



TRADE MISSION TO CANADA

May 13–17, 2019—Toronto & Montréal

Expand export sales to Michigan's largest trading partner!

WHY EXPORT TO CANADA?

- Canada is an ideal first market for new-to-export companies and those seeking to expand their business and distribution networks
- Canada is Michigan's No. 1 export destination and Michigan sells more goods to Canada than to its next seven largest foreign markets combined
- Michigan exported \$24.9 billion USD worth of goods to Canada in 2017, which accounts for 10.4 percent of Canada's total U.S. imports
- Michigan's exports to Canada have increased 5 percent since 2016 and 56 percent since 2009
- The Detroit/Windsor border is the busiest border crossing in North America
- U.S./Canada trading relationship is the largest in the world, trading more than \$2 billion in goods and services daily
- Canada was the United States' largest goods export market in 2017

MATCHMAKING OPPORTUNITIES

- Kick-off conference call to understand objectives and goals of the company's participation, products, and the perceived route to the market
- Pre-visit market research and briefings
- Customized appointments with prospective partners, distributors, and/or buyers

REGISTER FOR THE TRADE MISSION TODAY!

<https://cvent.me/O2zw3>

MORE INFORMATION

Jake Schroeder, MEDC International Trade, 517.898.7462 or schroederj4@michigan.org

REGISTRATION DEADLINE IS MARCH 15, 2019

INCLUDED SERVICES

- Welcome reception
- In-country market briefing
- Customized B2B matchmaking meetings for up to five days of one-on-one meetings
- Group and individual ground transportation

SPACE LIMITED TO 8 COMPANIES! REGISTER TODAY!

- \$1,250 mission participation fee required by March 15, 2019 (\$250 per additional traveler)
- Fee does not include international and domestic airfare, meals, or hotel (group rate is available)
- Eligible companies can receive 50 percent reimbursement for travel expenses and mission fees through the State Trade Expansion Program (STEP). For more info, visit michiganbusiness.org/export.

MEET WITH THE MICHIGAN CANADA CENTER

Discover your company's export potential in Canada. Nancy Ward, Michigan Canada Center director, will be visiting Michigan February 25–March 1, 2019. If you'd like to schedule a meeting, please contact your international trade manager or email export@michigan.org.

Travel dates and locations

February 25: Traverse City
February 26: Grand Rapids

February 27: Ann Arbor
February 28–March 1: Troy