

House Commerce & Trade Committee Presentation

April 28, 2015

Deanna Richeson

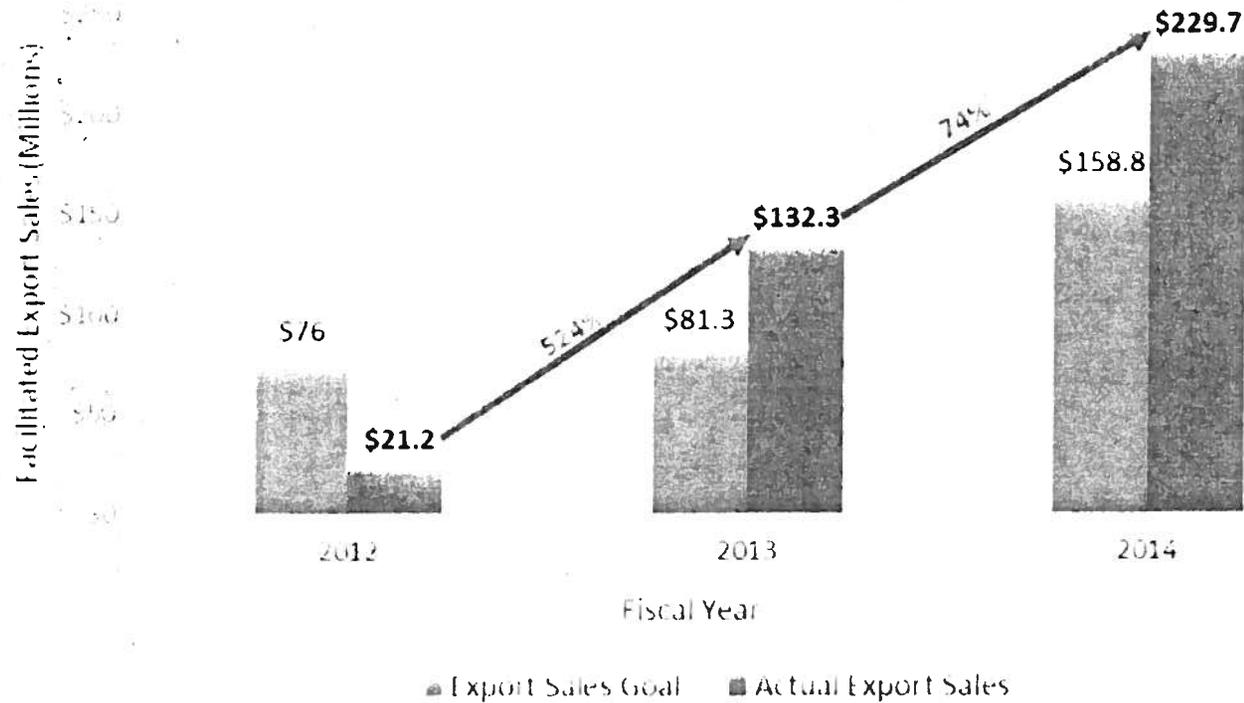
Director, International Trade Programs

Michigan Economic Development Corporation

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Export Sales Results

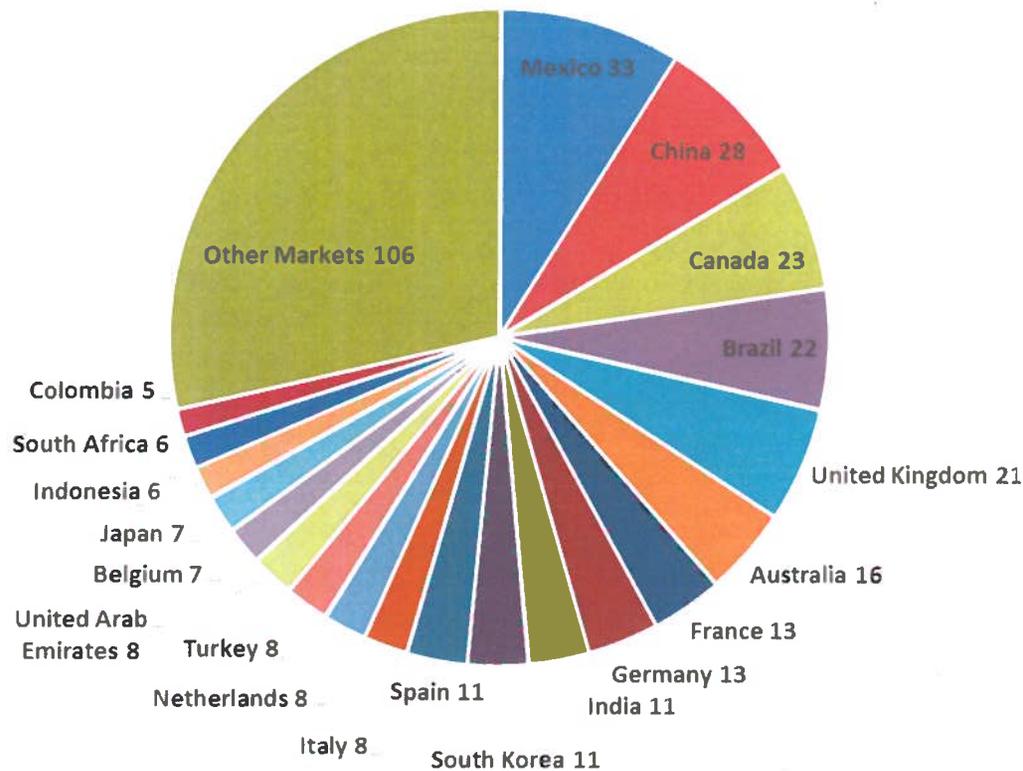
Export Sales Goal vs. Actual Export Sales



