



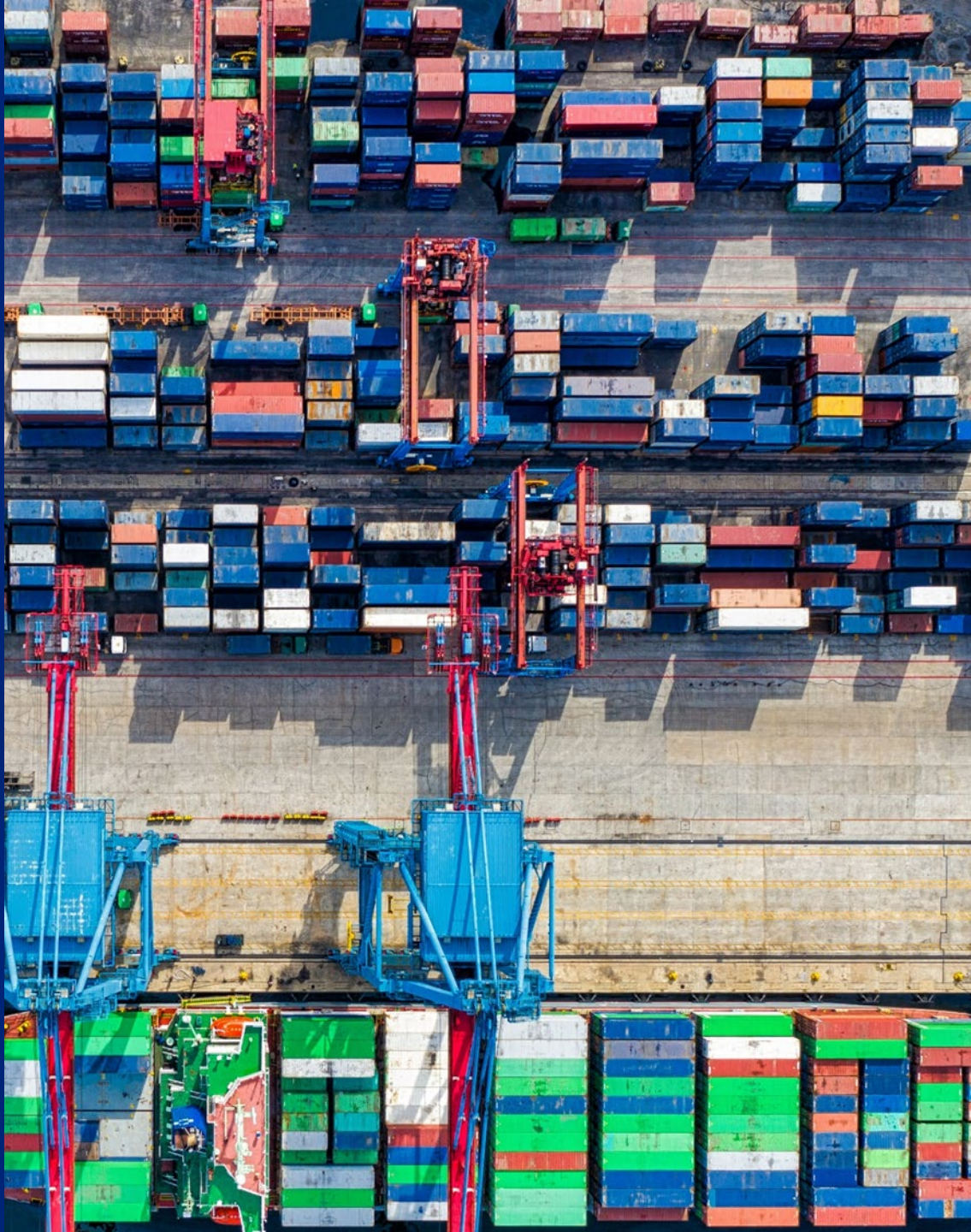
**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

# **MICHIGAN'S INTERNATIONAL TRADE PROGRAM**

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**ALYSSA TRACEY**  
DIRECTOR, INTERNATIONAL TRADE

# WHY EXPORT



- **Increase company sales and profits**
- **Expand job creation**
- **Diversify client base**
- **Leverage opportunities through reduced trade barriers**
- **Strengthen the overall U.S. economy**

# GLOBALLY CONNECTED

Michigan is within 500 miles or 800 kilometers of nearly half the U.S. and Canadian populations and commerce centers.

