



# Eastern Michigan District Export Counsel

## Sponsorship Media Guide



Dear Prospective Marketing Partner,

Here's an opportunity to support a pro-growth business activity that Americans of all political stripes believe is positive: exports. Exports mean increased sales, job creation and enhanced shareholder value. With almost 96% of the world's population and about 80% of its purchasing power outside of the U.S. and with economic growth generally faster in developing nations, it's vital that U.S. companies understand the importance of exporting and possess the skills and support to succeed in the global market.

The East Michigan District Export Council, EMDEC, one of 59 DEC's throughout the U.S., is a non-partisan, non-profit, totally volunteer organization dedicated to increasing exports from Michigan particularly of small and medium sized enterprises. We represent a unique private/government relationship in that our members, drawn from the private sector and academia, are all appointed by the U.S. Secretary of Commerce, yet we do not receive a dime in government funding. We support the U.S. Commercial Services' export activities and their 100+ offices in over 70 countries and promote awareness of their resources, while not being employed by them.

Our activities include hosting conferences and seminars on many aspects of exporting, mentoring and counseling specific organizations on their individual needs, educating Congresspersons, chambers of commerce and other organizations on the activities of the U.S. Commercial Service and the EMDEC, providing educational content to the exporting community, acting as a conduit to exporters of many resources from multiple organizations and making exporters aware of these resources.

If you are looking for the best value proposition to promote your international capabilities, look no further than partnering with us through hosting all or part of an event, promoting speakers, marketing on our website or through any other number of opportunities aimed at the international business community. When you think international in Michigan, think the East Michigan District Export Council.

We look forward to working with you to build a brighter future for all Americans.

Sincerely yours,

**Terrence D. Kalley**  
*Chair*  
East Michigan District Export Council



Terry Kalley is Managing Director of Ambassador Overseas Logistics, a global logistics and supply chain management company. He has headed the East Michigan DEC for over 11 years. He is passionate about educating the exporting community in various aspects of international trade ranging from beginner courses to various advanced topics. His education includes a B. Com in Economics & Law from the University of South Africa and an M.B.A. in Banking & Finance from Case Western Reserve University.

# Our Guiding Principles

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**Educate and assist** small and mid-sized enterprises, located in the territory served by the East Michigan and Detroit US Export Assistance Centers, in the export of their products, services and technologies. (Large enterprises are not excluded.)

**Promote and facilitate** exports of products, services and technologies by enterprises located in the territory served by the East Michigan and Detroit US Export Assistance Centers.

**Link** the business community and the East Michigan and Detroit US Export Assistance Centers.

Work with trade assistance partners to **leverage available resources**.

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# About the East Michigan District Export Council

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EMDEC host seminars that make trade finance both understandable and accessible to small exporters, hosts international buyer delegations, designs breakthrough guides to help firms export, puts exporters on the Internet and helps build export assistance partnerships to strengthen the support given to local businesses interested in exporting.

The goal of EMDEC, as it is with all other Councils throughout the United States, is the furtherance of our nation's export efforts directed by the Trade Promotion Coordination Committee (TPCC).

EMDEC encourages and supports export expansion activities by Counseling local businesses, identifying export finance sources, building local export assistance partnerships with other organizations, and promoting international education at the community level.

EMDEC members are leaders from the local business community whose knowledge of international business provides a source of professional advice for local firms. EMDEC currently has representatives from academic institutions; government offices; law and accounting firms; and the banking, manufacturing, computer, and high-tech industries.

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# Exporting Facts



US Companies that export grow 2 – 4% faster (in employment) than non-exporting companies.

In Michigan, 133,395 jobs are directly supported by exports.

In Michigan, international trade supports 1.1 million jobs.

Exports of services from Michigan exceeded \$11 billion in 2012

95% of consumers & 80% of purchasing power lies outside the United States.

Michigan is the 8<sup>th</sup> largest exporting state in the nation.

From 2004 – 2011, trade-related employment in Michigan grew 9%.

Exports of products from Michigan exceeded \$57 billion in 2012

# Who attends our events?



## Manufacturers & Service Providers

American companies that are currently searching for buyers and distributors for their products and services.



## Finance Professionals

Companies that are involved in exporting overseas know the complexities that come along with extending credit for international business.



## Lawyers

Experienced export professionals who can assist companies in developing export compliance procedures and export management systems.



## Business Owners

Entrepreneurs and business owners who drive innovation, strengthen the United State's competitive edge, and create good jobs for American workers.



## Logistics Firms

Shipping a product overseas as part of a commercial transaction, the exporter must be aware of packing, labeling, documentation, and insurance requirements.



## Decision Makers

Businessmen and women who constantly seek growth opportunities for their respective companies by foreign entry expansion.

# Co Marketing with the East Michigan DEC

## How To Develop an Export Management and Compliance Program & Technology/Software Controls

Why your company cannot afford to fail to comply with EAR regulations.



