



International  
**MARKETING  
PROGRAM**



## Forest Product Export Seminar Success Story

The International Marketing Program at the Michigan Department of Agriculture and Rural Development (MDARD) in conjunction with the Michigan Department of Natural Resources (MDNR) successfully hosted a seminar in August, 2014 to educate members of the forest product industry about the opportunities and resources available for international markets.

Seven different speakers or groups presented on a variety of topics ranging from export opportunities, to required documentation, to resources available to producers. Additionally, a company panel provided candid discussion related to real world experiences obtained while in the industry. The event was well attended with 36 total participants, 12 of which represented private industry.

Based on program feedback this event was informative and well-coordinated:

“Very informative and relevant to our company’s goals!” – Kyle Zeeman, Fiber Char Corp.

“Excellent mix of information, organizations and service providers” –Laura Marohnic, SBDC

“Good seminar, gained a fair amount of knowledge and gave me a starting point” – Bob Edwards, Timber Products Co.