This location provides unparalleled access to market while expediting transport and reducing costs.

Michigan's expansive transportation infrastructure also includes convenient, multi-modal access to locations around the globe.



# PROGRAM OBJECTIVES



- **Increase Export Sales by Michigan Companies**
- **Increase Number of New-To-Export SMEs**
- **Increase Entry into New Markets by Michigan Companies**

# PROGRAM ELEMENTS



**TRADE  
COUNSELING**



**EXPORT  
EDUCATION**



**REGIONAL  
PARTNERS**



**INTERNATIONAL  
TRADE CENTERS**



**TRADE  
MISSIONS  
AND SHOWS**



**STATE TRADE  
EXPANSION  
PROGRAM**

# TARGET COMPANIES



## **EXPORT-READY**

- New-to-export, Reactive Exporters, Actively Exporting

## **SMALL BUSINESS**

- Based on SBA Size Standards

## **ESTABLISHED**

- 2+ Years of Sales, Ready for Growth

## **NON-AGRICULTURE**

- Food and Ag Companies Assisted by MDARD's Branded Program

# STATEWIDE COLLABORATION



Broad College of Business  
International Business Center



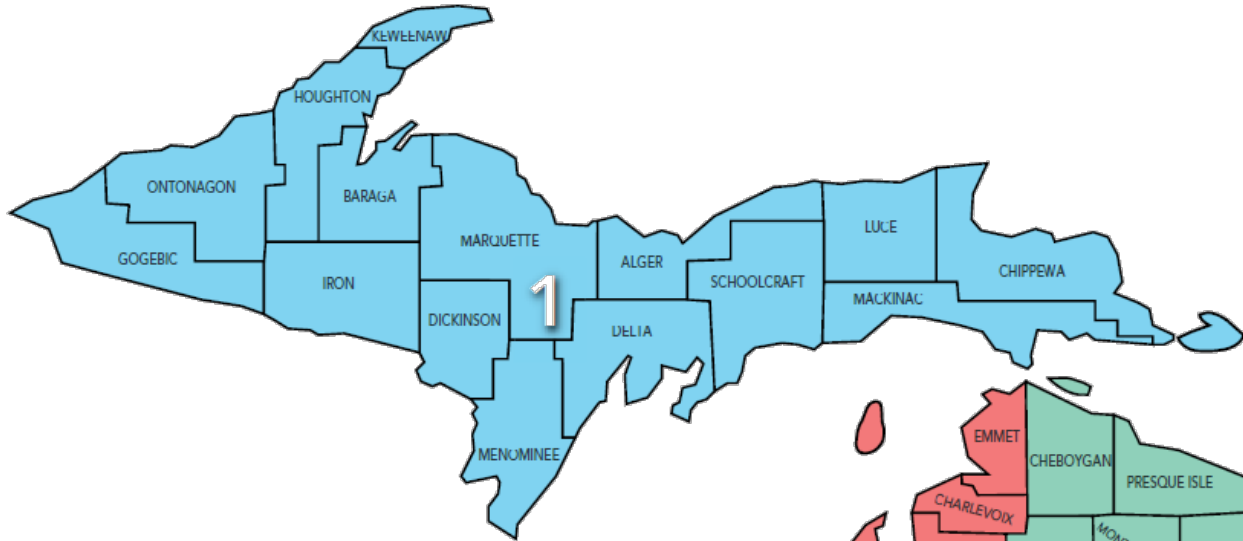
## STATEWIDE:

- U.S. DEPARTMENT OF COMMERCE
- U.S. SMALL BUSINESS ADMINISTRATION
- MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER
- EAST & WEST MICHIGAN DISTRICT EXPORT COUNCILS
- MICHIGAN DEPT. OF AGRICULTURE & RURAL DEVELOPMENT

