



For immediate release
Contact: Mark Maley, 608.210.6706
mark.maley@wedc.org

Releases online at:
wedc.org/newsroom

Wisconsin companies invited to take part in global trade venture to China in April

MADISON, WI. JAN. 24, 2019 – The Wisconsin Economic Development Corporation (WEDC) is inviting Wisconsin companies seeking to establish or expand their exporting efforts to participate in a global trade venture to China from April 5-17. The registration deadline is Feb. 26.

The trade venture will include visits to Chengdu, Shanghai and Beijing, which are markets of particular opportunity for Wisconsin companies. In each city, participating companies will be scheduled for customized business meetings with potential local partners handpicked for their companies by Wisconsin's authorized trade representatives in the markets, based on the company's needs.

"China represents a market that cannot be ignored for Wisconsin, especially in the areas of medical and scientific instruments, industrial machinery and electrical machinery," said Katy Sinnott, vice president of international business development for WEDC, the state's lead economic development organization. "Wisconsin's leadership in these areas and our well-known manufacturing and research capabilities create exciting export opportunities for globally minded companies in our state."

WEDC's trade ventures offer companies a way to make connections in markets that lead to new exports. The trips represent an excellent value since they are offered at a subsidized rate, and with logistics taken care of, participants can focus on business.

The trade venture begins April 5 with a departure from the U.S. The trip will begin with a segment in Chengdu, which is the capital of the Sichuan Province, and is the financial, economic and cultural heart of western China.

The delegation will then travel to Shanghai, which is China's business and financial hub, with a population of 34 million. Located in eastern China at the mouth of the Yangtze River, Shanghai is home to the world's busiest container port.

The program concludes in the capital city of Beijing, which is the political, cultural and educational center of China, as well as a technological research center and a major financial and insurance hub.

THINK·MAKE·HAPPENSM

Each participant in the global trade venture will also receive a customized China market assessment specific to his or her company, detailing considerations to keep in mind when introducing the company's product or service into the market. WEDC also has an authorized trade representative in China who can make it easier for Wisconsin companies to find local partners and can take some of the guesswork out of launching in a new market.

The venture includes four nights in Chengdu, three nights in Shanghai and four nights in Beijing before returning to the U.S. on April 17. The cost to attend for a Wisconsin exporter of goods or services is \$1,500, which includes the market assessment, hotel accommodations, interpreter services, scheduled ground transportation and airfare between the two program cities, but does not include international airfare or most meals. WEDC is able to offer this venture at a low price for Wisconsin exporters thanks in part to a grant from the U.S. Small Business Administration.

The registration deadline is Feb. 26. To learn more or register, please visit wedc.org/china19.

###

About the Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. Working with more than 600 regional and local partners, WEDC develops and delivers solutions representative of a highly responsive and coordinated economic development network. Visit wedc.org or follow WEDC on Twitter @WEDCNews to learn more.

THINK·MAKE·HAPPEN.