

# New law helps

## Area firms are eager to export

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By Carol Kazian  
staff writer

Despite the bleak economy, some local businessmen are willing to look at the bright side and even gamble with new ventures in export trading.

A handful of businessmen interviewed by the Observer & Eccentric at a recent seminar on Export Trading Companies in Southfield said they hope to diversify sales by moving into the overseas market.

"I'm used to dealing in the foreign market, but only in the service aspect. I want to diversify and form an export trading company to sell modular housing units, aircraft or whatever comes into demand in the Saudi market," said Edward Shelton, president of a Troy engineering and architectural firm.

SHELTON IS U.S. representative to the IDSA (International Design Engineering and Architecture) Center, headquartered in Jeddah, Saudi Arabia. The company — which has branches in London, Paris and Athens — builds housing (including several embassies) throughout the world.

Along with more than 100 businessmen, Shelton came to the Southfield seminar to learn how the Department of Commerce could help him start an export trading company.

"I'm here for the learning experience," he said. "I want to examine all

the ins and outs. It's my first step in a long voyage."

Shelton believes the new Export Trading Company Act will encourage more businessmen to stake out a share in foreign markets.

"American businessmen have a local or national concept of marketing. Some are even afraid (to sell products and services) in Canada. This law opens up a whole new ballgame for American businesses."

ANTICIPATING The renewed interest in export trading, J. Victor Valade recently formed his own export management company.

The company, Voyager Exports of Rochester, represents manufacturers who want to sell products overseas. Although he has only one client so far, Valade hopes business will take off once the new legislation is implemented.

### Job search series to start

A job-hunting series will be offered by the Oakland University Continuum Center from 7-10 p.m. Mondays beginning Feb. 28 in Concourse B Community Room of Northland Center, Southfield.

The series consists of five workshops covering basic job-seeking steps: starting a job search, writing an effective

"The new law will eliminate a lot of barriers," Valade said. "Now a manufacturer can go to one place (an export trading company) and have everything done for him."

Although the company he works for — Federal Mogul — already sells products overseas, John F. Mistorovich hopes the new law will encourage other manufacturers to export.

"This act creates so much interest that people will come to us to discuss joint ventures," said Mistorovich, director of the corporation's international aftermarket services.

"When we work with other firms, we have to convince them to export. Now they'll be more receptive to our sales presentation and more willing to alter product designs to meet the international market."

"They're changing dyed-in-the-wool attitudes of what's good for America is good for everyone else."

Mistorovich believes manufacturers should look to agriculturists who have geared their attention to international markets for a number of years.

"For example, an association of cherry canners in Traverse City worked with the Japanese government to find a chemical formula that would be acceptable to the Japanese. The product may not taste different from the one sold here, but it passes government regulations in Japan."

### Sexuality workshops at WSU Center

A workshop on human sexuality will be offered beginning this weekend at the Southfield Extension Center of Wayne State University's College of Lifelong Learning, 25810 11 Mile.

Workshops are scheduled Friday, Saturday and Sunday and Feb. 25-27. The latest developments in the field will be presented by experts in education, communication, psychology, counseling and therapy.

Registration information is available by calling the WSU center at 358-2104.



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