## REGIONAL:

- MICHIGAN STATE UNIVERSITY
- NETWORKS NORTHWEST
- AUTOMATION ALLEY
- VAN ANDEL GLOBAL TRADE CENTER

# EXPORT NETWORK



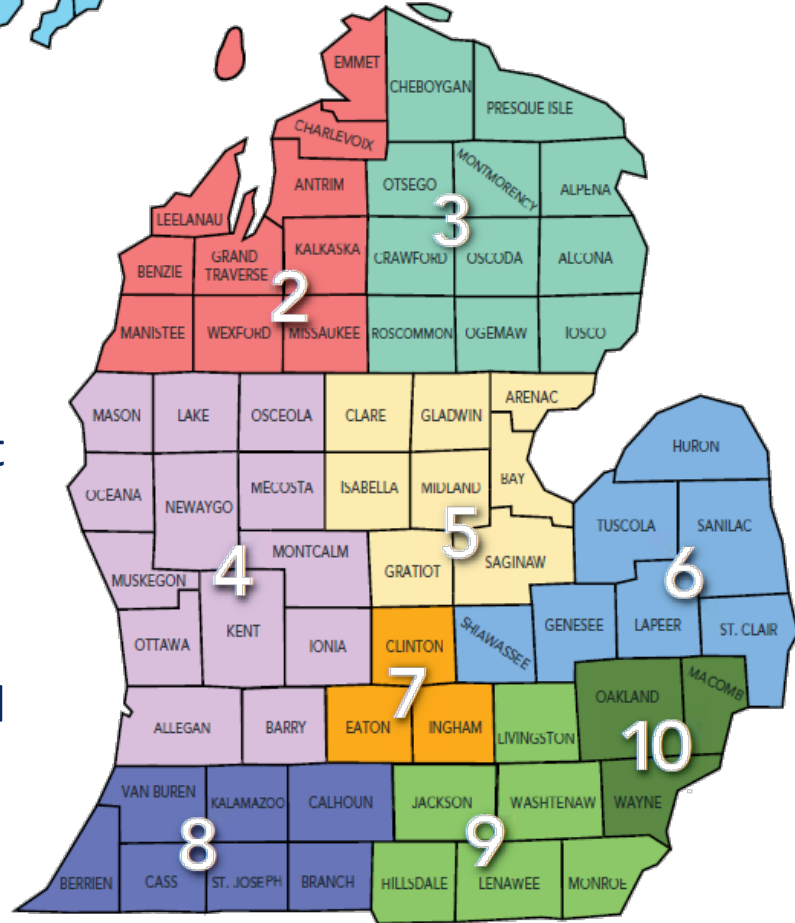
## REGIONAL EXPORT NETWORK HOSTS:

**1, 2, 3:** Networks Northwest

**4, 8 :** Van Andel Global Trade Center

**5, 6, 7, 9:** MSU International Business Center

**10:** Automation Alley



## INTERNATIONAL TRADE MANAGER REGIONAL TERRITORIES:

**1, 2, 3, 5:** Chris Bosio  
bosioc@michigan.org

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**4, 6, 7, 10:** Jake Schroeder  
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**9:** Brendan Cherry  
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**10:** David Newhouse  
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# INTERNATIONAL TRADE CENTERS



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION



In FY21, **241 projects** completed for Michigan companies, resulting in **\$154.6 million** in export sales facilitated by MEDC's International Trade Centers

# INTERNATIONAL TRADE CENTERS



## INTERNATIONAL TRADE CENTERS SERVING 100+ GLOBAL MARKETS

- Product Review and Company Assessment
- Trade Show and Trade Mission Assistance
- Pricing and Competitive Analysis
- Country Market and Sector Information
- Foreign Company Background Checks
- Market Entry Strategy
- Matchmaking Meetings
- Customized Market Research
- Translation Services
- Regulatory, Customs, Logistics, and Certification Information
- Other Export Counseling Services



## **ESTABLISHED IN 2011**

- Michigan State Trade Expansion Program (MI-STEP) launched to give Michigan companies a competitive edge in the global marketplace.

## **FEDERALLY FUNDED**

- Competitive annual SBA grant with match funds through MSF. Total federal funds received to date is over \$11.6 million.

## **ELIGIBILITY**

- Must be in accordance with SBA guidelines and size standards.

## **PROGRAM ELEMENTS**

- Eligible companies apply for grants to receive 75% reimbursement of export-related costs.
- \$15,000 max annually is available for approved activities.

