



# GLOBAL TRADE AND INVESTMENT IN WISCONSIN®

MILWAUKEE





# GLOBAL TRADE AND INVESTMENT

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## 1. Export Acceleration with business focused services

- ExporTech™
- Authorized Trade Representative Network
- Business Development Ventures
- International Business Development Grants

## 2. Industry Development

Supporting **manufacturing** throughout the state by working with key strategic partners like the Wisconsin Center for Manufacturing and Productivity (WCMP) and **freshwater technology** through The Water Council to build on our global leadership in this area. TIP management. And, continuing to promote all Wisconsin driver industries to attract investment into Wisconsin.

## 3. Business Attraction

Raise awareness nationally and internationally about our strengths in the six driver industries: manufacturing, freshwater technology, energy, power & controls, food & beverage, bioscience and aviation and aerospace.



# Export Story

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**History:** For most of its 66-year history, **Gamber-Johnson** primarily sold its products in the **U.S. and Canada**, supplying the public safety, law enforcement, military, telecommunications, utility, material handling and transportation markets. **Everything changed in 2012...**

## Export steps taken

- **Participated in ExporTech** where they created their export plan and identified three new markets United Kingdom, United Arab Emirates and Brazil and
- **Leveraged WEDC's International Market Access** Grant (IMAG) to attend trade shows in target countries
- Utilized WEDC's Trade Representative network to understand new markets

## Results – 2012 to 2020

- Exporting to 46 countries from 1
- Exports today are 25% of total sales or \$13 million in exports
- Added new jobs due to business growth from exports
- Received Governor's Export Achievement Award winter in 2015 and 2019 and the Presidential "E" Award in 2014 and "E" Star Award in 2019 as well as Manufacturer of the year awards in 2019 and 2020





# Export Programs

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- **Export Development**
- **ExporTech™**
- **Global Trade Representative Network**
- **Trade Ventures**
- **International Market Access Grant (IMAG)**

# EXPORT DEVELOPMENT FAST FACTS



[https://wedc.org/export/getting-started/exporting-101/?fwp\\_market-intelligence-type=exporting-101](https://wedc.org/export/getting-started/exporting-101/?fwp_market-intelligence-type=exporting-101)



# GLOBAL TRADE & INVESTMENT



**KATY SINNOTT**

Vice President  
608.210.6838  
katy.sinnott@wedc.org



**AARON ZITZELSBERGER**

International Grants Manager  
608.210.6734  
aaron.zitzelsberger@wedc.org



**KATIE WALL UJDAK**

International Grants Coordinator  
608.210.6773  
Katie.wall@wedc.org



**STANLEY PFRANG**

Market Development Director,  
Europe, Middle East, Africa  
608.210.6777  
stanley.pfrang@wedc.org



**BRAD SCHNEIDER**

Market Development Director,  
Canada, South America, Pacific  
608.210.6890  
brad.schneider@wedc.org



**FRANCISCO CARILLO**

International Business Director,  
Central America, Spain  
608.210.6757  
francisco.carillo@wedc.org

