Welcome to the 2010 Export Strategy Edition

This issue of New Market Developer is focused on the services and products that will help you integrate international markets into your business strategy.

76% of the world’s GDP is outside the US. If you have yet to export, you are missing the largest consumer market of all.

Whether you are just starting to export, or have been exporting for decades, we can help you expand your business and link you with the resources you need. Please contact us.

Welcome to the 2010 Export Strategy Edition

Share your Export Story

We appreciate your active participation with us, and we’re hoping you would contribute a brief export success story.

As state and federal budgets tighten, we need to express the value of our products and services. In order to complete a success story, simply fill out a short form here.

Thank you for your assistance with this and your sustained participation in our programs and services.

If you have questions regarding how this information is used, please be sure to let us know.

To Register or Request More Information
CALL (517) 241-3628

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FOOD EXPORT HELP LINE: One-on-one assistance helps by answering questions related to export readiness, providing valuable insight, and identifying the top 25 markets for your products.

EXPORT ESSENTIALS: An introduction to the fundamentals ideal for those who would like to consider exporting for the first time.

GLOBAL FOOD MARKETER: This e-bulletin provides information on trends, export successes, and how to expand your capacity. e-mail vandermeulena@michigan.gov to subscribe.

SEMINARS AND WORKSHOPS: In 2010, we will be covering a variety of subjects for beginners and experts alike. Watch your email for more details.

FOOD EXPORT HELP LINE: This service is also helpful at this second stage by providing you with a market analysis to give you a sense of your best markets.

MARKET BUILDER: This service goes more in depth to analyze the capacity of a market (logistically and provides you a list of eligible, qualified, dependable importers or brokers.

BUYERS MISSIONS: Hosted at some of the largest trade shows in the United States, Food Export Association’s Buyers Missions can link you to the most qualified buyers in the world. They often give suggestions and offer market segmentation and targeting strategies.

MARKET SPECIFIC SEMINARS: Held throughout the year, these seminars can link you to the most qualified buyers. Build valuable relationships with key industry players—right here in the U.S.

BUYERS MISSIONS: Easily access some of the world’s most qualified buyers. Build valuable relationships with key industry players—right here in the U.S.

FOOD SHOW PLUS!: This trade show enhancement service prepares you for and maximizes your international trade show experience. Services include meetings with potential buyers and follow-up assistance.

ONLINE PRODUCT CATALOG: A free service, you can link your products to buyers from all over the world online.

THE BRANDED PROGRAM: 50% cost reimbursement for a wide variety of international marketing activities.

OTHER RESOURCES: Contact our department about these and other resources to get you informed and on your way to developing your strategy.

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**Upcoming Events**

**NASFT’s Winter Fancy Food Show Buyers Mission**
San Francisco, CA | January 16 & 19
Early registration Dec. 7 - $100
Final registration Jan. 4 - $150.
Click [here](#).

**Speciality Crop Export Webinar**
Online | January 12
Call to register

**Van Andel Global Trade Center Agribusiness Exporting Seminar**
Grand Rapids, MI | February 18
Call to register

**GBC’s Agriculture Industry Luncheon**
East Lansing, MI | April 20
Details to follow

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

www.twitter.com/MIAgExport

Become a Fan of Michigan Department of Agriculture on Facebook.

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**FOOD SHOWS**

**Michigan Pavilion at the Food Marketing Institute Show US Food Export Showcase**
Date: May 11-13, 2010 | Las Vegas, NV
Cost: $2,600 10x10 Booth
Registration Deadline: January 20

**Michigan Pavilion at the National Restaurant Association Show**
Date: May 22-25, 2010 | Chicago, IL
Cost: $2,850 10x10 Booth
Registration Deadline: January 29

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

Newsletter suggestions?
Contact vandermeulena@michigan.gov.