

MICHIGAN WORLD TRADE WEEK



WORLDTRADEWEEKMI.ORG

WTW CHAIR

Milind Pant, Amway

WTW COMMITTEE CHAIR

Sonja Johnson
Grand Valley State University's
Van Andel Global Trade Center

WTW COMMITTEE MEMBERS

AON, Brian Dougal

Aquinas College, Kerri Orders

Advansys ESC, Ali Erhan

Cascade Engineering, Chuck Chase

Comerica Bank, Scott Hibbard

Hub International, Scott Webb

Junior Achievement
Shelbee Axsom-Anderson

LR International Inc., Paul Jarzombek

Michigan Economic Development
Corporation, Weiwei Lu &
Jacob Schroeder

Michigan Small Business
Development Center, Ron Stevens

Michigan Bar Association
International Law Section,
Vandevert Trade Law
Paul Vandevert

Miller Canfield
Christopher Gartman & Aimee Jachym

Michigan Department of Agriculture
and Rural Development
Kathryn Kendall

Plante Moran
Layna Buthker & Joel Mitchell

Small Business Administration
Romy Ancog

Supply Chain Solutions, Les Brand

The Economic Club of Grand Rapids
Natalia Kovicak

The Right Place, Inc., Eric Icard

UPS, Matt Szukalowski

U.S. Commercial Service
Kendra Kuo, Allie VanDriel

weConnect
Derek Begue

West Michigan District Export Council
Martha Gabrielse

West Michigan World
Trade Association
Jennifer Dines

World Affairs Council of Western
Michigan, Michael Van Denend

March 5, 2021

Dear Prospective Sponsor:

This year marks the 35th year Michigan World Trade Week (WTW) has taken place to support the international sales growth of Michigan businesses. The continued success of this event is due in large part to the financial support from companies such as yours. As this year's Chair, I encourage you to join the Amway team as a sponsoring partner.

The **Virtual Michigan World Trade Week 2021** – Business Conference “**AMPLIFY GLOBAL SALES**” will take place on Wednesday, May 5, 2021. The event will kick off with a keynote speaker and will be followed by breakout sessions covering a variety of topics, including but not limited to:

- Cyber Data Protection
- Global Supply Chain Changes
- Creating a Digital Strategy to Amplify Global Sales

Sponsorship funds will provide additional support to Michigan World Trade Week's outreach program, **Student Global Awareness**. This program is coordinated with Junior Achievement using its Global Marketplace curriculum. Volunteers from the World Trade Week planning committee will share global experiences with middle school students from Grand Rapids Public Schools to educate them about international business and to provide a look into future career paths.

This year will bring the business community together in a digital platform to network and educate ourselves on the ever-changing global business landscape. Your company's sponsorship will help us make a difference! The following page outlines the sponsorship levels, benefits, and additional opportunities available. To register for sponsorship or review the schedule of events visit: www.worldtradeweekmi.org. You may contact either Sonja Johnson (616-331-6811, Sonja.Johnson@gvsu.edu) or Kendra Kuo (616-458-3564, Kendra.Kuo@trade.gov) if you have additional questions.

I look forward to seeing you there.

Sincerely,

Milind Pant, CEO Amway
2021 Michigan World Trade Week Chair
Attachment

2021 Sponsorship Costs & Benefits

COSTS:

- \$700 for Service Providers (Banks, Law Firms, Consultants, Logistic Providers, Translation Companies)
 - \$300 for Exporters/Importers, Manufacturers, Distributors
 - \$200 for Governmental, Non-Profit, or Educational Organizations
- *****

Please submit sponsorship payment online at www.worldtradeweekmi.org or write checks payable to:
GVSU - World Trade Week 2021 (WTW)
 C/O Van Andel Global Trade Center, 50 Front Avenue SW, Suite 1054, Grand Rapids, MI 49504

Note: Sponsors will continue to be accepted to the date of event, however to guarantee placement in all marketing materials, please submit payment by **April 2, 2021.**

BENEFITS:

Marketing Exposure for All Sponsors

- Listing in advertisements and on social media promotion
- Statewide e-mail marketing campaign to 6,000+ contacts
- Featured listing in targeted distributed event marketing flyer
- Listing on slides displayed during Michigan World Trade Week virtual business conference
- Opportunity to submit a Digital Briefcase presentation sent to all attendees – details on attachment A
- Sponsor website will be linked from the WTW website: www.worldtradeweekmi.org
- Excellent networking opportunities with globally focused businesses and community leaders

Virtual Business Conference Event Tickets

- Six (6) Tickets: Service Providers:
 - Banks, Law Firms, Consultants, Logistic Providers, Translation Companies
- Five (5) Tickets: Exporters/Importers, Manufacturers, Distributors and Software firms
- Four (4) Tickets: Governmental, Non-Profit and Educational Organizations