New Market Entries

FY14 NEW MARKET ENTRIES BY COUNTRY

371 Market Entries in 76 Countries

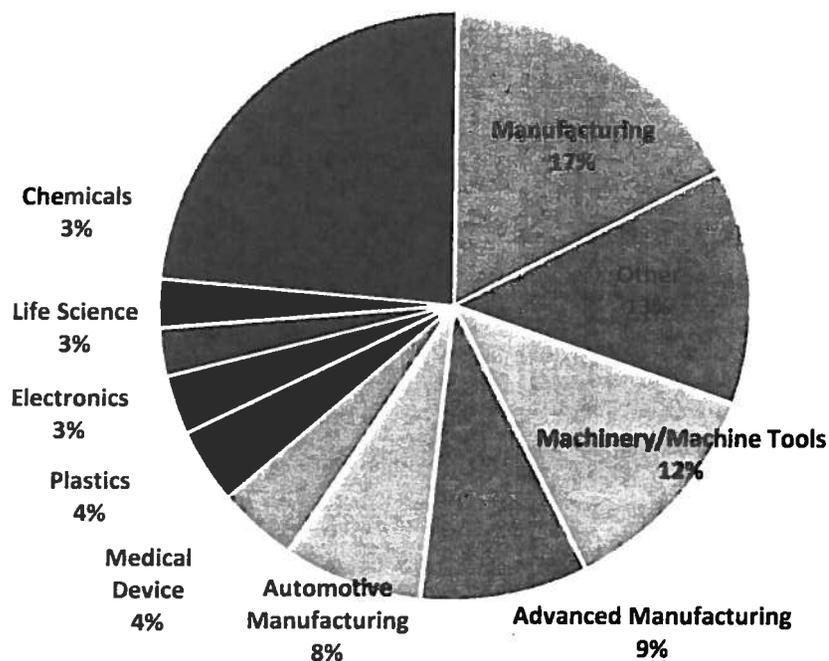


Other Markets

- | | |
|----------------|---------------------|
| Angola | New Zealand |
| Argentina | Nicaragua |
| Austria | Nigeria |
| Bahrain | Norway |
| Bolivia | Oman |
| Chile | Pakistan |
| Congo | Panama |
| Curacao | Peru |
| Czech Republic | Philippines |
| Ecuador | Poland |
| Egypt | Portugal |
| El Salvador | Qatar |
| Ethiopia | Romania |
| Finland | Russia |
| Gabon | Rwanda |
| Greece | Saudi Arabia |
| Guatemala | Singapore |
| Hong Kong | Slovakia |
| Ireland | Sweden |
| Israel | Switzerland |
| Kenya | Taiwan |
| Kuwait | Thailand |
