

**Media Release**

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**INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL TO SHOWCASE MSU  
REGIONAL EXPORTING STRATEGIES PROJECT**

*Project Director J.D. Snyder is a panelist on a foreign-direct investment and exports panel at IEDC  
spring conference*

*Lansing, Mich.* – The Regional Exporting Strategies Project at the MSU Center for Community and Economic Development will be showcased on a panel at the International Economic Development Council spring conference at 10:30 a.m. on June 11 in Ann Arbor, Mich.

Project director J.D. Snyder will participate on a panel entitled: *FDI and Exports: The Economic Developer's Guide to Looking Abroad*. The panel will be moderated by Russell Riblett, director of sales at GIS Planning in San Francisco. Other speakers include: Christopher Knight, international sales manager at FDI Intelligence in London, UK; and Mark O'Connell, CEO of OCO Global in Belfast, Antrim, UK.

"I'm honored to be on a panel with distinguished industry leaders from around the world," Snyder said. "Our project is attempting to connect regions in Michigan with the global marketplace through exports and I sincerely appreciate the opportunity to present our work in front of an international audience at the IEDC spring conference."

The Regional Exporting Strategies Project is funded by the U.S. Economic Development Administration (U.S. Department of Commerce) and runs through 2013. CCED is collaborating with the St. Clair County Economic Development Alliance and the other three I-69 International Trade Corridor counties; the East Michigan Council of Governments (EMCOG); and the Eastern Upper Peninsula Regional Planning & Development Commission (EUPRPDC) to identify new, innovative ways to increase small business exporting. Exporting represents a key market to help small and medium-size companies in these regions outpace the current sluggish economy and create new jobs.

The project's findings and analysis will be presented at two bi-national conferences in the Blue Water Region on October 2, 2013 and the Twin Saults Region on October 31, 2013. The conferences will bring together economic developers and business leaders in Michigan and Ontario and scholars from the United States and Canada.

**About the MSU Center for Community and Economic Development**

The CCED mission is to advance MSU's land-grant mission by creating, applying, and disseminating valued knowledge through responsive engagement, strategic partnerships, and collaborative learning. CCED is dedicated to the empowerment of communities in creating sustainable prosperity and an equitable global knowledge economy. Established in downtown Lansing, Michigan in 1969, CCED, in partnership with public and private organizations, has developed and conducted numerous innovative programs to address local issues while building the capacity of students, scholars, and communities to address future challenges.

**About the International Economic Development Council**

The International Economic Development Council (IEDC) is a non-profit membership organization dedicated to helping economic developers do their job more effectively and raising the profile of the profession. When we succeed, our members create more high-quality jobs, develop more vibrant communities, and generally improve the quality of life in their regions.