



Join us for a **Why To Export Seminar.**
 Tuesday, December 13, 2011 | Grand Rapids, Michigan
 Grand Valley State University
 301 W. Fulton St., Auditorium EC201

This seminar will feature **industry thought leaders** who will provide a glimpse into why food exporting remains a bright spot in today's economy. It will also **lay the foundation** and provide information on **how your products can become global brands.**

You can also meet one-on-one with a professional export advisor and gain custom insight into exporting your products!

Brought to you by the Food Export Association of the Midwest USA & the Michigan Dept. of Agriculture & Rural Development

For more information visit www.foodexport.org or call 312-334-9200

AGENDA:

8:00 - 8:45 a.m. – **Welcome and Overview from Food Export**
 Moderator- Jamie Zmitko-Somers, Michigan Dept. of Agriculture

8:45 – 9:30 – **Overview of Why to Export – Food/Ag Export Industry Thought Leader**
 G. Tomas M. Hult, Ph.D.
 Eli Broad Professor of International Business Director, Eli Broad International Business Center

9:30 - 9:45 – BREAK

9:45 - 10:30 – **State Focused Session**

10:30 – 11:30 – **Local Export Success** – 1) Cherry Central, 2010 Ag Export of the Year 2) Koeze Company
 (11:15-11:30 Q&A for local company)

11:30 – 11:50 – **Overview of Food Export Programs and Services**, primarily focus on educational tools and market entry

11:50 – 12:00p.m. – **General Q&A**, final motivation

1:00pm - 5:00 p.m. - **Export Advisor, Wayne Batwin**, one-on-one meetings with seminar participants



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www.wusata.org
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