



AUTOMATION ALLEY'S VIRTUAL TRADE MISSION TO SOUTH AFRICA

Trade Mission Dates: Oct. 12-16 | Registration Deadline: Sept. 11

It may not be the best time to travel internationally, but it is the best time to go global! Automation Alley is seeking Michigan companies to join its virtual trade mission to South Africa, a nation with a strong demand for the Michigan-made products, services and technologies, including medical equipment, health care services, automotive, environment and pollution control technologies, IT and information communication technologies, renewable energy, and agriculture technologies. Apply today for consideration for Automation Alley's trade mission to South Africa.

Automation Alley provides:

- Virtual matchmaking meetings from the comfort of your home or office that will place you directly in touch with potential buyers and end users of your products, services and technologies
- Introductions to the key players you need to know to be successful in South Africa
- Business meetings and conferences with government officials and industry leaders who will share their firsthand insights about the opportunities and challenges of doing business in South Africa
- Business planning before, during and after the mission

Automation Alley's award-winning trade mission program has generated nearly \$1.5 billion in export sales for Michigan companies and created 7,350 local jobs.

Apply today

This trade mission is supported through partnership with the Michigan Economic Development Corporation. Ask about Michigan's State Trade and Expansion Program (MI-STEP), which may qualify your company to receive up to a 50% reimbursement for the costs of participating.

Participation is limited to 10 companies and the deadline to register is Sept. 11. The cost to participate is \$1,000 for Automation Alley members and \$1,500 for non-members.

For consideration, please contact Lisa Lasser, Automation Alley's International Business Services Manager, at lasserl@automationalley.com or 248-457-3283.

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