



GLOBAL BUSINESS OPPORTUNITIES ABOUND IN WISCONSIN[®]

Katy Sinnott
Vice President, International Business Development

MILWAUKEE

WISCONSIN GDP 2016

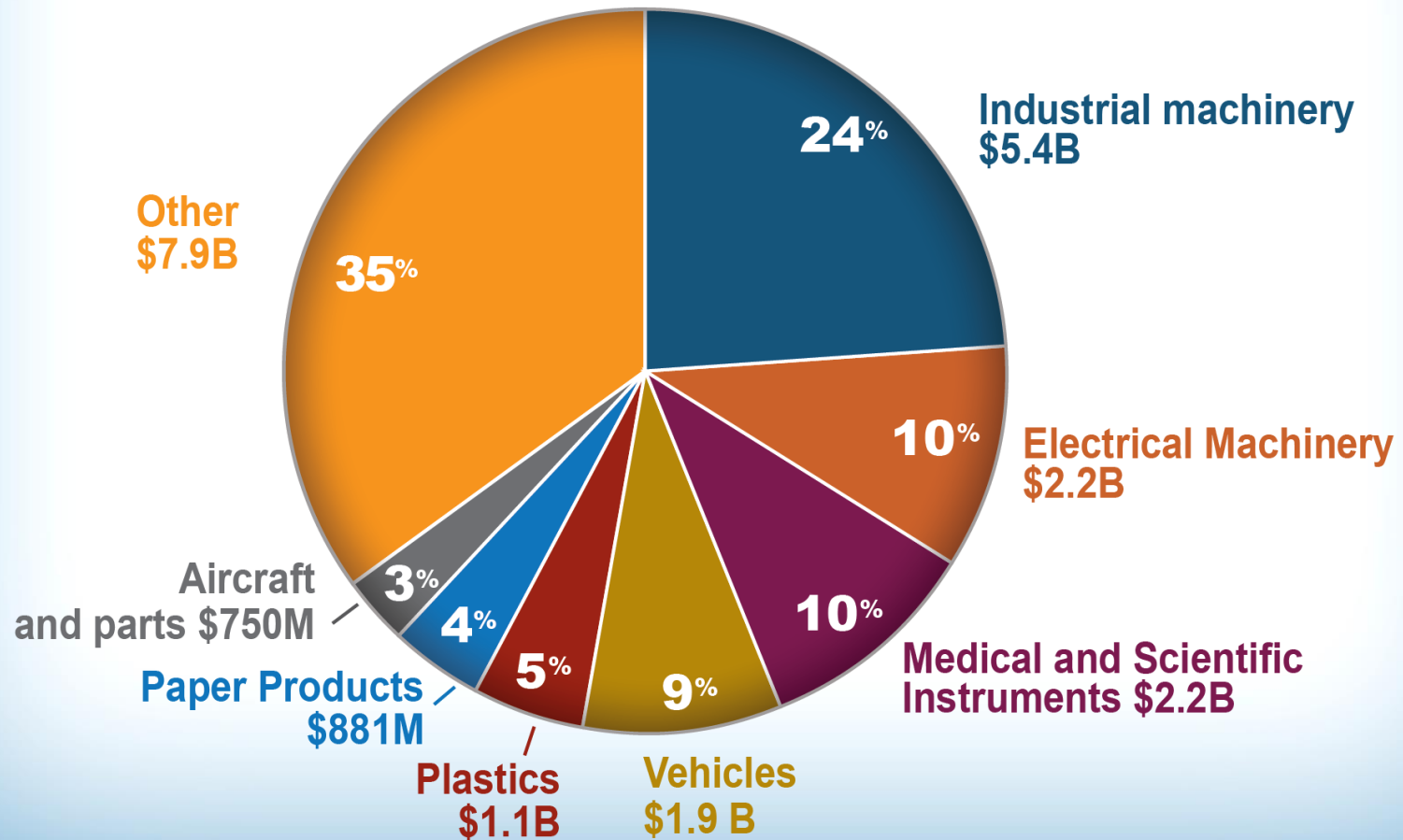
\$310 BILLION



WISCONSIN'S 2017

WISCONSIN'S TOP EXPORTS

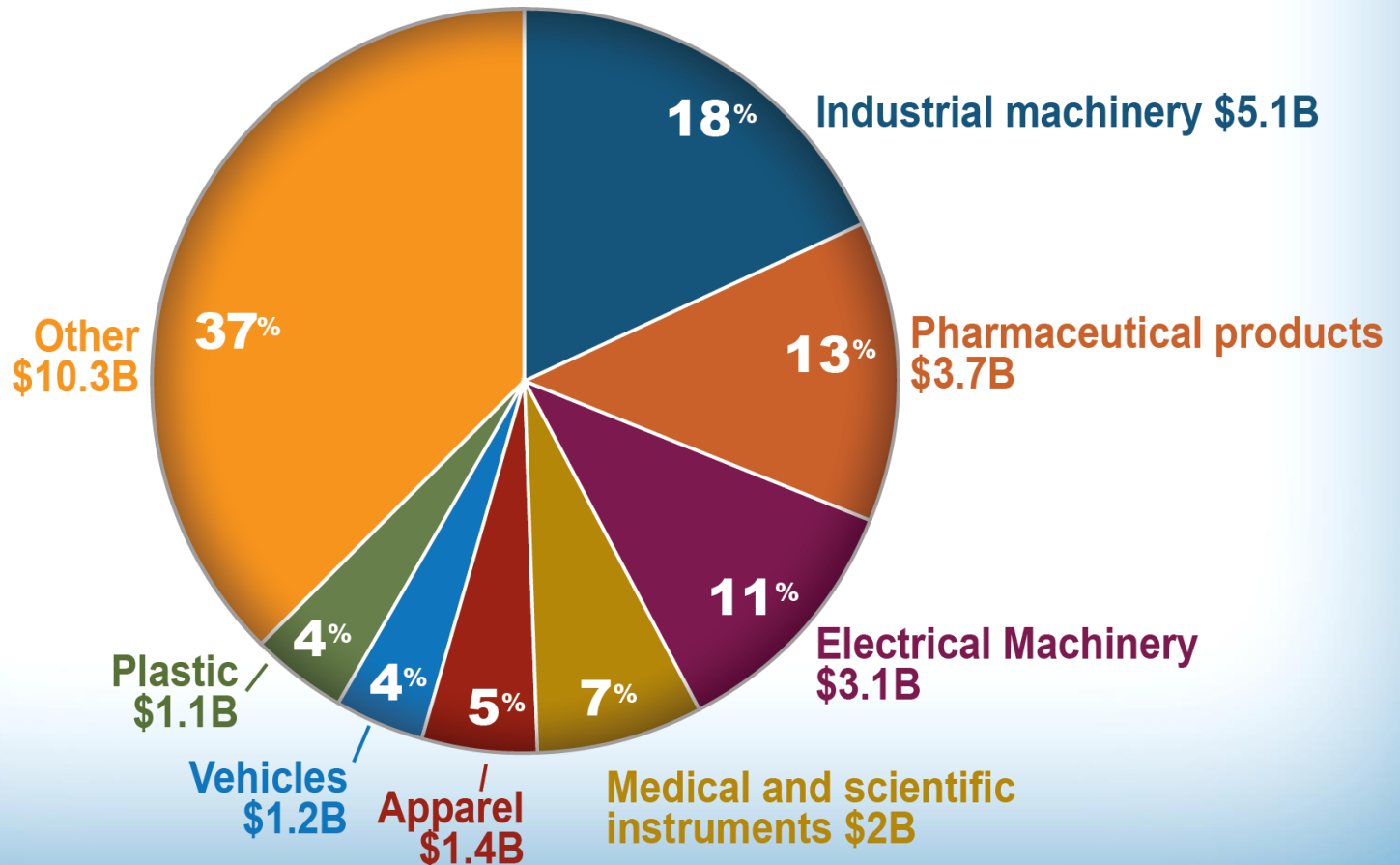
\$22.3 BILLION



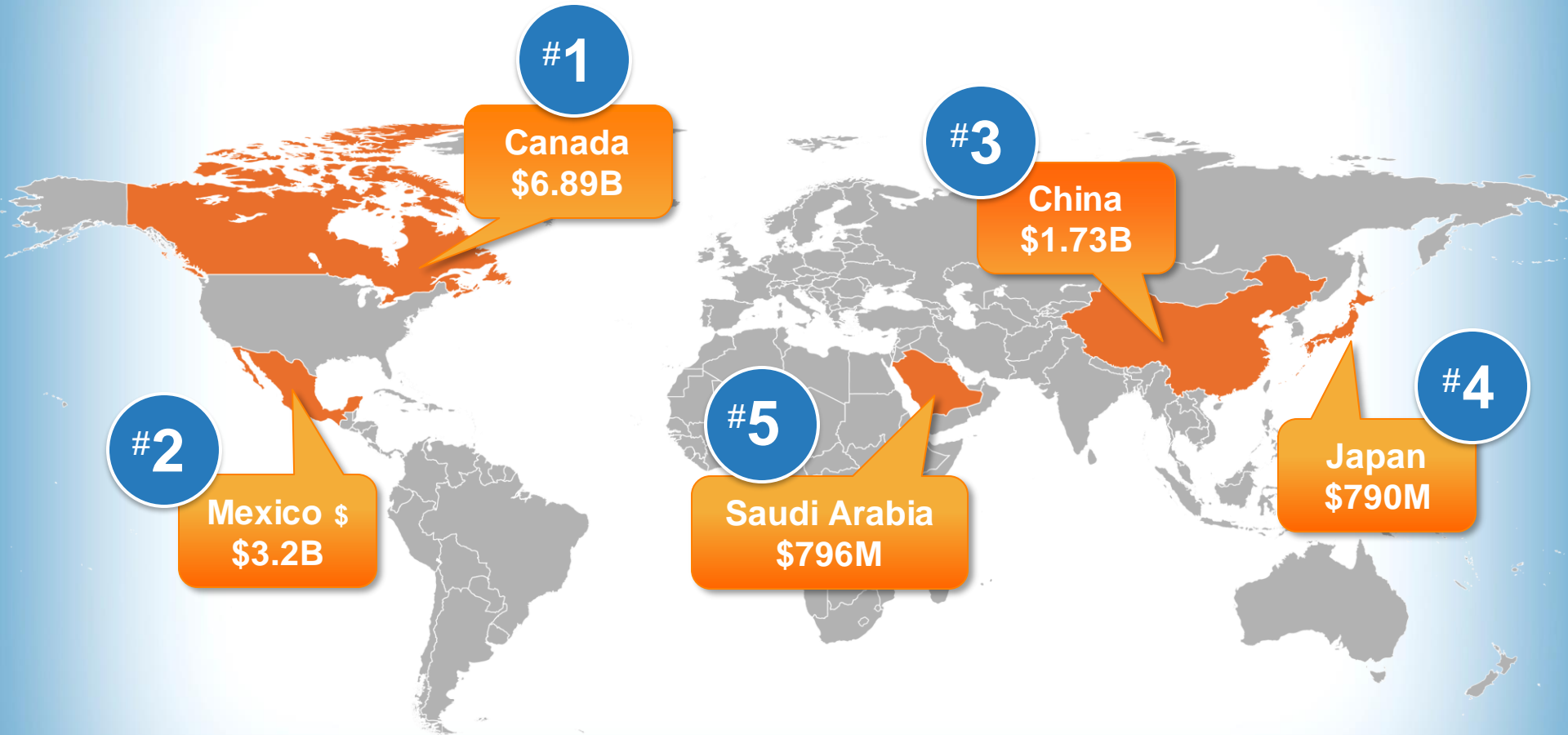
WISCONSIN'S 2017

WISCONSIN'S TOP IMPORTS

\$27.8 BILLION



2017 WISCONSIN'S TOP EXPORT DESTINATIONS



EXPORT PROGRAMS



➤ **ExporTech**

➤ **Trade Ventures**

➤ **Global Trade Representative Network**

