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**A Presentation to the Commission of Agriculture and Rural Development**

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# Michigan Economic Development Corporation Export Team

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- Deanna Richeson

## INTERNATIONAL TRADE MANAGER (ITM)

- Frank Ferro                      Lansing Main Office

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- Christopher Bosio    Northern Michigan
- Maureen Lyon            Western Michigan
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- Laura Deierlein        Central Michigan
- Donna LaCourt        Agriculture/Rural - Statewide

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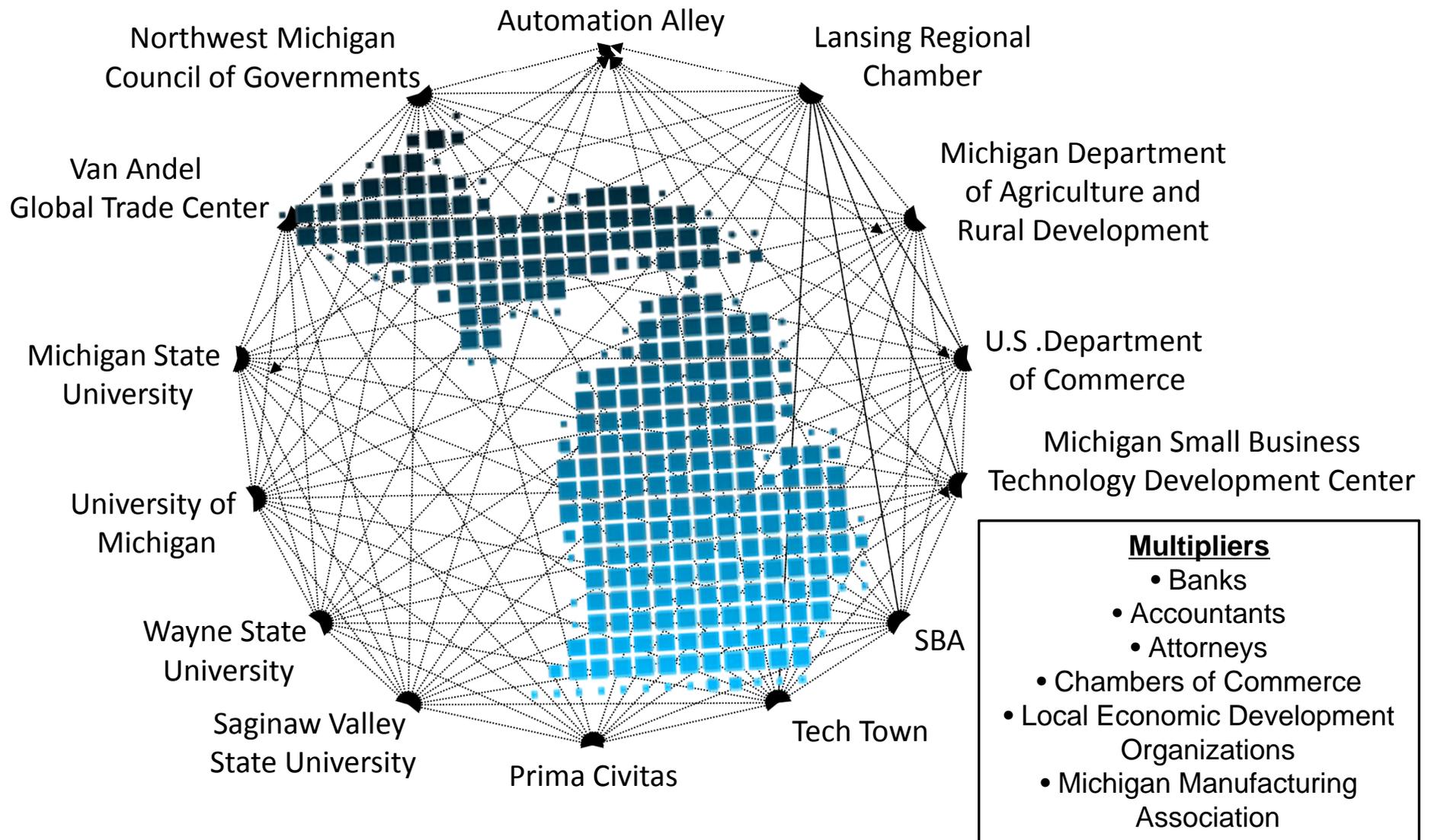
## MARKETING SPECIALIST

- Rosalyn Jones        Lansing Main Office

# MEDC / MDARD Collaboration

- Compile a broad spectrum of export and business development resources across the state, both in the public and private sectors, and from all levels of government.
- Connect agricultural-based and agricultural supply chain companies to these resources to support export growth.
  - Products that originate from farm, forest or land including crops, fruits, vegetables, wood, and minerals and value-added products from crops, fruits, vegetables, wood, and minerals.
- Looking for ways of “cross-pollinating” awareness of business development resources between MEDC and MDARD to expedite company assistance.

# Statewide Partner Collaboration



# Regional Strategy

# “RENs” (Regional Export Networks)

## FOUR REGIONAL EXPORT NETWORKS (RENs)

Michigan's four Regional Export Network (REN) hosts coordinate the Michigan State Trade Export Promotion program applications and delivery of services in collaboration with the MEDC and its strategic export partners.

### HOST CONTACT INFORMATION

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# Collaborate with Partners to Provide Companies with Export Resources

- Customized export counseling and training
- Banking/trade finance
- Market research and market entry strategy
- Background checks for foreign buyers
- Contract review and intellectual property protection
- Export compliance
- Freight forwarding
- Cultural training
- Marketing and website development
- Language translation
- Agent/distributor/representative search
- Foreign trade missions, buyer missions, and trade shows
- State Trade Export Promotion (STEP) Program

## State Trade and Export Promotion (STEP) Program

- A pilot program funded by the U.S. Small Business Administration (SBA) to help small and medium-size enterprises begin or expand their exports and export markets
  - Qualified companies can receive between \$10,000 - \$25,000 in matching funds for eligible market promotion activities
- MEDC received the 4<sup>th</sup> largest grant
  - \$1.5 million in FY 2011-12 with a \$0.5 million state match
- Objectives
  - Increase Michigan's export sales
  - Increase Michigan companies exporting
  - Introduce current exporters to new foreign markets
  - Increase higher paying jobs

# STEP and USDA Branded Program

- Michigan STEP Grant modest in size in comparison to the Branded Program
- Branded program unique to eligible value-added agricultural products
- MDARD and MEDC collaborating to strategically utilize the STEP reimbursement grant for agricultural products and export marketing activities not covered by the Branded Program

# Export Resource Connections

- Since mid-November 2011, 21 agriculture-based companies have requested export resource assistance via the MEDC export program
  - STEP or Branded reimbursement programs
  - Wide variety of export specific resources
  - Supply chain support
  - General business support resources
  - Business to business connections
- Agriculture-based company was the first STEP grant approved by the U.S. Small Business Association
- Ramping-up increased export resource support for the forest products sector

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