

Global Business Club of Mid-Michigan

The New USMCA and its Implications for Michigan Agricultural Business in Canada

Tuesday, June 2 - 12noon-1:00pm

Free Live Virtual Presentation

Join the Michigan Department of Agriculture & Rural Development's International Marketing Program, Canadian Consul General Joseph Comartin, Quebec Delegation's Martine Hébert and guests as we discuss the new U.S.-Canada-Mexico trade agreement, its updates from NAFTA and their implications for Michigan businesses engaging in trade with Canada. Who should attend: importers, exporters, and those interested in continuing or increasing their business in Canada. This program will focus on agricultural goods but will be helpful for all businesses interested in taking advantage of this updated trade agreement.

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| 12 noon | Welcome & Introductions
Jade Sims, Assistant Director, MSU International Business Center
Kathryn Kendall, International Marketing Program, MDARD |
| 12:05 p.m. | Overview of MDARD Assistance |
| 12:10 p.m. | Utilizing Food Export's In-Country Assistance to Increase & Facilitate Sales
Kathy Boyce, Boyce Strategic Marketing, Inc.,
Food Export Canada In-Market Representative |
| 12:20 p.m. | Implications of the New CUSMA/USMCA for the Agricultural Industry
Consul General of Canada in Detroit Joseph Comartin |
| 12:30 p.m. | NAFTA vs USMCA: What MI Ag Companies Should Know
Evan Mangino, Agricultural Attaché, USDA |
| 12:35 p.m. | Quebec and Michigan: Prospering Together
Martine Hébert, Quebec Delegation in Chicago |
| 12:40 p.m. | QUESTIONS |
| 12:55 p.m. | Wrap-Up |

With special thanks to co-sponsorship from:



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Department of
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