Should Your Company Be Exporting? Michigan Chamber Seminar Will Help Answer This Question and More

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The Michigan Chamber of Commerce is bringing together a group of state and national experts for a comprehensive, one-day program to help Michigan businesses learn whether or not exporting is right for their company and to assess if they are ready.

"With 95 percent of the world's consumers living outside of the United States, if a U.S. business is only selling domestically, it is reaching just a small share of potential customers," said Aimee Bahs, Director of Marketing & Events for the Michigan Chamber. "Exporting can help a company expand its markets, particularly during these trying economic times."

Seminar attendees will be exposed to the risks of international trade, methods of payment, how to determine their export finance needs and get resources for export working capital. In addition, they will get an overview of regulatory and licensing considerations that affect exporting, including EAR (Export Administration Regulations), OFAC (Office of Foreign Assets Control) and ITAR (International Traffic in Arms Regulations).

"This new program has been developed to help inform Michigan businesses how to get their products to customers and suppliers outside of the U.S.," said Bahs. "It will also provide attendees the opportunity to make valuable contact with representatives from the U.S. Department of Commerce, Bureau of Industry and Security, U.S. Commercial Service and the Small Business Administration."

This seminar, facilitated by Jean Schtokal of Foster, Swift, Collins & Smith law firm, will be held on Wednesday, June 23rd from 8:30 a.m. to 4:30 p.m. at the Michigan Chamber of Commerce, 600 S. Walnut Street, Lansing. For more details and to register, visit www.michamber.com/mx/seminarsevents or call 1-800-748-0344 x 670.

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