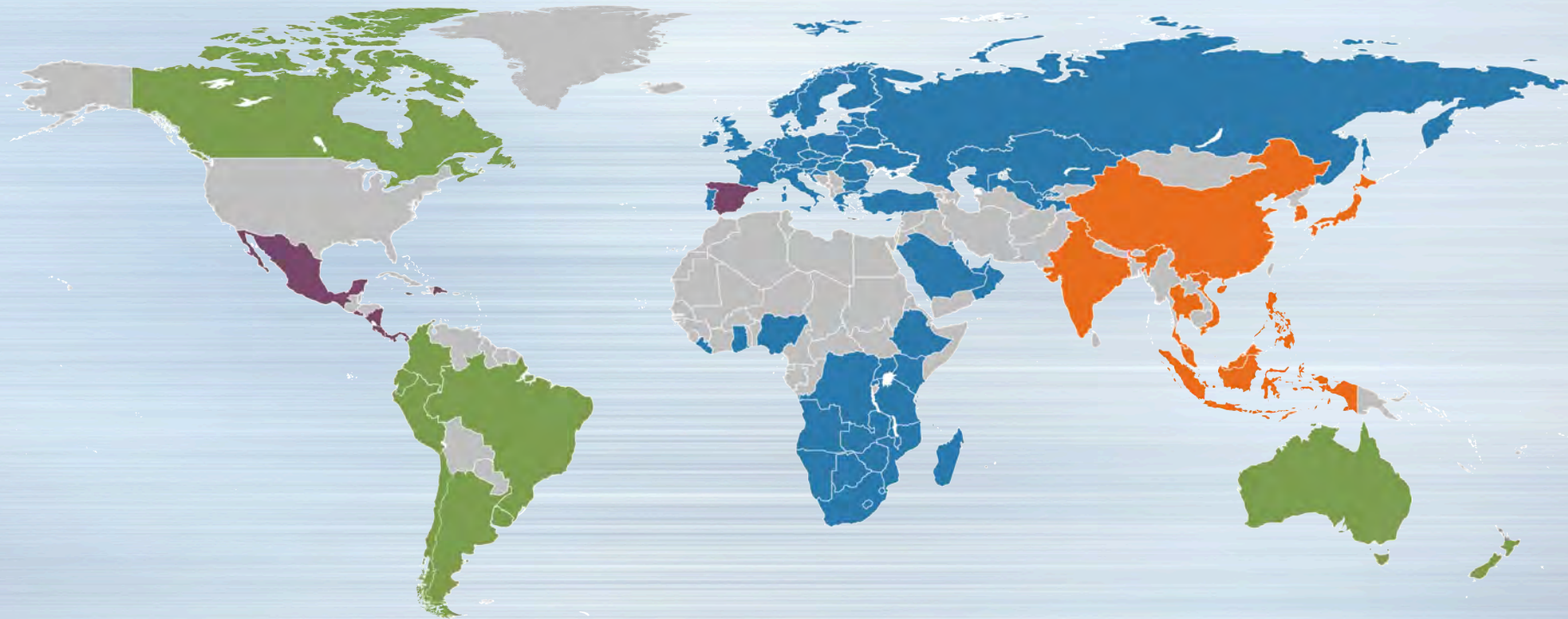


**FANFU LI**

International Business Director,  
Asia  
608.210.6868  
Fanfu.li@wedc.org



# Global Director's Network



## Stanley Pfrang

Senior Market  
Development Director

608.210.6777

[stanley.pfrang@wedc.org](mailto:stanley.pfrang@wedc.org)

## Fanfu Li

International Business  
Development Director

608.210.6868

[fanfu.li@wedc.org](mailto:fanfu.li@wedc.org)

## Brad Schneider

Market Development Director

608.210.6890

[brad.schneider@wedc.org](mailto:brad.schneider@wedc.org)

## Francisco Carrillo

International Business  
Development Director

608.210.6757

[francisco.carrillo@wedc.org](mailto:francisco.carrillo@wedc.org)



# WEDC GLOBAL TRADE VENTURES

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- Virtual - Germany – Sep. 21 – Oct 2, 2020
- Virtual - South Korea – Nov. 2 – Dec 4, 2020
- Virtual - Mexico – Feb 20-26, 2021
- Virtual - Canada – March 21-26, 2021
- Virtual - China – April 9-21, 2021
- In-person - Germany & Poland – June 2021







# WEDC GLOBAL NETWORK SERVICES

## INDUSTRY, PRODUCT AND/OR MARKET ASSESSMENT

- Macroeconomic and Industry analysis
- Competitive analysis
- Marketing and sales channels
- Tariffs, taxes, and other costs
- Regulatory issues
- Product review up to 5 HS numbers

## PARTNER SEARCH

- Market Assessment
- Vetting of agent, distributor, representative
- Business appointments
- Teleconference options
- Assistance with in-country meetings

