



Making the Most of International Trade Shows & Trade Missions: How to Improve your ROI

9-11a.m. - Friday, December 2, 2016

Ann Arbor SPARK – 330 E. Liberty, Lower Level

Participation in an international trade show or trade mission is the best way to see a potential market first-hand while making contact with serious potential clients from around the world. Is your company ready?

Learn:

- How to identify opportunities as well as hurdles
- What resources are available to help with research and pay for international marketing expenses
- Preparation of a list of key action items to be completed before and after trade show participation
- Which upcoming trade missions are being organized for Michigan companies

Participants will receive a work-booklet focused on developing a strategic plan for identifying and approaching international trade shows and considerations on how to bring sustainable success from the investment.

Info and registration: www.GBClub.msu.edu - This event is FREE but preregistration is required.

www.GBClub.msu.edu - 517.353.4336 – check us out on social media:   



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