| Lebanon | Trinidad and Tobago |
| Malaysia | Turkmenistan |
| Moldova | Uganda |
| Mozambique | Venezuela |
| New Caledonia | Vietnam |

Companies by Industry

FY14 COMPANY DIVERSIFICATION BY INDUSTRY

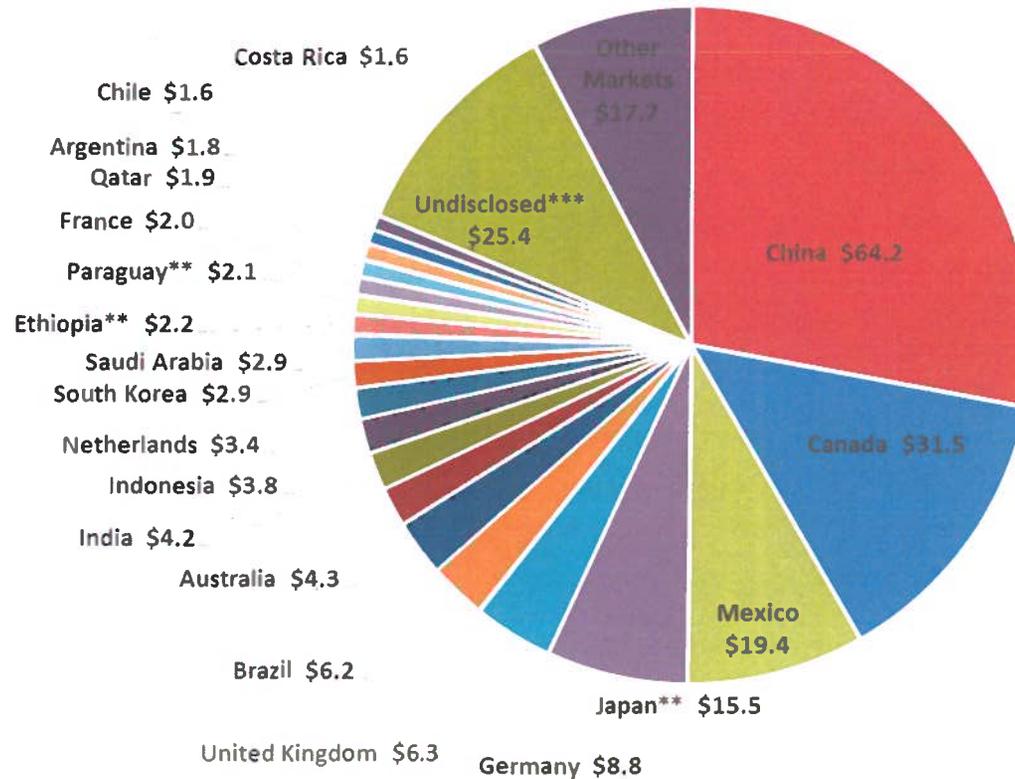


Other Industries

- Aerospace
- Agriculture
- Alternative Energy
- Automotive Services
- Business Services
- Defense/Military
- Food Processing
- Furniture
- Information Technology
- Instruments and Controls
- Media/Advertising
- Metal Stamping and Fabrication
- Printing and Publishing
- R&D/Engineering
- Warehousing/Distributing
- Water Technology
- Wood Products

Top 20 Export Sales Markets

FY14 TOP 20 EXPORT SALES BY COUNTRY \$229.66M to 90 Countries (In Millions)

