



MEP • MANUFACTURING
EXTENSION PARTNERSHIP



The World is Open for Your Business

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with lucrative opportunities and increase your bottom line.



Export Counseling

- Develop effective market entry and sales strategies.
- Understand export documentation requirements and import regulations of foreign markets.
- Navigate U.S. government export controls, compliance and trade financing options



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets



Commercial Diplomacy

- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.

Let Our Global Network Work for You

Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

Our unmatched global network with trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.





East Michigan District Export Council



Counseling

East Michigan District Export Council (DEC) Members provide practical, hands-on counseling for small and medium sized companies, to assist them with export sales.



Trade Education

For current trade resources and events view the East Michigan District Export Council website:
www.eastmichigandec.org



Mentoring

Mentees have access to DEC Members who are experts in their fields such as logistics, finance, sales, marketing, accounting and international trade law.



U.S. Commercial Service Partner

DEC Members are officially appointed by the U.S. Secretary of Commerce. Members partner with the U.S. Department of Commerce's U.S. Commercial Service to provide valuable resources for exporters.



To connect with DEC Members,
contact:

Jennifer Moll, Director
U.S. Commercial Service -
East Michigan
313-212.8693
Jennifer.Moll@trade.gov

SERVICES AND RESOURCES INCLUDE:

Business expertise*

- Developing export strategies
- Identifying international markets
- Vetting international partners
- Evaluating logistics options
- Screening trade finance options
- Determining landed costs
- Understanding trade documents
- Identifying legal & regulatory issues

Website resources

- DEC Member bios
- Calendar of upcoming trade seminars
- Recorded trade education webinars
- DEC member authored trade articles
- Links to key government resources

*Initial consultation meetings are free. Further costs will be discussed with your District Export Council adviser should you require additional assistance from service providers.

DEC SPONSORS AND EMPLOYERS

Michigan Economic Development Corporation

Michigan State University International Business Center

Arab American Chamber of Commerce

Virtual Global Consultant (VGC) Group

Facet International Marketing

Global Health Services Network

Detroit Engineered Products

Spes Development Co. LLC

Global Logistics Strategies

Henry Ford Health System

U.S. Commercial Service

B&P Process Equipment

RnD Engineering, LLC

Dickinson Wright, PLLC

Managed Programs

World Logistics, LLC

Reising Ethington

Key Safety Systems

Epic Translations

Independent Bank

Barron Industries

Agri-Organic, LLC

SkyBlade Fans

Nova Shipping

Rugged Liner

Fluxtrol, Inc.

FedEx

Dykema



West Michigan District Export Council



Counseling

West Michigan District Export Council (DEC) Members provide practical, hands-on consulting for small and medium sized companies, to assist them with export sales.



Trade Education

For current trade resources and events view the West Michigan District Export Council website:
www.exportwestmichigan.com



Mentoring

Mentees have access to DEC Members who are experts in their fields such as logistics, finance, sales, marketing, accounting and international trade law.



U.S. Commercial Service Partner

DEC Members are officially appointed by the U.S. Secretary of Commerce. Members partner with the U.S. Department of Commerce's U.S. Commercial Service to provide valuable resources for exporters.



To connect with DEC Members, contact:

Kendra Kuo, Director
U.S. Commercial Service -
Grand Rapids
616-458-3564
Kendra.Kuo@trade.gov

SERVICES AND RESOURCES INCLUDE:

Business expertise*

- Developing export strategies
- Identifying international markets
- Vetting international partners
- Evaluating logistics options
- Screening trade finance options
- Determining landed costs
- Understanding trade documents
- Identifying legal & regulatory issues

Website resources

- DEC Member bios
- Calendar of upcoming trade seminars
- Recorded trade education webinars
- DEC member authored trade articles
- Links to key government resources

*Initial consultation meetings are free. Further costs will be discussed with your District Export Council adviser should you require additional assistance from service providers.

DEC SPONSORS AND EMPLOYERS

AE Betancourt

Michigan Economic Development Corporation

Amway

Michigan State University's International Business Center

Comerica Bank

Neogen Corporation

Dashmen, LLC

Plante Moran

Dematic

Redi-Rock International

Foster Swift Collins & Smith PC

RoMan Manufacturing

Grand Valley State University's
Van Andel Global Trade Center

Steelcase

HexArmor

Supply Chain Solutions

The Gluten Free Bar

Imperial Clinical Research
Services Inc.

U.S. Commercial Service