## **BENEFITS**

- In FY21, 276 approved grants were disbursed to 191 companies, allocating nearly \$1.3 million paid to Michigan businesses.

## 75% REIMBURSEMENT FOR PRE-APPROVED EXPORT ACTIVITIES CAPPED AT \$15,000 TOTAL ANNUAL REIMBURSEMENT PER COMPANY

- Foreign Trade Missions and Sales Trips
- Reverse Trade Missions
- International Website Development
- International Trade Shows
- Export Training
- U.S. Department of Commerce Services
- International Marketing Media
- E-commerce Platform Expenses
- Sample Product Shipping
- Compliance Testing of Existing Products
- International Certifications
- EXIM Export Insurance Premiums



# MI-STEP GRANT TIMELINE

**SUBMIT APPLICATION  
VIA PORTAL AT LEAST 3  
DAYS PRIOR TO ACTIVITY  
START DATE**



**COMPLETE QUARTERLY  
PROGRESS REPORTS  
FOR 2 YEARS  
FOLLOWING ACTIVITY**



**REQUEST  
REIMBURSEMENT  
WITHIN 45 DAYS OF  
ACTIVITY END DATE VIA  
PORTAL**





## **FOSTER SWIFT – LEGAL EXPORT ESSENTIALS TRAINING**

- Cybersecurity and Data Breach Risk Mitigation
- International Data Privacy Compliance
- International Intellectual Property Protection Analysis

## **MSU INTERNATIONAL CENTER – MARKET RESEARCH + TRAINING**

- Michigan Export Growth Program
- ExporTech Training

## **VAN ANDEL GLOBAL TRADE CENTER – EXPORT SERVICES**

- Export Compliance Assistance
- On-site Training of Export Topics
- Worldwide Credit Reports

## **IBT ONLINE – WEBSITE LOCALIZATION + MARKETING SUPPORT**

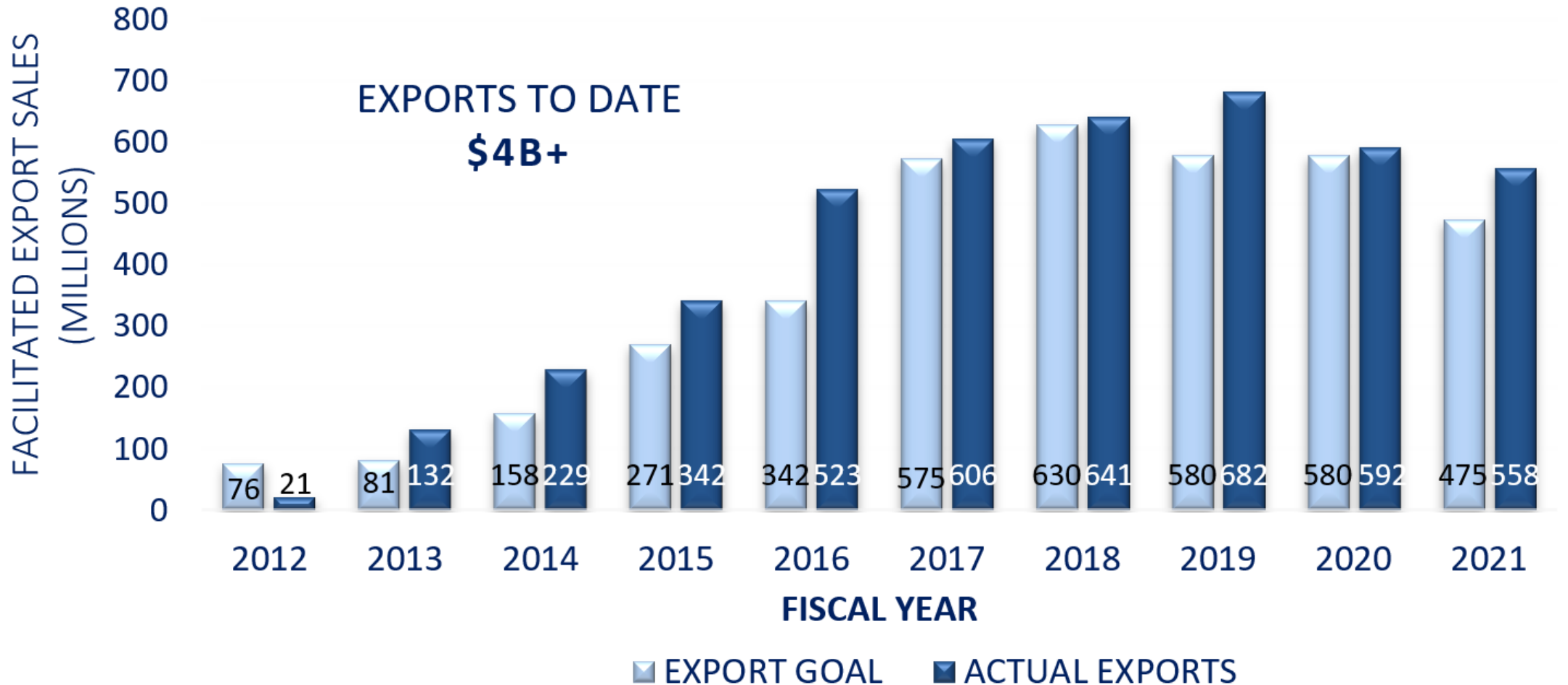
- Microsites built for up to two countries in up to two languages
- International Online Marketing
- eCommerce