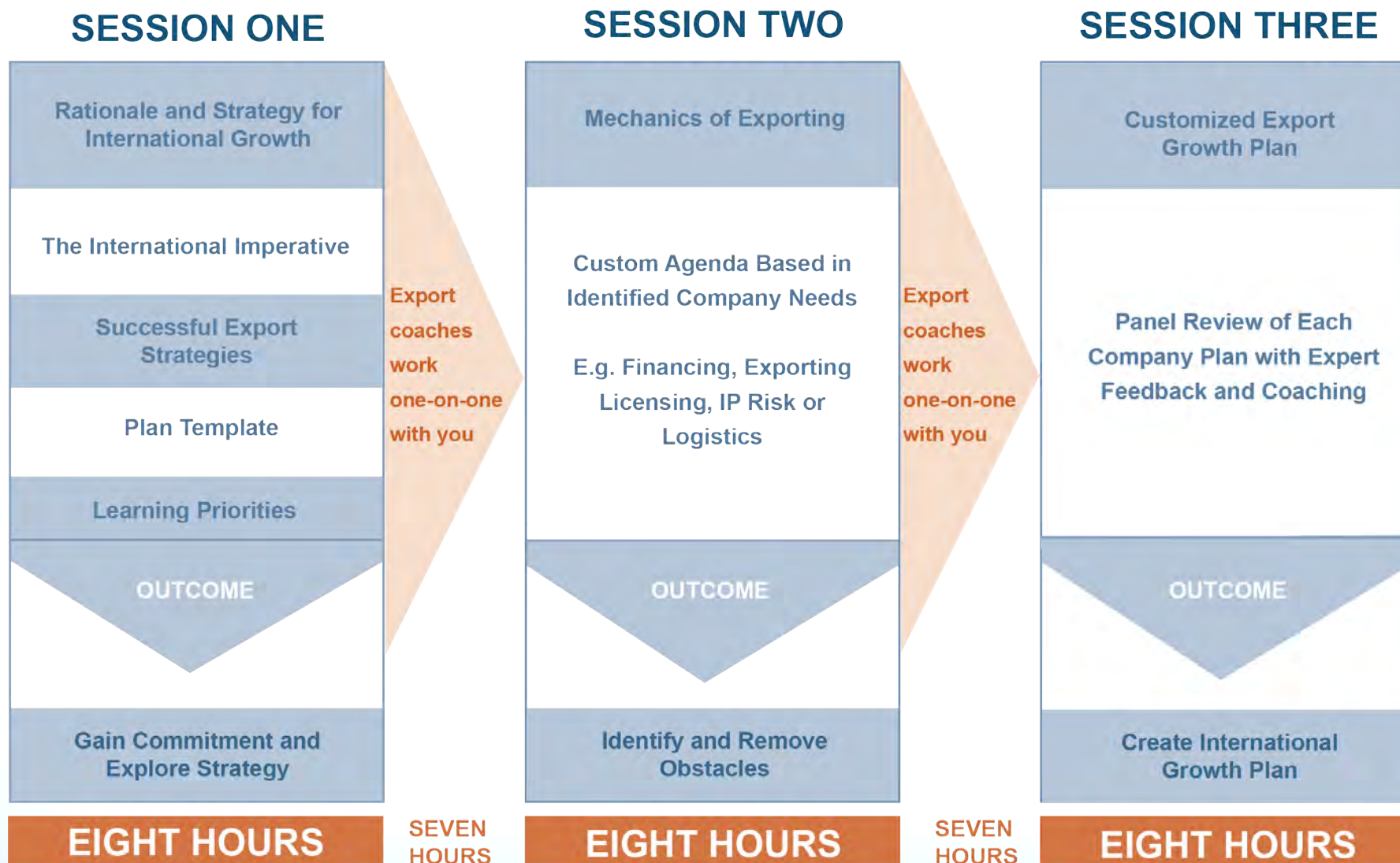
## BUSINESS MEETING FACILITATION

- Assistance with meeting coordination
- Travel logistics
- Service provider referrals

## CUSTOMIZED PROJECTS

- Based on hourly charge
- Specialized research reports
- Marketing functions or company representation

# EXPORTECH™ MODEL







# GLOBAL BUSINESS DEVELOPMENT GRANT PROGRAM

## **INTERNATIONAL MARKET ACCESS GRANT (IMAG)**

Wisconsin companies can be reimbursed for specific expenses associated with an export project that will help to grow their presence in an international market. This grant program is tiered to provide a base amount of support (up to \$10,000 per application, limited to three grants per company), with a higher level of support (up to \$25,000 annually, limited to six grants per company) available for companies that have completed ExporTech™.

