



# New Market Developer

Special Edition

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)

## Export 2013! Special Edition

Each new year brings new possibilities. In 2013, explore all the international exporting options available to Michigan food and agriculture based businesses – and diversify your customer base while strengthening your bottom line.

In 2011, Michigan's exports totaled nearly \$2.8 billion. Over the past three years exports have increased on an average of 10 percent annually. These numbers are a reflection of today's global economy and the tremendous growth in exporting opportunities available for consumer processed food and agriculture products.

The Michigan Department of Agriculture and Rural Development's (MDARD) International Marketing Program understands that exporting can be overwhelming. The program is here to assist Michigan's food and agriculture based businesses efficiently reach their exporting goals. The program has a wealth of resources and information to help educate exporters and make the most of marketing time and dollars. A strategic partnership formed with Food Export Midwest helps to ensure Michigan exporters are receiving the most valuable and up-to-date information, resources, and services currently available.

Throughout the year the International Marketing Program will host a variety of export education activities, buyers missions, and trade missions. There are also Michigan pavilions at international and domestic trade shows, allowing businesses the opportunity to showcase products to new markets.

To discuss your export plan for 2013 contact MDARD International Marketing Program today. Program staff is on hand to answer any questions you may have, and to place you on the road towards exporting success. Call 517-241-3628 or visit [www.michigan.gov/agexport](http://www.michigan.gov/agexport) for more information.

## Food Export Helpline

Access a direct line to an exporting guru! Whether you are a novice exporter with a simple question regarding export documentation, or are experienced and need clarification on label translation requirements, the Food Export Helpline can help you find answers unique to your company, products, and export market. This free service provides businesses with the insight needed to obtain their exporting goal.

The Food Export Helpline is a valuable service designed to both assist and educate businesses through the exporting process. When using the Helpline, businesses speak one-on-one with an industry expert with more than 20 years of experience, providing export assistance on a wide variety of export-related topics.

**[CLICK HERE](#)** for more information on how your businesses can begin utilizing the Helpline.

## Michigan Activities

There are approximately 2 to 3 educational seminars offered each year covering a vast scope of topics related to exporting. The first educational seminar of 2013 is already set for February 13 at the Henry Center in East Lansing. More details on the content and presenters of this seminar will soon be available. If you are interested in registering early, please contact Jamie Zmitko-Somers at [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov) or 517-241-3628.

Michigan businesses are also offered multiple opportunities to exhibit within Michigan pavilions held at various international and domestic trade shows. This offers businesses a unique, helpful and affordable way to showcase products under the Michigan name, known globally for outstanding quality. Companies who've participated in the Michigan pavilion in the past continue to do so because of the great success they've had.

Michigan export opportunities  
are offered at the following activities:

Trade Mission to Brazil	March 4-8
National Restaurant Association	May 18-21
ANUGA	October 5-9
American Food & Beverage	October 28-29



Food Export Midwest offers a variety of activities around the globe, providing numerous opportunities to meet and build relationships with international buyers. Plan now for the 2013 year and register early to guarantee participation. Listed below are only highlights of the upcoming year. For a full listing of all 2013 activities, please visit: [www.foodexport.org/ProgramsActivities](http://www.foodexport.org/ProgramsActivities).

## Trade Missions

Here is the option for total market immersion! This unique, in-person experience provides total market exposure for your product and brand. Travel and explore a market while meeting with pre-qualified buyers. There's no better way to understand the retail landscape, assess the competition and learn about the demand for your products.

Focused Trade Mission to Colombia for Foodservice and Retail Products	April 30-May 2	Colombia
<a href="#">Focused Trade Mission to Northern Mexico for Ingredients</a>	Aug 13-15	Mexico
Focused Trade Mission for Healthy and Natural Products	Aug 15-18 (Hong Kong) Aug 20-23 (Japan)	Aug 25-28 Korea
<a href="#">Focused Trade Mission to Canada for Retail and Private Label Products</a>	Sept 4-5	Toronto, Canada
Focused Trade Mission to Brazil and Chile	Nov 13-15	Brazil; Chile
Focused Trade Mission to Korea for Bakery Ingredients	Dec 1-3	Korea
<a href="#">Focused Trade Mission to the Middle East</a>	Dec 2-5	TBD

## Buyers Missions

This is your chance to meet multiple, prequalified international buyers, right here in the United States! Buyers Missions are often aligned with industry tradeshows, providing a cost-effective way to meet with international buyers and promote your products. All buyers are pre-screened, qualified, and interested in U.S. products specifically from the Midwest and Northeast region.

Natural Products Buyers Mission at the Natural Products Expo West Show	Mar 7-8	Anaheim, California
<a href="#">Food Service Buyers Mission at the National Restaurant Association Show</a>	May 18-21	Chicago, Illinois
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 21-23	Chicago, Illinois
<a href="#">Food Ingredients Buyers Mission at the Institute of Food Technologists Show</a>	July 15-16	Chicago, Illinois
Midwest Buyers Mission in Minneapolis, Columbus, Chicago	Summer/Fall	Minnesota, Ohio, Illinois
<a href="#">Retail Buyers Mission at Private Label Manufacturers' Association Show</a>	November 10-12	Rosemont, Illinois

## Food Show PLUS!

Amp up your international trade show success by partaking in the Food Show PLUS! option. This enhancement package provides a great deal of help to you, the international exhibitor. Some of the services offered to maximize your tradeshow experience are: pre-show planning, material translation, in-market briefings, lead development and more.

Food Show PLUS!™ at Canadian Restaurant and Foodservices Association Show	March 3-5	Toronto, Canada
<a href="#">Food Show PLUS!™ at SIAL Canada</a>	April 30 -May 2	Toronto, Canada
Food Show PLUS!™ at SIAL China	May 6-9	Shanghai, China
<a href="#">Food Show PLUS!™ at SIAL Brazil</a>	June 24-28	Brazil
Food Show PLUS!™ at ANUGA	Oct. 5-9	Cologne, Germany

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

Newsletter suggestions?  
Contact Hannah Bollinger by e-mail at [BollingerH@michigan.gov](mailto:BollingerH@michigan.gov)

