Global Business Club of Mid-Michigan
Go Global: Export 101 Seminar

Pure Michigan Export Program
“Opening New Doors for Michigan Exporters”

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Presented by:

Mark Kinsler
Vice President
International Business & Attraction
Pure Michigan Export Program

- Governor Rick Snyder – revitalize Michigan export strategy
- Initiate new program for Michigan SMEs
- Increase export opportunity awareness
- Broker connections to export resources
- Diversify client base & grow business
- Expand Michigan’s economy

$197,000 IN EXPORT REVENUES = ONE MICHIGAN JOB
-International Trade Administration (ITA)
Michigan & Its Economy

**Economy Indicators**

- **Jobs**
  - 3,861,000 jobs (rank 9th)

- **Unemployment rate**
  - 8.3% (rank 36th)
  - down 4.4% from 2010

- **Patents**
  - 13,262 patents (rank 5th)

- **Scientists and Engineers as percentage of workforce**
  - 4.2% (rank 13th)

**Export Indicators**

- **Exports**
  - $57.6 billion (rank 9th)

- **Recovery export growth**
  - 14.9% (rank 6th)

- **Annualized export growth**
  - 0.6% (rank 51st)

- **Export supported jobs**
  - 392,855 jobs (rank 7th)
Regional Strategy

- 4 Export Regions
- 4 Partner Host Organizations
- 4 Regional International Trade Managers
- 1 Agricultural/Rural International Trade Manager
- 1 China Market International Trade Manager
# Top 10 Countries for Michigan Exports

(Value in Billion $)

Source: [http://www.census.gov/foreign-trade/statistics/state/data/mi.html#ctry](http://www.census.gov/foreign-trade/statistics/state/data/mi.html#ctry)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Description</th>
<th>2010 Value</th>
<th>2010% Share</th>
<th>% Change, 2009 - 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>#</td>
<td>Total MICHIGAN Exports and % Share of U.S. Total</td>
<td>44,768</td>
<td>3.5</td>
<td>37.1</td>
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<tr>
<td>1</td>
<td>Canada</td>
<td>22,088</td>
<td>49.3</td>
<td>38.9</td>
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<tr>
<td>2</td>
<td>Mexico</td>
<td>7,424</td>
<td>16.6</td>
<td>42.4</td>
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<td>3</td>
<td>China</td>
<td>2,181</td>
<td>4.9</td>
<td>63.6</td>
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<td>4</td>
<td>Germany</td>
<td>1,830</td>
<td>3.4</td>
<td>21.6</td>
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<td>5</td>
<td>Japan</td>
<td>1,240</td>
<td>2.8</td>
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<td>6</td>
<td>Saudi Arabia</td>
<td>1,105</td>
<td>2.5</td>
<td>94.7</td>
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<td>7</td>
<td>South Korea</td>
<td>751</td>
<td>1.7</td>
<td>48.3</td>
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<td>8</td>
<td>France</td>
<td>670</td>
<td>1.5</td>
<td>54.4</td>
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<td>9</td>
<td>United Kingdom</td>
<td>637</td>
<td>1.4</td>
<td>17.4</td>
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<td>10</td>
<td>Brazil</td>
<td>586</td>
<td>1.3</td>
<td>41.5</td>
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</table>

Top 5 Food and Agriculture Markets in 2010 in Descending Order: Canada, Mexico, Japan, South Korea and China
(Source: U.S. Department of Agriculture)
Export Resources: State Trade Export Promotion (STEP)

• SBA pilot program to help small and medium-size enterprises begin or increase exports:
  - Companies can receive up to $25,000 in matching funds

• Supports the National Export Initiative to double exports in 5 Years (by 2014)

• MEDC received the 4th largest grant:
  -$1.5 million in FY12
  -$.5 million state match
Export Resources:
Export Now Program

• Assists Michigan companies sell their products directly to Chinese consumers via www.TMall.com

• Handles trans-ocean logistic, customs & tariffs and order fulfillment

• U.S. advisors will consult with sellers to assist in effective pricing and marketing

• To enroll go to: www.MichiganAdvantage.org/export
Success Stories

“Thanks to support from STEP, Acme’s recent trip to Brazil was very successful. Several active projects were reviewed and discussed during our sales visits in Brazil, and we believe many of these projects will become orders in 2012. In fact, we received one order on the trip and one soon after that together total nearly $3.6 million. These are large orders that will provide a significant body of work for Acme’s employees and suppliers.”

Tom McKaig
CFO
Acme Manufacturing Company

“The STEP program came along at a perfect time as I took on a new role at Xoran in international sales. The program provides a nice "push" for a small business like Xoran to accelerate its export activity. STEP matching funds will allow us to attend trade missions, and build relationships in key markets. This activity will allow Xoran to begin serving those markets sooner that we otherwise would have. Jeanne B. walked us through the application process and made it painless! With help from STEP, I forecast an uptick in our exports this year while the stage is set for further growth in 2013 and beyond.”

William van Kampen
Director of International Sales
Xoran Technologies
Next Steps

- Establish sales culture across economic development organizations - March 2012 – February 2013

- Refine international strategy – March 2012 - September 2013

- Establish foreign office presence
  - Canada & China – September 2012
  - Others - 2013

- Execute China strategy – April 2012 - December 2013

- Measure results, adjust resource assignment accordingly – April 2012 and quarterly ongoing
Thank you

Mark Kinsler
E-Mail: kinslerm@michigan.org
Ph. (517) 335-4026

www.michiganadvantage.org/Export