



For immediate release
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Seminars to provide advice to businesses on securing financing to launch, grow exporting efforts

WEDC, DATCP, SBA to host seven events statewide

MADISON, WI. Oct. 11, 2017 – Wisconsin businesses interested in learning more about how to secure funding to begin or expand their exporting efforts are invited to attend one of seven seminars being held around the state in October and November.

During the seminars, experts on international trade will outline specific programs available to help finance companies' export initiatives. The seminars will combine presentations and roundtable discussions to provide attendees with practical advice and information on how they can secure funding to help achieve their exporting goals.

Sessions are planned in Hudson, Superior, La Crosse, Madison, Milwaukee, Wausau and Appleton (*details listed below*). To register, visit Join.inwisconsin.com/faroadshow. Unless otherwise noted, the seminars are free.

The seminars are sponsored by the Wisconsin Economic Development Corporation (WEDC); the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP); and the U.S. Small Business Administration (SBA). Experts from all three sponsors will join representatives from the Wisconsin Center for Manufacturing and Productivity, the U.S. Export-Import Bank and the Wisconsin Small Business Development Centers providing information and answering questions from businesses.

In addition, representatives from local economic development and business and trade organizations, as well as some University of Wisconsin campuses, will participate in the events.

“Two barriers often cited by Wisconsin companies thinking about entering new international markets are complexity and cost,” said Katy Sinnott, vice president of international business development for WEDC. “This seminar will dispel misconceptions about both and will have a particular emphasis on the many sources of funding available to help companies achieve their strategic exporting goals.”

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“We are pleased to partner in this series of seminars geared towards providing export assistance to Wisconsin’s food and agriculture industry,” said DATCP Interim Secretary Jeff Lyon. “Staff from DATCP’s International Agribusiness Center will be on hand to provide information about programs and services offered through the Center, include export education, market access support, and market development and promotion.”

“With 95 percent of the world’s consumers living outside of the United States, unlocking trade opportunities is key to small businesses’ continued growth. However, only about 7,500 of Wisconsin’s 445,000 small firms currently export,” says Eric Ness, SBA’s Wisconsin district director. “We’re looking forward to sharing SBA’s export initiatives alongside our state partners to make it easier for Wisconsin’s small companies to tap those international markets.”

SBA has awarded more than \$2.6 million in funding for WEDC’s export programs since 2011 and recently announced a \$450,000 grant for 2017.

The seminar schedule is:

Hudson: Oct. 18, 7:30 a.m. to noon

University of Wisconsin-River Falls Hudson Center, 2501 Hanley Road

Superior: Oct. 20, 8 a.m. to 12:30 p.m.

Wisconsin Indianhead Technical College, Superior Conference Center, 600 N. 21st St.

La Crosse: Oct. 23, 7:30 a.m. to noon

La Crosse Chamber of Commerce, 601 7th St. North

Madison: Oct. 30, 7:30 a.m. to noon

Pyle Center, 702 Langdon St.

Milwaukee: Nov. 3, 7:30 a.m. to noon

Metropolitan Milwaukee Association of Commerce, 756 N Milwaukee St. Suite 400

Note: The cost for this event is \$20 for members of the World Trade Association, \$30 for the general public, and \$10 for students.

Wausau/Mosinee: Nov. 8, 8:30 a.m. to 1 p.m.

Central Wisconsin Airport, second level conference room, 200 CWA Drive, Mosinee

Appleton: Nov. 9, 8:30 a.m. to 3:30 p.m.

Fox Valley Technical College, JD Bordini Center, 5 N. Systems Drive

Note: The cost for this event is \$49.

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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 www.inwisconsin.com or follow WEDC on Twitter [@InWisconsin](https://twitter.com/InWisconsin) to learn more.

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