

News Release  
January 8, 2015

### **Binational Meet the Buyer Event Seeks Buyers, Sellers, & Quick Pitch Presenters**

The first Binational Meet the Buyer event will be held Wednesday, April 22 at the DoubleTree Hilton in Port Huron, Michigan, from 10:30 AM -3:30PM.

This event provides a unique opportunity for buyers in Ontario and Michigan to diversify their supply base, discover new products, and initiate cross-border contacts. Sellers are invited to pitch products or services face-to-face with decision makers and learn about trade resources that can help businesses grow through exporting goods and services. Export Development Canada and the U.S. Export Assistance Center staff will be available to provide export counseling assistance.

The event will begin with a one-hour registration and opportunities for networking. Suppliers and buyers can meet face-to-face and develop valuable new business contacts. Buyers are invited to meet potential new suppliers located along Hwy 402 in southwest Ontario and the I-69 International Trade Corridor in Michigan connected by the Blue Water Bridge.

In a Quick-Pitch session, up to eight companies will have five minutes each to pitch their products, services, or company related to these topics:

- Business Products/Services
- Technology Use/Advancements
- Advancement of Ecology/Sustainability Practices
- Strategic Endeavors Related to Community/Economic development

Visit the event website on how to apply for the Quick Pitch at [www.meetthebuyer.weebly.com](http://www.meetthebuyer.weebly.com).

The fee for sellers is \$15 (per attendee). There's no fee for buyers, and a short-list of their purchasing needs is requested in advance of the event. Both buyers and sellers can register at [www.meetthebuyer.weebly.com](http://www.meetthebuyer.weebly.com).

Hosts of the event include the Economic Development Alliance (EDA) of St. Clair County, Lapeer Development Corporation, I-69 International Trade Corridor, PTAC I-69 Thumb Region, Southwest Economic Alliance (SWEA), Sarnia-Lambton Economic Partnership, Blue Water Area Chamber of Commerce, Sarnia-Lambton Chamber of Commerce, and the Michigan State University Center for Community and Economic Development.