➤ **Global Business Access Grants**

EXPORTECH™ MODEL





TRADE VENTURES

Global Trade Venture: Japan & Korea

September 8-16, 2017

Tokyo and Seoul

Global Trade Venture: Israel

Oct 26 – Nov 3, 2017

Tel Aviv and Jerusalem

Global Trade Venture: Mexico

Jan 27 – Feb 3, 2018

Mexico City and Guadalajara

Global Trade Venture: Canada

March 18 - 23, 2018

Winnipeg and Toronto

Global Trade Venture: China

April 13 - 25, 2018

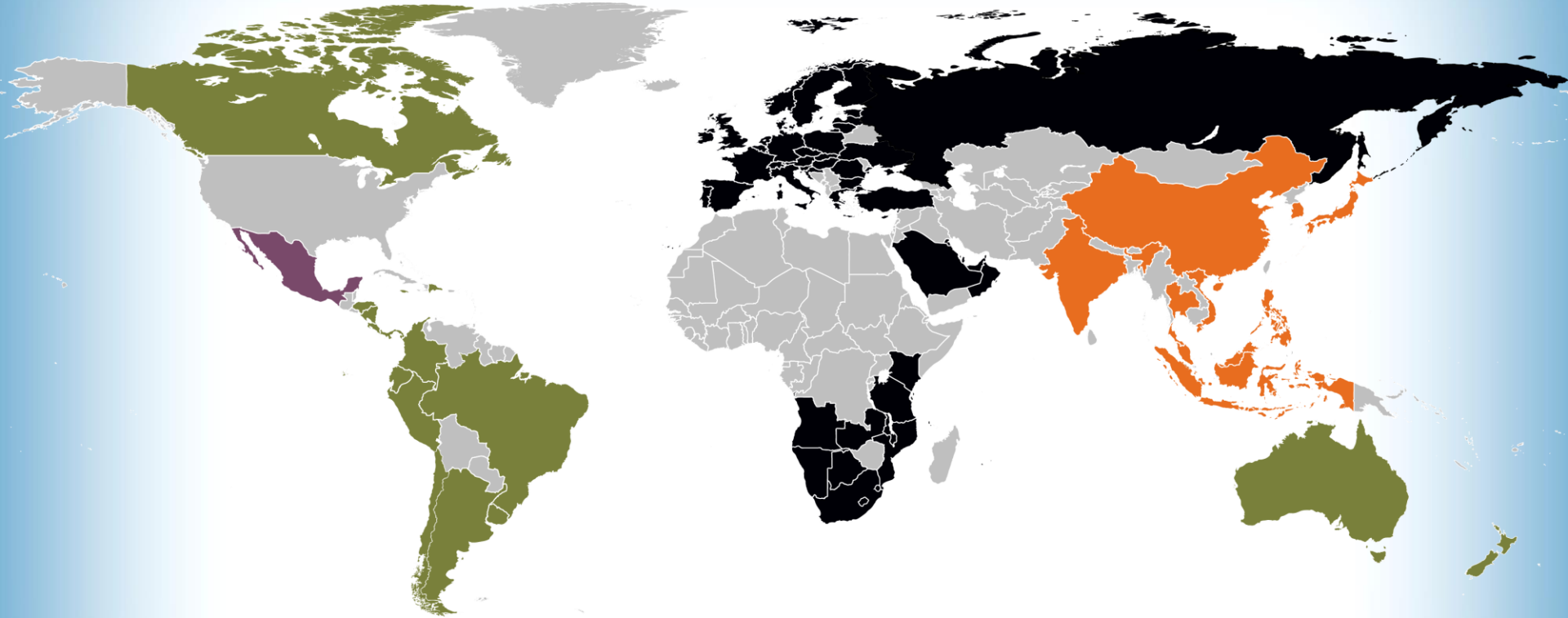
Shanghai, Ningbo, Harbin and Guangzhou

Global Trade Venture: Germany

June 23 - 30, 2018

Stuttgart, Dusseldorf and Frankfurt

WEDC GLOBAL NETWORK



AMERICAS, PACIFIC

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Global Business Development Program - grants



- **International Market Access Grant - IMAG**
 - State Grant Assistance: up to \$10,000
 - ExporTech Graduates: up to \$25,000
- **Collaborative Market Access Grant – CMAG**
 - State Grant for non-profit pass through assisting companies in an export project up to \$150,000
 - Company assistance up to \$15,000



GLOBAL BUSINESS DEVELOPMENT PROGRAM

Qualified Expenses

- **Trade Trips:** Registration, booth construction, shipping, interpreters
- **Market Customization:** Globalization of websites, translation of company materials, trademark registration, product certification, etc.
- **Consultants:** WEDC trade reps, US Commercial Services
- **Export Training:** Business ethics, cultural competency, best business practices in foreign markets, export compliance, and foreign language.

WEDC IBD WISCONSIN TEAM

MEXICO



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