The Strength of the U.S. Dollar: Opportunities & Challenges for Exporters

A Webinar Presented by the
International Marketing Program at MDARD
May 18, 2016 | 10:00 AM EST

Join the International Marketing Program for an in-depth look at how the current strength of the U.S. dollar has and will continue to impact international trade. Topics covered will include:

- **Historical trends & forecasts for the strength of the US dollar**
- **Opportunities & challenges exporters can expect to face**
- **Tools available to assist Michigan exporters with exchange rate fluctuations**

Featured webinar presenters include **Dr. David Schweikhardt**, professor at Michigan State University, and **Mr. Chris Bower**, Vice President of Global Capital Markets/FX at Comerica Bank.

Dr. Schweikhardt specializes in agricultural policy, trade policy and law at MSU, his work has focused on agricultural and trade policy, including the NAFTA, the WTO, and all U.S. farm bills since 1990.
Mr. Bower has worked for Comerica Bank for over 14 years within the Global Capital Markets Arena. He spent 5 years working with working with audits for the Global Capital Markets team, and has worked at the FX trading desk for the last 9 years.

Registration Details

Email Allie Fox at foxa1@michigan.gov by Monday, May 16

Include:

- Company Name
- Number of Registrants
- Contact Email & Phone Number

International MARKETING PROGRAM