



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

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**.

About the East Michigan District Export Council

EMDEC host seminars and conferences that educate exporters in all facets of international trade, advise exporters of international trade finance alternatives, assist corporations with their export expansion plans and activities, promotes other international trade events, 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.

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 8th 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 EMDEC

2 Day Seminar - Introduction to NAFTA and 3 new Free Trade Agreements & International Documentation Training
What your company needs to know to comply.



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Conducted by Allocca Enterprises

Organized by the East Michigan District Export Council:



Date: March 25th & 26th, 2015 (Wednesday - Thursday)

Location: Federal Reserve – Detroit

1600 East Warren Avenue

Detroit, MI 48207 - United States of America

Featured Lecturer - Mike Allocca



*Allocca
Enterprises, Inc.*

Allocca Enterprises, Inc. is America's premier provider of on-site & web based international trade compliance education and training. Allocca Enterprises offers practical, actionable training solutions for organizations and employees of all sizes involved in international trade activities. No matter your product or service, Allocca Enterprises can assist you in creating and maintaining your compliance program.

Course offerings include Export Compliance, Incoterms, Introduction to NAFTA & Free Trade Agreements with Columbia, Korea and Panama, Import Readiness Assessment (Audit), Export Readiness Assessment (Audit), Export Management Compliance Program, Why Comply?, ITAR, Preparing for a Customs or BIS Audit, How to file your Electronic Export Information via AES, Export Controls (Licensing), International Banking, NAFTA Audit, C-TPAT, International Documentation, and HTS/Schedule B Classification.

With ever increasing complexity in global supply chains, country of origin determinations, free trade agreements and product classifications, it is no wonder U.S. trade compliance is so complicated. In our seminars, we walk you through actual case studies and explain the regulations in simple-to-understand terms.



Mike Allocca, President of Allocca Enterprises, will personally conduct his seminars in Detroit. International renowned and widely regarded as the preeminent expert in all matters of U.S. Compliance, he brings years of presenting to thousands of people in the export community both throughout the U.S. and internationally.

His background includes over a decade of hands-on experience as a freight forwarder both in operations and sales, plus several years as a partner in an import/export consulting company, before starting his own company over eight years ago. He has traveled extensively overseas for many years and continues to regularly train abroad. He works on a daily basis with exporters and importers all over the United States, helping them with domestic and international compliance & logistics issues.

Mike is a Certified Global Business Professional (CGBP) through NASBITE. He won the trade partner of the year award in 2008 in Albany, NY. He has been appointed by the Secretary of Commerce to the District Export Council (DEC) in Columbia, SC and is a member of the National DEC.

He keeps updated on export/import regulations by regularly attending and/or hosting programs, seminars and events with the U.S. Department of Commerce, U.S. Customs & Border Protection, U.S. Department of Agriculture, Bureau of Industry and Security, U.S. Department of State, NAFTA – office of Intra American Affairs and the TSA.

Mike holds a Bachelor's in Business Administration from SUNY – Albany and an MBA from the University at Albany.

NAFTA & International Documentation Event Co-Marketing

Day 1 - “Introduction to NAFTA & 3 new FTA’s” Overview

How many times have you shipped to Canada/Mexico and simply filled out a NAFTA certificate based on your customers' instructions? Did you have any supporting documentation showing how you researched the rules of origin and obtained any manufactures affidavits proving your goods qualify for NAFTA? Have you documented your research on your bill of materials as to how your goods qualify? Do you know if your goods have a duty associated with them or where to go to get this information?

This program will help you be in full compliance with all NAFTA regulations. You will know where to go and what to look for to be able to determine if your products qualify for the benefits of NAFTA. Most companies expose themselves unnecessarily to NAFTA penalties. In some cases your goods have low or zero duty already and therefore there is no need to exposure your company to potential NAFTA violations or to fill out a NAFTA certificate if your goods do not qualify.

NAFTA & International Documentation Event Co-Marketing

“Introduction to NAFTA & 3 new FTA’s” Seminar – Specifics

- Specific Rules of Origin - Annex 401 - How to determine if your product qualifies
- NAFTA Certificates of Origin's - Common errors, when you should/ shouldn't fill one out.
- Understand preference criteria A-F. How to determine which one your goods qualify for.
- Producer vs. exporter what are the rules.
- Supporting documentation - How do you obtain one, and when should you use a manufacturer's affidavit.
- Formulas for determining regional value content or a change in tariff classification.
- De Minimis - What does this mean, why is it important to you.
- Fungible goods and materials - What are they how does this affect you?
- HS tariff classification- Is your code accurate, where do you get one?

NAFTA & International Documentation Event Co-Marketing

Day 2 – “International Documentation” Training

How many times have you just filled out a document not knowing what all the required fields meant and copied it from a prior document simply because that has always been how things are done? Have you ever been told that your shipment is "stuck" in customs because of lack of information or a document that is missing or not filled out correctly? How many times has your company been charged for unnecessary "documentation" fees or held up on a shipment because the documents had to be corrected? If you just want to make sure you are filling things out correctly or you have questions, problems or delays due to documentation problems this training program is a must for you.

This program will help you understand when and how you should be filling out certain international documents including Commercial invoices, Packing Lists, Bills of Lading, SED's, Certificates of Origin, Dock receipts. We will go through each document, step by step, and you will know where to go and what to look for in your own documents to be able to fill them out accurately and know when they are required. Many companies are exposing themselves unnecessarily to shipment delays, Customs audits and demurrage charges because there is incomplete or inaccurate documentation for the shipment. Why not learn what documents you should be filling out and how to do so accurately so you can keep your customers, distributors and company ahead of schedule?

NAFTA & International Documentation Event Co-Marketing

International Documentation Training - Specifics

- Understand how to correctly fill out: Commercial invoices, Packing Lists, Bills of Lading, SED's, Certificates of Origin, Dock receipts and Fish & Wildlife.
- Shippers Export Declaration (SED) - Understanding every field and how you are required to fill out each field.
- How to minimize delays in Customs by having all of the information the first time.
- What other documents can be used to reduce delays, eliminate demurrage and shorten your product cycle.
- Why you should be using a DCS Statement on all of your invoices both domestic & international.
- Understanding which countries still require a wood certificate.
- What does Legalization of documents mean and for which countries is this required.
- Pre-Shipment Inspection's - Who requires them and how should they be done?
- NAFTA Certificates of Origin's - Common errors, when you should/ shouldn't fill one out.

NAFTA & International Documentation Event Co-Marketing

Sponsorship Opportunity and Benefits:



Gold Level Event Co-Marketer - **\$1495**

- 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
- Registration for two participants (**an almost \$800 value**)
- Actively network with seminar participants & distribute your information
- Spreadsheet listing with contact information for all the attendees

Why sponsor the East Michigan District Export Council Seminars?

- Build awareness through on-site sponsorship at two-day event with an expected audience of Small and medium-sized enterprises and their personnel in international sales, logistics, operations, procurement and supply chain management.
- 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

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

Contact Us!



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



Website

www.eastmichigandec.org