## **SMALL BUSINESS DEVELOPMENT CENTERS – EXPORT READINESS**

- International Search Engine Optimization
- Early-Stage Export Assistance

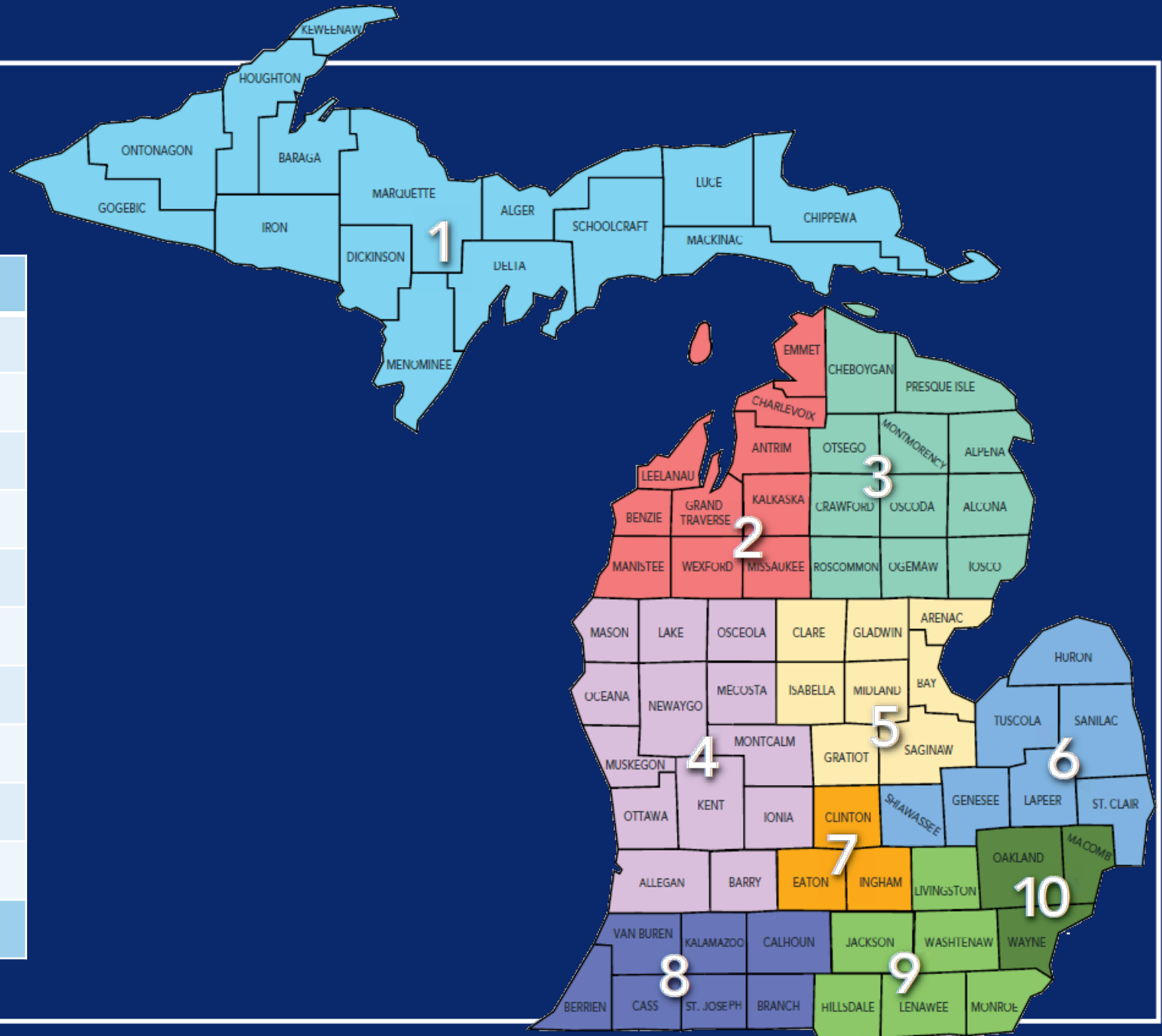
# FACILITATED EXPORTS

Facilitated export sales are a key indicator for international trade success and, in FY21, companies reported **\$558 million**. Since the program was established in 2011, it has facilitated **\$4.3B** in export sales.



