



# New Market Developer

Issue 3: May - June 2012

A Michigan Department of Agriculture and Rural Development Publication Linking You to the Potential of Overseas Markets

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[www.foodexport.org](http://www.foodexport.org) | [www.michigan.gov/agexport](http://www.michigan.gov/agexport) | [www.twitter.com/MIAgExport](http://www.twitter.com/MIAgExport) | [www.fas.usda.gov](http://www.fas.usda.gov)

## Register for Food Export Marketing Forum

Are you looking for an opportunity to put your product in front of qualified international buyers and gain valuable feedback while generating interest and potential sales? If so, attend the Food Export Marketing Forum, for companies that are serious about achieving success through exporting.

The Marketing Forum takes place October 2-3, 2012, in Chicago at the InterContinental Hotel. The Forum offers educational sessions and working

sessions with the potential to generate sales.

The Forum is a competitively priced, all-inclusive business event. The standard registration fee of \$350 includes all access: Attendance in general and breakout educational sessions, private market consultations with international buyers, access to Food Export In-Market Representatives, consultations with Food Export staff, access to potential business partners,

ample opportunity for peer-to-peer networking, breakfast and lunch each day and a networking reception.

For more information [CLICK HERE](#) or visit [www.foodexport.org](http://www.foodexport.org). Call Jamie Zmitko-Somers with any questions at (517)241-3628.



## Register to Meet with International Buyers at Midwest Buyers Mission in Grand Rapids; July 24

The 2012 Midwest Buyers Mission will be making a stop in Grand Rapids, MI on Tuesday, July 24, 2012. Other meeting locations include Madison, Wisconsin and Chicago, Illinois. Companies

may choose to attend one of the three meeting locations.

Participants will meet with foreign buyers, for approximately 25 minutes. Participants preselect buyers prior to the event based on buyer profiles.

Buyers are looking for a wide range of products including processed products, gourmet, food service, bulk, ingredients, retail and much more. Buyer profiles will be available by the end of May. The profiles will provide more information on the buyer's products of interest.



To request more information, please call (517) 241-4835 or email Jamie Zmitko-Somers at [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov) or [CLICK HERE](#) to register.

UPCOMING EVENTS

FREE Webinar:  
"Prepare for Meetings  
with Foreign Buyers"  
May 24  
Online @ 1 pm EDT  
[CLICK HERE](#)

Midwest Buyers Mission  
July 23 - 27  
MI, WI, & IL  
[CLICK HERE](#)

Focused Trade Mission  
to Canada  
September 5 - 6  
Toronto, Canada  
[CLICK HERE](#)

Food Export  
Marketing Forum  
October 2 - 3  
Chicago, IL  
[CLICK HERE](#)

Food Show PLUS! at  
Health Ingredients Europe  
November 13 - 15  
Frankfurt, Germany  
[CLICK HERE](#)

For a full listing of upcoming  
events, visit [www.FoodExport.org](http://www.FoodExport.org)



# Page Two A closer look into markets and services

## MDARD Welcomes New Intern

Hannah Bollinger is the new International Marketing Intern for Food Export – Midwest and MDARD. She will work under the supervision of Jamie Zmitko-Somers of the Michigan Department of Agriculture and Rural Development on Food Export- Midwest events including buyer's missions, trade missions and seminars. She will work with Michigan exporters in 2012 on utilizing Food Export—Midwest programs for expanding export sales.



Hannah is a junior at Michigan State University, majoring in animal science and minoring in Spanish, with a specialization in agribusiness. She started in April and will intern with MDARD and Food Export – Midwest through the summer.

## MDARD Website Offers Useful Resources for Exporters

The Michigan Department of Agriculture and Rural Development's International Marketing Program's newly updated website ([www.michigan.gov/agexport](http://www.michigan.gov/agexport)) offers a wide array of resources and export assistance for Michigan food and agriculture companies.

The website offers assistance with export training resources, finding upcoming trade shows and buyer's missions, export consulting services and a company directory of Michigan food and agriculture companies.

Exporting training resources include online modules that are FREE for companies to access through Food Export – Midwest. Modules cover a variety of topics for beginning through advanced exporters. Topics include how to conduct market research, strategic planning, pricing, quoting and terms of sale, logistics and distribution, getting proper documentation, payment methods and much more! To access the modules [CLICK HERE](#) or visit the MDARD website at [www.michigan.gov/agexport](http://www.michigan.gov/agexport).

## Focused Trade Mission to Korea for Bakery Ingredients

The Michigan Department of Agriculture and Rural Development (MDARD) along with Food Export – Midwest are inviting Michigan companies to register for the focused trade mission to Korea for Bakery Ingredients. The mission will be August 27 – 29, 2012.



Take advantage of the low-cost opportunity to meet with a variety of buyers in Korea interested in your bakery products. This Focused Trade Mission will allow you to assess the opportunities for your bakery and food ingredients in Korea.

You can meet one-on-one with buyers and learn more about this market, you will also receive a market analysis of your product prior to the visit, an in-market briefing, tours of food processors, buyer meetings, a product showcase, assistance with lead follow-up, and a networking reception.

[CLICK HERE](#) to Register! The registration deadline for this trade mission is June 4. For more information please contact Jamie Zmitko-Somers at (517) 241-3628 or by email at [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov).

Many times obtaining all of the paperwork for export can be a headache for inexperienced exporters. The website has links to aid companies in attaining export documentation and certificates. [CLICK HERE](#) for links to phytosanitary certificates, certificates of free sale, NAFTA certificates of origin, HS and Schedule B Codes, and Certificate of Apostille.

The International Marketing Program at the Michigan Department of Agriculture and Rural Development is here to serve you. If you cannot find something on the website, please call Jamie Zmitko-Somers at (517)241-3628 for further assistance.



Follow us on Facebook and Twitter for valuable insider information about upcoming events, services, export trends, links, and news.

[www.twitter.com/MIAgExport](http://www.twitter.com/MIAgExport).

Become a Fan of Mi Department of Agriculture and Rural Development on Facebook.



Exporting Questions?  
Contact Jamie Zmitko-Somers at (517)241-3628 or e-mail [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov)

Newsletter suggestions?  
Contact Elizabeth Krhovsky by e-mail at [KrhovskyE@michigan.gov](mailto:KrhovskyE@michigan.gov).

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