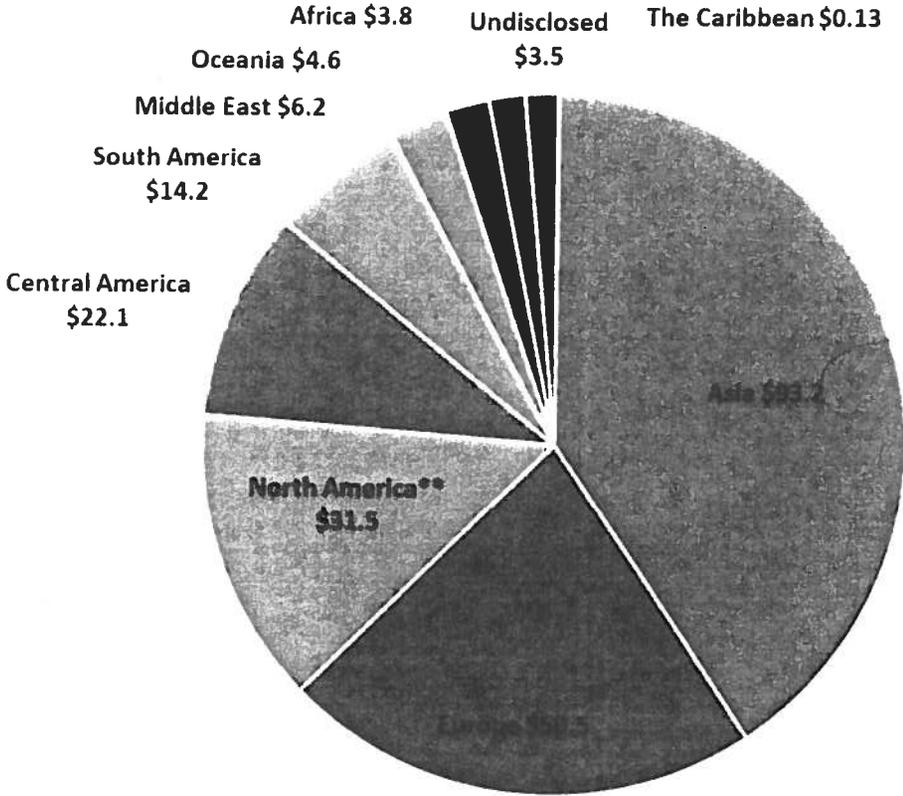


** Include large outlier sales

***Specific country not identified, large outlier sale

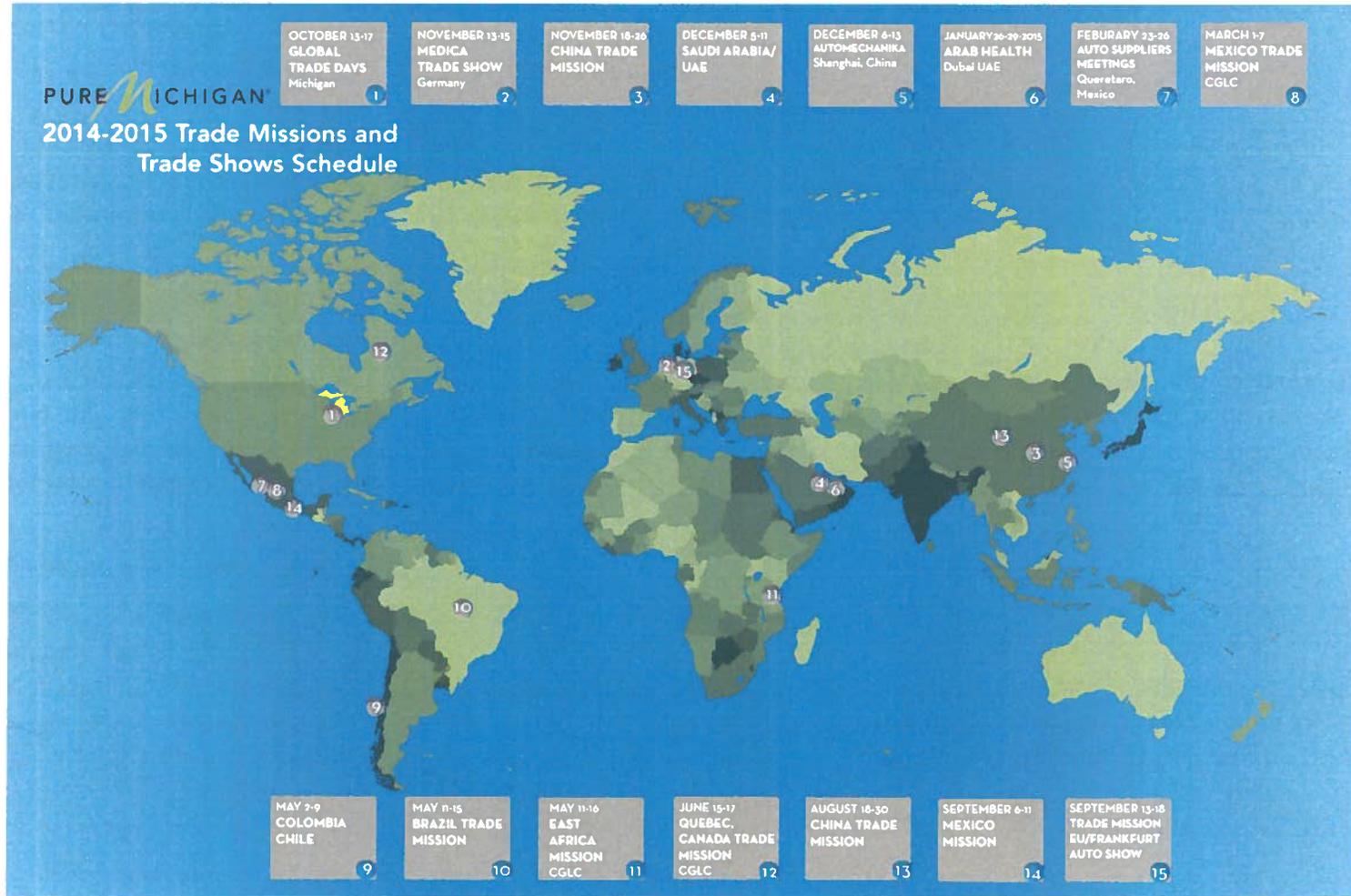
Export Sales by Region

FY14 EXPORT SALES BY REGION
(In Millions)



**North America excludes United States

FY15 Events



Testimonials

"Establishing a presence in a foreign market is difficult for any company. Establishing a presence by a small company like OG Technologies is even more difficult. MEDC STEP allows OGT to afford to make more face to face meetings, presentations, and negotiations. With the support from MEDC STEP, we have experienced significant export growth in the last 3 years."

Terence Liddy, Chairman

OG Technologies Inc., Ann Arbor, MI

"Firstronic began an export focused initiative in 2012 with the support of the MEDC. Since that time, we have achieved over 50% compound annual growth and now over 75% of our revenue is generated through exports to Mexico, Korea, China and India. The MEDC has been extremely supportive of our organization at every step along the way. Firstronic LLC was named Global Trader of the Year at the 14th Annual Automation Alley Awards Gala held on Sept. 12 in Detroit."

John Sammut, President & CEO

Firstronic LLC, Grand Rapids, MI

"Our international program has gone from near zero to some \$24 million in opportunities in our pipeline. We could not have launched a program of this scale without the very effective help and support of MEDC. We are just ramping up and we expect this effort to provide continued corporate growth for many years to come. We have also added the possibility of significant new business with the addition of a representative in Iraq."

Sarah Bernier, International Market Development Manager

Duperon Corporation, Saginaw, MI

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Thank You!

www.michiganbusiness.org/export

<https://www.linkedin.com/company/export-assistance>

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