



EXPOTECH™

*An Export Acceleration System
for Achieving Profitable Growth*

DETROIT

ExpoTech, the national export assistance program that helps companies accelerate their growth in global markets, returns to Detroit area. ExpoTech is a structured export strategy and business development process for companies to develop written strategic plans for export growth and connect with a wide range of experts to catalyze export sales.

ExpoTech™ Program Highlights:

- Only national program that results in a customized export growth plan for each company
- Designed for manufacturing and technology company executives responsible for international growth
- Intensive, structured process with workshops, planning tools, and individual coaching
- Connect to many local and national resources
- Peer group model – drives accountability, action, learning, and networking
- Individual coach and team of students to assist with research and strategic plan

Continue the Support with a Subsidized Student Intern

56% of internships result in a job offer

Interested in hiring an intern to help implement the strategic export plan built at ExpoTech? MEDC will cover part of the expenses plus you'll have new talent to execute export projects. See reverse for more details.

2020 DATES:

January 24

February 28

April 17

LOCATION:

Lawrence Technological University, Southfield

FEE: \$1,200*



FOR QUESTIONS OR TO APPLY CONTACT:

Eve Lerman, US Department of Commerce
eve.lerman@trade.gov, 248-249-7415

David Newhouse, MEDC International Trade,
newhoused@michigan.org, 517-331-6715

*Grant money is available from Michigan Economic Development Corporation (MEDC) to qualifying companies to cover 50% of ExpoTech participation fee, lowering out-of-pocket cost to \$600



**Lawrence
Technological
University**

**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**





The International Trade and Development Internship Program

Ready to implement your strategic plan developed at ExporTech?
Host a student intern at your company to help execute the plan

THE PROCESS:

MEDC will recruit and qualify student applicants for the company to interview and evaluate. Once the company and student are matched, the student will have the opportunity to attend ExporTech alongside the company. During these sessions, the company and student will learn together which export services are available, understand key export concepts, and develop an international strategy.

After ExporTech and prior to the student's start date with the company, they will attend an internship orientation and export bootcamp. Upon completion, the paid internship will start, and interns will begin helping the company implement their international strategy developed at ExporTech.

The International Trade and Development Internship Program will run May through August. Student interns may work up to 40 hours per week during the 12-week internship and it is a paid internship. Duration, compensation, and exact hours worked will be determined by the company upon hire.

THE BENEFITS:

Not only do interns lend an extra hand, they provide a fresh perspective that can open new opportunities for your business. Hiring a student intern can also mean a potential entry-level hire. Instead of hiring someone who has never worked at your company, take on an enthusiastic student, teach them your business and how your company runs, and hire a well-trained team member upon graduation.

MEDC supports the student internship by providing **50% reimbursement for the costs of intern compensation up to \$3,600**. Reimbursement covers the 12-week period if the student works 40 hours per week or can be spread among a longer time frame if the student works less than 40 hours per week. Reimbursement available on work through September 30, 2020. Intern payroll information or proof of hours worked will be required for reimbursement.

THE TIMELINE:



READY TO HOST AN INTERN?

Express your interest in hosting a student intern to Eve Lerman or David Newhouse when you apply for ExporTech:

Eve Lerman, US Department of Commerce
eve.lerman@trade.gov, 248-249-7415

David Newhouse, MEDC International Trade
newhoused@michigan.org, 517-331-6715