## FY21 FACILITATED EXPORT SALES BY REGION

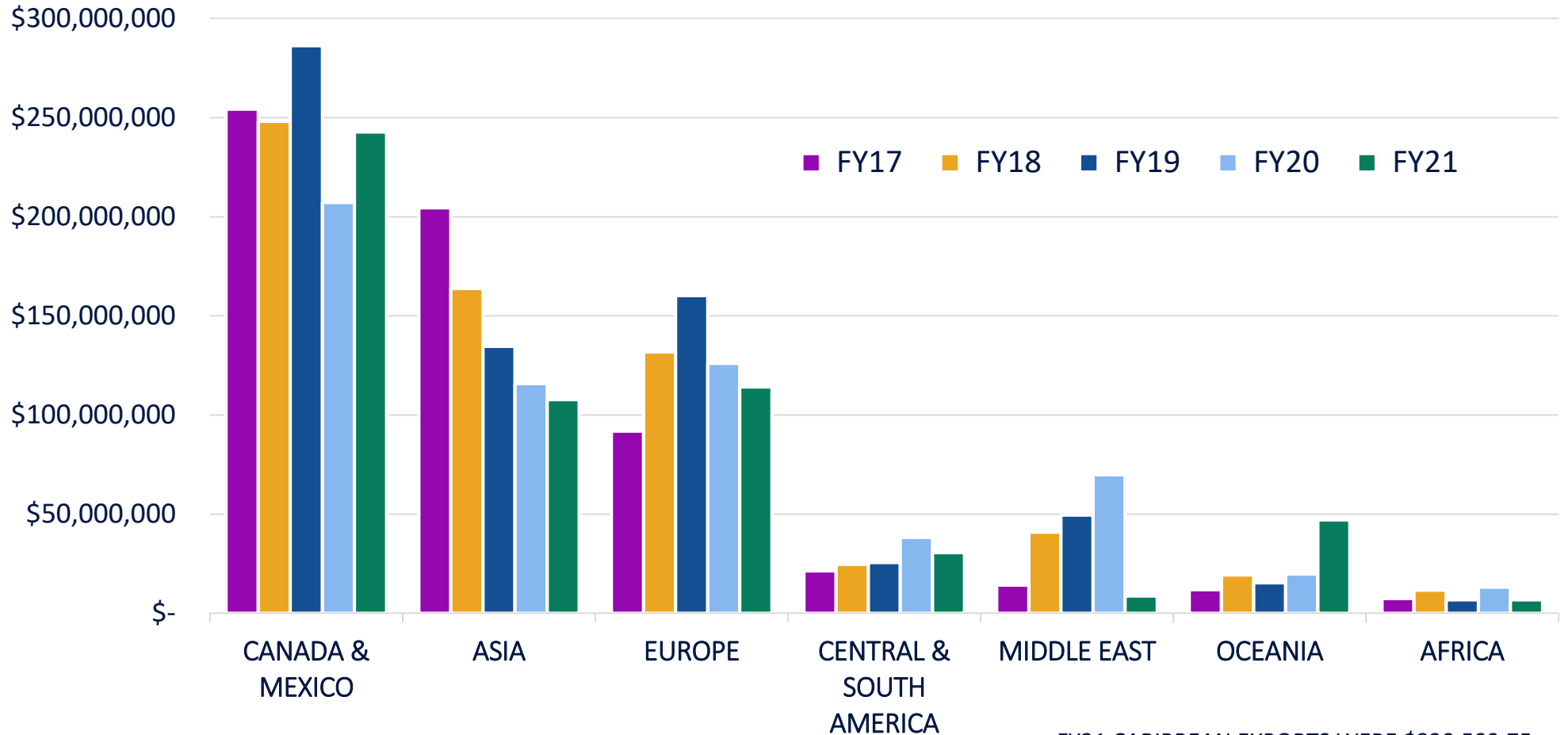
REGION	EXPORT SALES	%
1	\$12,665,312.26	2%
2	\$11,780,329.70	2%
3	\$255,069.98	4%
4	\$204,532,974.14	36%
5	\$55,857,723.12	9%
6	\$21,983,641.73	3%
7	\$8,584,151.40	1%
8	\$73,416,935.50	13%
9	\$32,848,769.23	6%
10	\$136,677,789.71	24%
TOTAL	\$558,602,696.77	