Just a Few of the Past World Trade Week Sponsors

Amway Aon Risk Services Aquinas College Autocam Corporation BDO USA, LLP BISSELL, Inc. Bulman Products Byrne Electrical Cascade Engineering Comerica Bank Crowe Horwath LLP Davenport University East Jordan Iron Works Ernst & Young Euler Hermes FedEx	Foster Swift Collins & Smith GNS Automotive Grand Rapids Area Chamber Gerald R. Ford Museum Grand Valley State University HUB International Huizenga Group Hutchinson Hylant Group International Risk Consultants Irwin Seating Company JPMorgan Chase JSJ Corporation Junior Achievement Just Packaging	Knape & Vogt Lakeshore Advantage Landscape Forms Languages International Louis Padnos LR International Magna Meijer MiBiz Michigan District Export Council-West Michigan Economic Development Corp. Michigan State University/CIBER Miller Canfield Plante & Moran PLLC PNC Bank	PRA Global SoundOff Signal Steelcase, Inc. Supply Chain Solutions RoMan Manufacturing U.S. Commercial Service The Right Place, Inc. Universal Forest Products UPS Van Andel Global Trade Center Warner Norcross & Judd LLP West Michigan World Trade Association WGVU Wolverine World Wide, Inc. World Affairs Council of West Michigan
---	--	--	---



DIGITAL BRIEF CASE PRESENTATIONS

Live Event Date: Wednesday, May 5, 2021

Location: Virtually via Zoom – Link to the event will be sent before the event

Theme: “Amplify Global Sales”

If you had 10 minutes on stage in front of the Michigan World Trade Week Audience, what would you teach them? Now is your chance! Take advantage of your sponsorship by submitting a video to Michigan World Trade Week’s Digital Briefcase!

Presentation Details:

Pre-recorded 10 min presentations that will be uploaded into the Digital Briefcase for registrants to view before the live virtual event on May 5th and throughout the month of May. Each sponsoring presentation should cover a relevant export topic and offer 1-3 key takeaways for participants. Participants will be given the opportunity to submit their questions in the Digital Briefcase to the appropriate presenters. There will also be opportunities for participants to request 1-on-1 appointments with Digital Briefcase presenters to learn more.

Important Details:

- **VIDEO FORMAT:** Please submit your video in a .mp4 or .mov format.
- **SUBMITTING VIDEOS:** Please send a link to download your video using your preferred method of video file transfer. If you need assistance please contact dreyerk@gvsu.edu and we can send you a link to upload your video to our Dropbox file platform.
- **HELPFUL HINTS:** Video presentations can be recorded utilizing Zoom, Google Meets, etc.

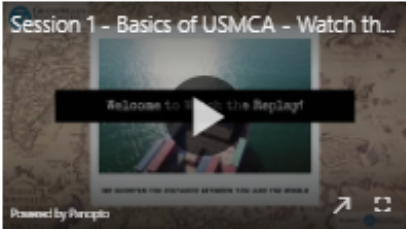
Important Dates:

- **APRIL 14, 2021** – Please provide us with your **presentation title and a brief description** of your presentation along with your **final video presentation** and any supporting documents you would like included such as slides or handouts. Include contact information if you would like participants to follow-up directly with you regarding questions or scheduling a 1-on-1 meeting.
- **UPON REGISTRATION** participants will receive a link to connect to and start utilizing the Digital Briefcase.



Preview of Digital Brief Case Sample Set Up –

Digital Briefcase



SESSION TITLE
Presented by: Name, Title, Sponsoring Organization

Brief description presentation.

- Links to Supporting Documentation
- Slides
 - Handout

Join us on May 5th for the 35th Michigan World Trade Week Business Conference!

UNIQUE FEATURES OF THE AUTOMOTIVE EXPORT PROCESS TO MEXICO



Presented by: Mark Bleckley, Associate Director, GVSU's Van Andel Global Trade Center

Time:

The domestic automotive industry has close ties to Mexico. Many of the OEMs and larger suppliers have sister companies and production facilities in Mexico. This means doing business in the automotive sector often includes frequent exports to Mexico. These exports have some unique and challenging features when it comes to the fulfillment of export shipments. We will cover in this session some of the unique export process, export documentation, and compliance challenges.

QUESTIONS?

Please Submit Questions Here



INCORPORATING CONSUMER EXPECTATIONS IN THE POST-COVID-19 RETAIL EXPERIENCE



Presented by: IHS Markit

Time:

The IHS Markit team talks about how the COVID-19 pandemic has impacted the global automotive retail space with respect to challenges faced by dealerships and customers' expectations in their purchase process and future interactions.

QUESTIONS?

Please Submit Questions Here

