

PRESS RELEASE



FOR IMMEDIATE RELEASE

Jan. 13 sessions being held for companies interested in European exporting *Information, meetings available with experts from New North partners WEDC, WMEP, SBDC*

NEW NORTH, January 5, 2022 – Companies interested in growing their presence in Europe through exporting are encouraged to attend one of two informational sessions – Grow in Europe through Exporting – being held in the New North region on Jan. 13, 2022. The meetings, which are being offered in person and virtually, are made possible through a partnership between New North Inc., its local partners and the Wisconsin Economic Development Corporation (WEDC).

The Jan. 13 morning session will be held from 8:30-10 a.m. at the UW-Green Bay, Sheboygan campus, at 1 University Drive in Sheboygan. The day’s afternoon session is being conducted from 12 noon-1:30 p.m. at the Bordini Center of Fox Valley Technical College, at 5 N. Systems Drive in Appleton; lunch will be provided to the in-person Appleton attendees.

Registration for either session can be completed at <https://bit.ly/EuropeanExporting>. When registering, you will be asked whether you plan to attend in person or would like to participate virtually. Virtual attendees will receive a Zoom link on Jan. 12.

Participants will receive key insights into the European trade market, learn more about WEDC’s export assistance services and its upcoming trade venture to Germany and Austria, hear about the Exporting Gap Tool of the Wisconsin Manufacturing Extension Partnership (WMEP), get updates on the Go Global Initiative of the Wisconsin Small Business Development (SBDC) Network, and be able to schedule one-to-one meetings with the on-site exporting experts.

Among the featured in-person speakers at the sessions are Stanley Pfrang of WEDC; Nicola Michels, WEDC’s German trade representative; and Chris Wojtowicz of SBDC. Also speaking will be Mark Hatzenbeller of WMEP, who will present virtually.

“We are excited to hold these sessions for companies in the New North region to learn more about the European trade market in conjunction with our Global New North initiative,” says Barb LaMue, president and CEO of New North Inc. “We believe that there is great opportunity for business growth overseas, particularly with the assistance of our partners.”

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. www.thenewnorth.com

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