

MadREP: Free seminar for businesses to focus on securing financing to help launch, grow exporting efforts

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MADISON, WI - Local businesses interested in learning more about how to secure funding and technical assistance to begin or expand their exporting efforts are invited to attend a free seminar on financial assistance for global market expansion from 8:30am to noon on October 30th at the Pyle Center, [702 Langdon Street](#) in Madison.

During the half-day seminar co-hosted by Madison International Trade Association (MITA) and Madison Region Economic Partnership (MadREP), experts on international trade will outline specific programs available to help companies finance their export initiatives. These experts have backgrounds in U.S. and state governmental programs, export-import lending and insurance, international banking, trade relations, trade shows, website translations, and export strategies. The seminar 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 and trade-related goals.

“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 at the Wisconsin Economic Development Corporation (WEDC), one of the statewide sponsors of the event. “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.”

“Madison is not historically a vigorous export region,” said MadREP President Paul Jadin. “We need to do more to identify and engage companies that have the capacity to start or increase trade.” Michael Gay, President of MITA notes “a seminar such as this one that is applied in nature to the specific questions, funding strategies, and resources that are often not front-and-center on the minds of regional businesses is very timely.”

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In addition to WEDC, seminar sponsors include 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 to provide information and answer questions from businesses. Also on hand will be staff from MadREP involved in international activities.

To register or for more information, visit www.mitatrade.org or contact Ana Garic of MITA at communications@mitatrade.org and [608.335.3936](tel:608.335.3936), or Jessica Ace of MadREP at [608.571.0408](tel:608.571.0408) and jace@madisonregion.org.

About Madison Region Economic Partnership (MadREP)

MadREP is the economic development agency for the eight-county Madison Region, founded by business and community leaders to create a dynamic environment where people and businesses prosper. MadREP and its partners aim to proactively and strategically position the region to take advantage of economic and business development opportunities. Visit www.madisonregion.org for more information.