GERMANY AND UNITED KINGDOM TRADE MISSION
March 1–9, 2016

The Conference of Great Lakes and St. Lawrence Governors and Premiers connects you one-on-one with experts from Germany and the United Kingdom to begin your global export expansion to these dynamic markets. Traveling to Frankfurt, Germany, and London, United Kingdom, March 1–9, 2016, this trade mission will give you a competitive edge by opening new markets and establishing new strategic relationships.

WHY EXPORT TO GERMANY?
• Germany is the United States’ largest European trading partner and is Michigan’s fourth largest export market1.
• The volume of trade, number of consumers, and Germany’s geographic location at the center of the European Union make it a cornerstone for U.S. exports.

WHY EXPORT TO THE UNITED KINGDOM?
• The United Kingdom is the United States’ second largest European trading partner and is Michigan’s eighth largest export market2.
• Highly developed, sophisticated and with few trade barriers, the U.K. is a favorable export market for Michigan businesses.

MICHIGAN EXPORTING OPPORTUNITIES ARE EASIER THAN YOU THINK

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KEY INDUSTRY SECTORS
• Aerospace
• Agricultural machinery and equipment
• Automotive parts and services
• Cyber security
• Drugs and pharmaceuticals
• Industrial chemicals
• Information technology
• Low-carbon energy and smart grids
• Medical equipment
• Renewable equipment
• Safety and security
• Sporting goods
• Sustainable construction products and services
• Travel and tourism

MISSION COST
• Mission participation fee: $995 per person
• Brief market research and appointment setting fees: Waived for qualified Michigan small businesses.
• Mission registration deadline: December 9, 2015.


REGISTRATION AND MORE INFORMATION
Please contact Zoë Munro, Conference of Great Lakes and St. Lawrence Governors and Premiers, at 312.407.0177 or zmunro@cglslgp.org

1 United States Census Bureau, July 2015
2 Ibid