The Conference of Great Lakes and St. Lawrence Governors and Premiers is leading a multi-sector trade mission to Poland and Romania with the goal of assisting small to medium-sized companies to export products and services to these growing and emerging markets. Each mission participant will benefit from a tailored schedule of B2B meetings, in-country briefings, networking events and logistical support.

WHY EXPORT TO POLAND?
• With a population of 38 million people, Poland is the largest market in Central Europe and shares borders with both “new” EU and “old” EU-15 countries. Real GDP is expected to grow at robust rates of 3.5 percent per year in 2016 and 2017, well above the EU average.
• The U.S. and Poland enjoy a very close bilateral relationship, which has fostered strategic and commercial cooperation.

WHY EXPORT TO ROMANIA?
• A member of the EU since 2007, Romania is a market with excellent potential, a strategic location, and an increasingly solid business climate.
• Romania is a market of 21 million consumers and will receive EU Structural and Cohesion funds totaling 74 billion euros by 2020.
• Bilateral trade between Romania and the United States reached over $3 billion in 2015.

KEY INDUSTRY SECTORS
• Agricultural machinery and equipment
• Automotive products
• Cybersecurity
• Consumer goods
• Defense and security
• Environmental technologies
• Health care/medical equipment
• Information technology
• Irrigation systems

MISSION COST
• Participation fee: $1,350 per company (each additional participant is an additional $400.) Includes customized B2B matchmaking services, in-country staff support, and networking functions. International airfare, hotel, daily driver charges, and meals not included.
• Eligible Michigan SMEs can receive 50 percent reimbursement for travel expenses and participation fee from State Trade Expansion Program (STEP) grant. For more information, visit www.michiganbusiness.org/grow/international-trade-services.

REGISTRATION AND INFORMATION
Please contact David Newhouse, Michigan Economic Development Corporation, at 517.331.6715 or newhoused@michigan.org.

REGISTRATION DEADLINE IS SEPTEMBER 9, 2016.