## **COLLABORATIVE MARKET ACCESS GRANT (CMAG)**

This program is designed to help industry associations, alliances, agencies, nonprofits, regional economic development organizations or other state/local departments located in Wisconsin to work with Wisconsin companies to increase exports. This grant provides pass-through reimbursed funds. Organizations may apply for up to \$150,000 to provide assistance of no more than \$15,000 per Wisconsin company per fiscal year (July 1-June 30).



# INTERNATIONAL MARKET ACCESS GRANT (IMAG)

- Be an established business, operating in Wisconsin for at least one year, that manufactures, processes, assembles and/or distributes a product or performs a service with the potential to be exported. The company does not need to be headquartered in Wisconsin but must have export-related operations located within the state which provide economic benefit to the state.
- Available to companies new-to-export or continuing international market expansion.
- New for FY21: No match required & multiple reimbursements
- Application approval must occur before incurring expenses. Approval typically takes about 6-8 weeks.





# INTERNATIONAL MARKET ACCESS GRANT

## QUALIFIED EXPENSES

- **Trade Trips:** Registration, booth construction, shipping, interpreters
- **Market Customization:** Globalization of websites, translation of company materials, trademark registration, product certification, etc.
- **Consultants:** WEDC trade reps, US Commercial Services
- **Export Training:** Business ethics, cultural competency, best business practices in foreign markets, export compliance, and foreign language.





## COLLABORATIVE MARKET ACCESS GRANT (CMAG)

- Be an industry association/alliance with a Wisconsin chapter, a state or local agency/department, a regional economic development organization, or a nonprofit seeking to create an international export project that supports Wisconsin companies' export growth.
- The organization must have the administrative capacity and eligibility to administer the grant, including creating an export project, determining the financial assistance package for a Wisconsin company, utilizing an administrative fee of no more than 20 percent of the scholarship amount for marketing and recruitment purposes, and providing all the required documentation for project applications, reimbursements and evaluations.
- Collaborators must provide a compelling case for how the project will benefit Wisconsin companies with international exports, demonstrate organizational support for the administration of the project, and provide an explanation for why their services are needed and how these grant funds will make an impact.





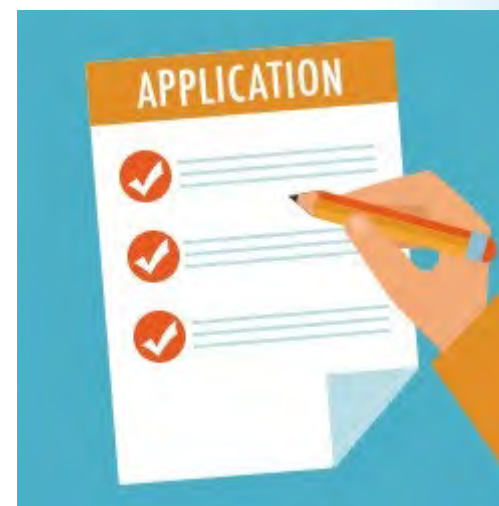
# Application & Reimbursement Process

## Application:

- Request application link from WEDC
- Submit application & documentation via email
- Receive approval
- Complete project
- Submit reimbursement documentation and receive payment

## Timeline

- Application window is currently open
- Applications close April 1, 2021
- Projects begin upon acceptance
- Projects end as late as December 31, 2021



# THANK YOU!

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**Aaron Zitzelsberger, J.D.**  
**International Grants Manager**

aaron.zitzelsberger@wedc.org  
608.210.6734



**Katie Wall Ujdak**  
**International Grants Coordinator**

katie.wall@wedc.org  
608.210.6773

