

Grant Fuels Global Programs

ALLENDALE — West Michigan companies are getting a little help from Washington to encourage competition with China and India.

Grand Valley State University's Van Andel Global Trade Center and the Seidman College of Business are the recipients of a two-year grant of \$177,686 from the U.S. Department of Education to create, develop and implement programs to help companies compete.

The ACCESS China/India project, funded by the grant, is a two-year effort to provide tools and resources for the local business community to compete in an international marketplace.

"India and China are producing new consumers at an incredible rate, and their demand for products is only going to increase," said Jeff Meyer, executive director of the Van Andel Global Trade Center. "We need to recognize the potential that they offer and adapt local business models to succeed in the new global economic reality." **BJ**