# REGIONAL TRENDS

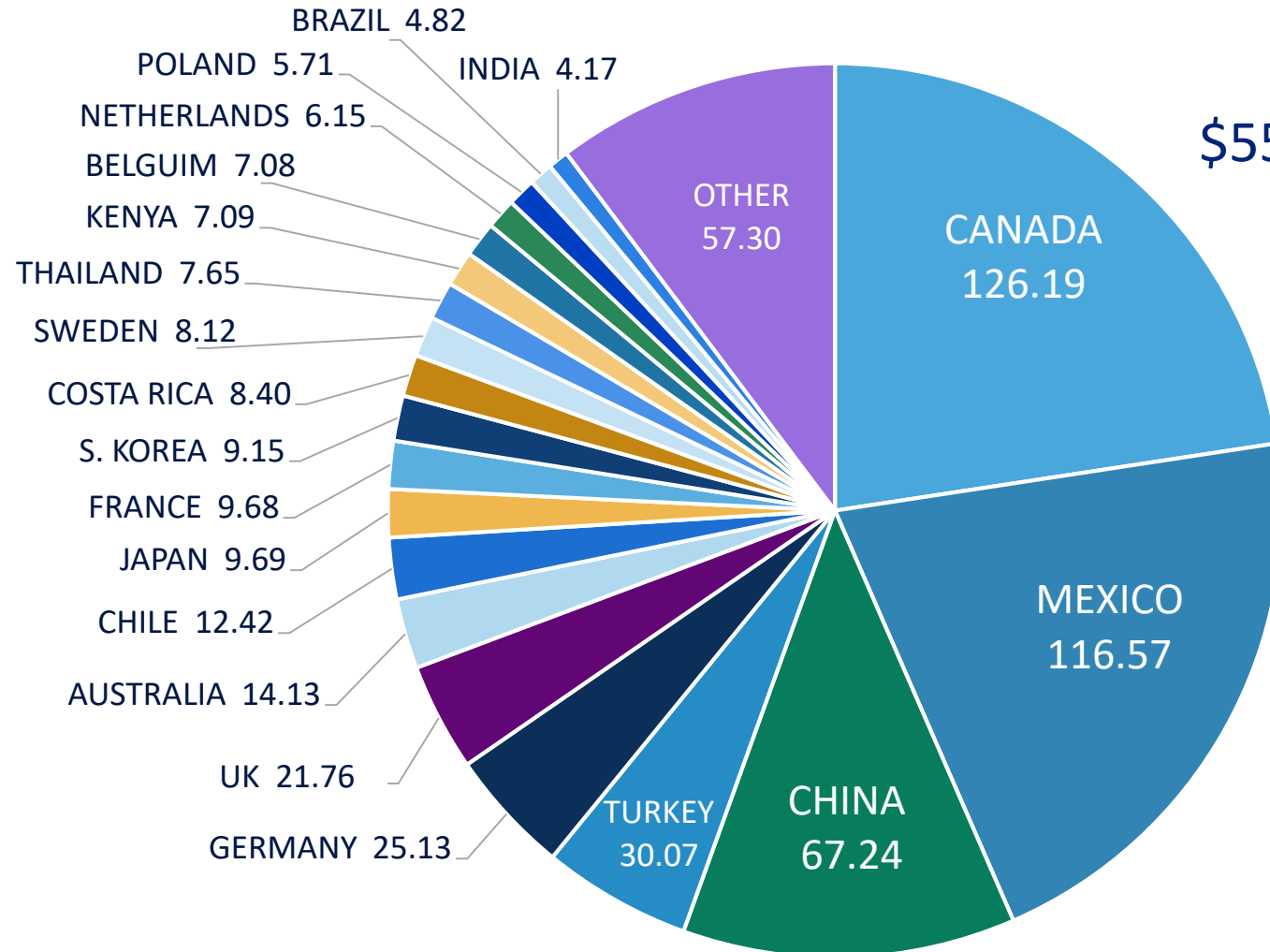
## FY17-21 EXPORT SALES BY GLOBAL REGION



