

Global Business Club of Mid-Michigan With MDARD's International Marketing Program


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

8:00am-1:30pm - Tuesday, January 29, 2019 - 313 South Washington Sq - Lansing

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

- 8:00 - 8:30 a.m. Registration, Networking, & Continental Breakfast**
- 8:30 - 8:45 a.m. Welcome & Opening Remarks**
Jade Sims, International Trade Specialist, MSU International Business Center
Jamie Zmitko-Somers, MDARD International Marketing Program Manager
- 8:45 - 9:30 a.m. Know Before You Go: Legal Essentials**
Jean Shtokal, Attorney, Foster, Swift, Collins & Smith PC
- 9:30 - 10:15 a.m. Making the Most of International Trade Shows: Market Evaluation, Product Fit, Show Selection**
Laura Deierlein, President, SPROUTwide LLC
- 10:15- 10:30 a.m. BREAK**
- 10:30 - 12noon Making the Most of International Trade Shows: Strategic Partnerships, Knowing Your Numbers, Creating A Timeline for Success**
Laura Deierlein, President, SPROUTwide LLC
- 12noon LUNCHEON KEYNOTE: 2018 MICHIGAN AG EXPORTER OF THE YEAR**
Dr. John's Healthy Sweets

\$40 registration fee includes lunch

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



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