

# TRADE TALK TUESDAY

## THE RURAL EXPORT CENTER

### RESOURCE GUIDE

#### How the Rural Export Center Can Help You

As a rural company, you've worked hard to establish your business. Whether you're a newcomer to exporting or a seasoned expert, our step-by-step process is designed to efficiently grow your export operations. How can we help?

- **Customized Market Research:** With our customized international market research, you will be empowered to identify new opportunities and avoid potential pitfalls, identifying the best markets and specific buyers to facilitate profitable overseas partnerships.
- **Due Diligence:** As you respond to international inquiries, you will benefit from our due diligence service that helps determine the legitimacy of a potential partner.
- **Website Globalization:** You can even grow your global reach when you're *not* working by taking advantage of our website globalization review to ensure that your website is positioned to acquire international customers.
- **Export Education:** In addition to research services, we offer a series of virtual seminars on Website Globalization, Market Research Skills, Due Diligence Tips, and Export Management Companies.
- **See page 3** of this handout for a breakdown of our services.

These value-driven services augment the existing worldwide network of Commercial Service offices with experts located in more than 70 countries.

#### View Trade Talk Tuesday Recordings:

<https://www.eastmichigandec.org/>

#### Trade Talk Tuesday

Please join us for the next 20-minute free webinar discussing pricing your product for export.

**Date:** August 27, 2024

**Registration information coming soon**

#### Your Local CS Office

##### U.S. Commercial Service Indiana

- [CS Indianapolis](#)

##### U.S. Commercial Service Kentucky

- [CS Louisville](#)
- [CS Lexington](#)

##### U.S. Commercial Service Michigan

- [CS Grand Rapids](#)
- [CS Detroit](#)
- [CS Pontiac](#)

##### U.S. Commercial Service Ohio

- [CS Cincinnati](#)
- [CS Columbus](#)
- [CS Cleveland](#)
- [CS Toledo](#)

##### U.S. Commercial Service Tennessee

- [CS Nashville](#)
- [CS Knoxville](#)
- [CS Memphis](#)

##### U.S. Commercial Service Wisconsin

- [CS Milwaukee](#)





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#### Eligibility

- Companies that are more than 50 miles driving distance from the top 100 exporting cities are eligible for RAISE services. There are exceptions, however, so if you are located anywhere in the U.S. outside a major city, don't hesitate to reach out to us.

#### Contact the Rural Export Center:

- If you know your local Trade Specialist, feel free to reach out to them directly, but if not, please reach out to Joseph Doyle via email at [joseph.doyle@trade.gov](mailto:joseph.doyle@trade.gov) or call (502) 689-8833 and he will gladly direct you to your Specialist.

#### Acknowledgments:

Thank you to our panelists, Joshua Erickson, Director of the Rural Export Center, and Joseph Doyle, Rural Export Center International Trade Specialist, for sharing your knowledge. Appreciation is also given to the [East Michigan](#) and [West Michigan](#) District Export Councils for supporting the Trade Talk Tuesday series.

**For additional insights, contact your local U.S. Commercial Service office.**