FY21 CARIBBEAN EXPORTS WERE \$830,503.75

# TOP FY21 MARKETS FOR EXPORT SALES

(IN MILLIONS OF DOLLARS)



**\$558 MILLION IN SALES TO  
117 COUNTRIES  
IN FY21**

**OVER 55% OF CLIENT  
SALES ARE REPORTED  
TO CANADA, MEXICO,  
AND CHINA ALONE**

# PROGRAM RESULTS

## WINNER OF THE PRESIDENT'S "E" AWARD FOR EXPORT SERVICE

The "E" and "E Star" awards are the highest recognition a U.S. entity may receive for supporting export activity.

## NATION'S LARGEST AWARD FOR FIFTH STRAIGHT YEAR



For FY22, the Michigan International Trade Program received the largest federal STEP award in the U.S. of \$2M to assist Michigan small businesses.





**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION

**INTERNATIONAL TRADE**

**FY21 STEP Funding Available for up to 75  
Percent of Eligible Export Activities**

October marks the beginning of a new fiscal year at MEDC and the International Trade Program has a new allocation of [Michigan State Trade Expansion Program](#) (MI-STEP) funds available. MI-STEP helps companies increase their reach in international markets by providing financial assistance

## MONTHLY E-NEWSLETTERS

- Program Updates
- Market Overviews
- Michigan Trade News
- Export Resources
- Partner Events

## WANT TO SUBSCRIBE?

Ask your ITM or visit  
[pages.michiganbusiness.org/preferencepage](https://pages.michiganbusiness.org/preferencepage)

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on Facebook & LinkedIn and **@MEDC** On Twitter



# SUCCESS STORY

## CHARLEVOIX-BASED REDI-ROCK MOVES FROM ZERO EXPORT SALES TO *GLOBAL MARKET LEADER*

- Trade centers in six countries **vetted prospects to find partners**
- Service providers delivered **custom market assessments, export trainings, and translation services**
- MI-STEP funding **reimbursed marketing** in targeted export markets

“**MEDC paved a quicker path** for us than we could have done on our own,” Redi-Rock sales director, Kevin Loe. “Working with MEDC the last four years, we now have **120 manufacturers in 16 countries on five continents.**”



# SUCCESS STORY

FARMINGTON HILLS-BASED PROLIM SUCCESSFULLY EXPANDS INTO A **NEW MARKET**

- PROLIM lacked business connections in India and an understanding of the auto market
- The company leveraged **MI-STEP** funds to join a **trade mission** to India and engaged in 1:1 meetings with potential customers
- PROLIM met with 10+ companies in one week to evaluate opportunities

“We **opened a sales and service office** in New Delhi, India and **expanded our Michigan operations** within **three months** of attending MEDC’s trade mission,” PROLIM president and CEO, Prabhu Patil.





# THANK YOU

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