

Talking Trade with Chris Wojtowicz, Small Business Development Center

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In the latest episode of “Talking Trade,” international trade consultant Chris Wojtowicz of the Small Business Development Center highlights resources available to companies in the state.

“Wisconsin has a wonderful, really dynamic ecosystem of help for exporters,” he said.

He touches on support offered by local chambers of commerce, economic development officials and state agencies such as DATCP and the Wisconsin Economic Development Corp.

And he discusses the role of trade compliance experts for companies looking to reach international markets, noting the current trade landscape is becoming more complex.

“I don’t want to scare people away, but I want them to just take a look and see what could possibly affect their business ... At the end of the day, if you’re exporting and you have any kind of concern about your product or who you’re doing business with, that would be the time you know you need a compliance professional,” he said.