



JOIN SENIOR STATE GOVERNMENT OFFICIALS FOR OFFICIAL STATE OF MICHIGAN MISSION TO CHINA

August 23–30, 2015
Beijing, Shanghai and Guangzhou

WHY CHINA

- China is the third largest export market for the U.S.
- In 2014, U.S. exports to China reached a record \$124 billion
- China is Michigan's third largest export market, with \$3.5 billion in export sales (2014)
- Michigan exports to China grew 28.5 percent from 2011
- Over the past 15 years, Michigan exports to China have risen over 1,500 percent
- Key industries for development: aerospace; automotive; chemical manufacturing; information technology; food and beverage; medical devices and health care service; green building; telecommunication; plastics; lumber and much more

SERVICES

- Pre-mission assessment of the Chinese market and in-country briefings
- Turn-key business service support: travel logistics, ground transportation, and interpreters
- Comprehensive business program: on-site guides and interpreter services
- Complete customized day-by-day itinerary
- Hotel accommodations and all meals
- Air and ground transportation: arrangements for travel within China
- International airfare not included

EXPENSE

- Participation fee is \$4,480 per person
- Eligible Michigan SMEs can receive 50 percent reimbursement for travel expenses and participation fee from State Trade Export Promotion (STEP) grant. For more information, visit michiganbusiness.org/grow/export-assistance
- Traveling cities are subject to final confirmation and may subject to minor changes
- Space is limited to only 15 Michigan companies!



For registration and more information, contact

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REGISTRATION DEADLINE IS JUNE 30, 2015.

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Michigan Economic Development Corporation



TESTIMONIALS

"The mission was a great success for us, not only from the orders we received, but also because we were able to evaluate the market from different perspectives (distribution, manufacturing, marinas, government, users). We couldn't have covered as much ground in such little time without a well-organized trip. Our sincere thanks to you and the Michigan team."

*Roch Lambert, President
Four Winns*

"The China trade mission was a successful trip for Classic Design Concepts. The MBC assistance allowed us to focus on business and evaluating our opportunities. The mix and quality of the companies we were matched with was impressive. Having transportation, interpreters and other logistics set up for us was a huge advantage, I was not distracted from business to address these issues. The fact that we were in China with the State of Michigan I believe gave us access to companies we otherwise wouldn't have. Chloe our coordinator at MCC worked very hard on our behalf and I felt was vested in our success."

*Lori Huisman, President
Classic Design Concepts*

"Steve and I were very pleased with the trade mission trip to China. We first would like to point out that Freda Ye from the Michigan/China center did an excellent job of identify and setting appointments with companies that met our prospect criteria. The companies that we saw during our trip were as we had requested; market leaders and fits for our product demographics.

The meetings themselves were very productive. There appear to be a few companies in particular that look very promising and we continue to work with them in attempts to someday begin regular supply.

Cherry Central has been studying the Chinese market for some time and the trade mission helped us by providing the additional information we needed to make decisions for our business there. The trip also helped us by beginning to lay the groundwork to form relationships that we know are important to our efforts."

*Brian M. Klumpp, Jr.
Director of Business Development, Cherry Central*

"The purpose of this letter is to express our gratitude for the exemplary job done by the MEDC and the Michigan/China center during the 2013 trade mission. We believe your office did an extremely effective job under very complex and difficult circumstances. We were very impressed with all of the personnel who assisted us in what we believe was a successful trade mission for WF Whelan Company. We look forward to future contact with MEDC and plan to use this resource for further development of our Chinese marketing efforts. Please extend our thanks for all the hard work done by the talented personnel at your Michigan/China center in Shanghai. We particularly appreciate the efforts and professional assistance of Weiwei Lu, Jeanne Broad and Deanna Richeson. Without their assistance we would never have been able to initiate and complete a project of this scope."

"As representatives of the WF Whelan Company we found that the China trade mission exceeded our expectations in every category. The support of both MEDC and Michigan/China office personnel was professional, efficient and helpful at all times, especially considering the complexity of the task. We found the matchmaking meetings to be very effective and well chosen in general. As a result of this trip and our expected future follow up we anticipate that we will enjoy measurable growth in our business activity going forward. We look forward to additional activity with the MEDC and will certainly draw upon this valuable resource as we build on the results of this trip."

*Dan Falzon, Business Development/Export Manager
WF Whelan Company*

*Tim Donovan, International Business Manager
WF Whelan Company*