Conducted by the U.S. Department of Commerce  
Bureau of Industry and Security

Organized by the East Michigan District Export Council:



Date: May 13 & 14<sup>th</sup>, 2015 (Wednesday - Thursday)

Location: **Federal Reserve – Detroit**

1600 East Warren Avenue

Detroit, MI 48207 - United States of America



# Bureau of Industry and Security Event Co-Marketing

## How To Develop an Export Management and Compliance Program (May 13th)

For those that have requested a more in-depth export compliance course offering, this is it. This program is dedicated to bringing the business community up-to-speed on the latest initiatives underway in export compliance from a wide variety of U.S. Government experts, including the latest developments in the Export Control Reform initiative.

During the program, you will learn first-hand from senior U.S. Government officials about the elements of an effective export compliance program as well as the current issues and trends in export control policies, regulations, enforcement, legal and practices. Both days will include networking opportunities, offering you the chance to mingle and discuss issues of concern with BIS presenters, other federal agencies, and fellow participants.

### What an EMCP can do:

- Provide compliance safeguards throughout a company's supply chain to ensure consistent export decisions and order processing, and thorough due diligence.
- Serve as a vehicle to communicate red flag indicators that raise questions about the legitimacy of a customer or transaction.
- Protect employees through training and awareness programs from inadvertently violating the EAR





# Bureau of Industry and Security Event Co-Marketing

## Technology Controls & Encryption Controls (May 14<sup>th</sup>)

**Technology Controls** - This intermediate level half-day program will offer a comprehensive look at how to comply with the U.S. export and re-export controls relating to technology and software. Discussion will focus on the regulatory requirements relating to technology and software, including what is considered an export or re-export of technology or software; the kinds of technology and software subject to the Export Administration Regulations (EAR); how to determine the Export Control Classification Number; what license exceptions are available; and the unique application requirements of technology and software. BIS technical and policy specialists also will discuss important export control issues that may arise in the employment for foreign nationals and for foreign items incorporating, or produced from, controlled U.S.-origin software and technology.

**Encryption Controls** - This program is an in-depth session that will focus on the unique provisions related to encryption under the Export Administration Regulations (EAR). Bureau of Industry & Security (BIS) encryption specialists will cover a variety of topics, including how items with encryption functionality are classified under the EAR; how the provision for "mass market" encryption may apply to products; license exceptions for encryption source code (open source and proprietary) and for exports to U.S. subsidiaries and certain eligible countries; encryption registration, classification and reporting requirements; Encryption Licensing Arrangements; conditions placed on encryption licenses, and encryption technology issues.

# Bureau of Industry and Security Event Co-Marketing



## **What is the Bureau of Industry and Security’s “How To Develop an Export Management and Compliance Program ” Seminar?**

The Export Regulations Course is a two-day, hands-on workshop designed for all levels of expertise on export control issues. The program covers the U.S. Government export controls, types of controls, classifying your product, license requirements and procedures, support documentation, export clearance, and enforcement. BIS regulatory experts will instruct the course.

## **Why sponsor the Bureau of Industry and Security Seminar?**

- Build awareness through on-site sponsorship at two-day event with an expected audience of over 150 internationally active international trade professionals
- Target outreach to experienced international business professionals from various sectors such as Banking, Shipping & Logistics, and International Law
- Event sponsorships support your efforts in increasing company visibility and reinforcing recognition of available services to potential clients
- Support the all volunteer East Michigan District Export Council



# Bureau of Industry and Security Event Co-Marketing

## Sponsorship Opportunity and Benefits:

### Gold Level Event Co-Marketer - **\$1750**



- Your corporate table top throughout event in high traffic area
- Company name/logo on promotional materials/signage, website & emails
- Sponsorship mention from the podium at least once a day
- Includes registration for one participant (**a value of \$495**)
- Actively network with seminar participants & distribute your information
- Spreadsheet listing with contact information for all the attendees

### Platinum Level Co-Branding Partner - **\$2500 (Lunch or Evening Reception)**



- Sponsor one of two lunches or an evening reception (limited to one sponsor per industry)
- Company name/logo on promotional materials/signage, website & emails
- Includes registration for one participant (**a value of \$495**) & 5 reception passes
- Actively network with seminar participants & distribute your information



### Diamond Level Headline Co-Sponsor - **\$3500**

- This includes all the full benefits of both the Gold and Platinum Sponsorships

If interested, please contact: Troy Brownrigg, Chair of Events @ 248.421.9876

# Contact Us!

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Twitter

<http://www.twitter.com/EastMichiganDEC>



FaceBook

<https://www.facebook.com/pages/East-Michigan-District-Export-Council>



LinkedIn

<http://www.linkedin.com/in/emdec>



Email

[info@eastmichigandec.org](mailto:info@eastmichigandec.org)



Website

[www.eastmichigandec.org](http://www.eastmichigandec.org)

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