



## **G.R.O.W. REGIONAL INITIATIVE**

### **BRINGING THE WORLD TO GEORGIA**

The Georgia Department of Economic Development (GDEcD) announces a new program to expand exports and grow jobs for businesses throughout Georgia. The *G.R.O.W. (Georgia Reaching Out Worldwide) Regional Initiative* (G.R.O.W.) provides small and medium sized-companies with country-specific global insight about export opportunities as well as appointments with international buyers/representatives and country experts. This is a new program and is funded through a grant from the Small Business Administration.

The G.R.O.W. events will be held according to the following schedule:

- March 12-16, 2012: Dalton, Dahlonega and Toccoa (experts on Colombia & Turkey; buyers from a variety of countries)
- April 16-20, 2012: Douglas and Carrollton (experts on China and Chile; buyers from a variety of countries)
- May 14-18, 2012: Dublin and Athens (experts on Canada and Korea; buyers from a variety of countries)
- June 18-22, 2012: Thomasville and Augusta (experts on Cuba and Germany; buyers from a variety of countries)
- July 23-27, 2012: Savannah, Warner Robins and Columbus (experts on Brazil and Vietnam; buyers from a variety of countries)

Participation in the G.R.O.W. events is free for qualified Georgia companies; however, companies who would like to participate must register at <http://trade.georgia.org/registration.aspx>. As they are confirmed, participating international buyers and the products they seek will be posted online at GDEcD's trade portal at <http://trade.georgia.org>. This list will be updated as new buyers are added, so companies should check it frequently for buyers in their industries. Locations for each event will also be posted to this site.

### **G.R.O.W. EVENT STRUCTURE**

- Country-specific experts will provide a 2-hour morning seminar on doing business in their respective countries, including opportunities and challenges.
- One-on-one appointments will be set up for qualified Georgia companies with the country-specific experts and/or the international buyers.

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