



REVERSE TRADE MISSION



Funded in part through a grant in the U.S. Small Business Administration



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



GROW YOUR OVERSEAS BUSINESS MEET TOP TRADE BUYERS RIGHT HERE IN THE US.

THE BUYERS WILL BE TRAVELING TO THREE STATES:

- CALIFORNIA JULY 19-20
- MICHIGAN JULY 22-23
- NORTH CAROLINA JULY 26-27

SEMA is excited to host the first SEMA Reverse Trade Mission (RTM) July 2021. Participants will have the opportunity to meet key global trade buyers of automotive specialty equipment products right here in the United States. As the buyers will travel to multiple states for the RTM, choose the most convenient location. Meet one on one with global distributors and resellers and have the opportunity to participate in numerous networking receptions and special events with these top international buyers. The day and a half program (per location) will create opportunities for visiting international resellers and for US-based suppliers to establish or enhance relationships and hopefully lead to increased business. Space is limited so register today.

REGISTRATION FEES: \$300 which includes the opportunity to meet one on one with the visiting buyers and all meals during this day and a half program starting with a dinner the first night followed by one on one meetings and a closing reception.

SPECIAL PROMOTION PACKAGE: \$2,700 which includes: a half-page ad in the Buyer's Guide which will be distributed at the Reverse Trade Mission, in SEMA News and distributed in the Center for International Commerce (CIC) at the SEMA Show. Generous grants are available from the Federal and State governments to defray the costs for both the registration fees and special promotion package for qualified US companies.

TO REGISTER VISIT: [SEMA.ORG/2021-REVERSE-TRADE-MISSION](https://sema.org/2021-reverse-trade-mission) For more information, contact Linda Spencer at lindas@sema.org