

EVENTS

GOING GLOBAL SAFELY: Capturing International Business & Avoiding Pitfalls

Sterling Heights, MI
10.22.2015

THURSDAY, OCTOBER 22, 2015

8:30 – 9:00: Registration & Breakfast

9:00 – 10:00: Presentation

Breakfast will be served courtesy of Butzel Long.

Macomb–OU INCubator at Velocity Collaboration Center

6633 Eighteen Mile Road, Sterling Heights, Mich. 48314

REGISTRATION: Register here for "Going Global Safely" (free to attend)

Since 1985, the U.S. has entered into Free Trade Agreements (FTAs) with 20 countries. Even today, the U.S. is in the midst of negotiations for a Trans-Pacific Partnership (TPP) and a Transatlantic Trade & Investment Partnership (T-TIP). During the three decades since the first FTA, exports have grown eight-fold, from \$289 billion to \$2,343 billion. In other words, the global market for U.S.-origin goods and services is very robust. Yet, foreign markets present many challenges for U.S. exporters, such as greater transportation costs, currency issues, differences in language and culture, different regulatory regimes and dispute resolution processes – and far greater risk. In short, "going global" offers great rewards, but at great risk. The purpose of this presentation, then, is to present strategies for growing international sales, while avoiding pitfalls. A Q&A will follow the presentation.

For more information, please contact Joan Carleton at macinc@oakland.edu or 586.884.9324.

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