What Top Economic Development Experts Worldwide Are Saying?

Export or Fail!

Put your company on the fast track to international success with Wake Tech’s Export Ready Training Program on location in Mexico!

“This is one of the most impressive programs I’ve seen, not only in content, but practical application as well.”
William Penn, Chairman Emeritus, N.C. Home Furnishing Export Council

“Since the trip, my employer, Sumitomo Electric, has reaped rewards in many ways, especially through product sales and increased market share.”
Joshua Seawell, Supervisor Sumitomo Electric Lightwave, Inc.

“We’re famous for our ‘Bone Suckin’ Sauce. In 2005, we were exporting to 26 countries worldwide – today, we’re in 42 countries. The Wake Tech Export Ready Program was the catalyst for taking our business international.”
Pat Ford, Vice President Fords’ Gourmet Foods of Raleigh

“This program was of great help to me with logistics, contacts, and understanding the importance of culture. My trip was of significant help in expanding my export capability.”
Peter Naylor, President Naylor Technical Services Group

“For North Carolina to remain competitive, it must continue to expand existing export relationships as well as tap into new export markets. Such an effort will require enhanced relations with foreign countries, a better understanding of global markets, and insight into how North Carolina industries fit within global commodity value chains. NC has on location support to assist businesses in doing business in Mexico.”
NC Dept of Commerce International Trade Division

Did You Know?

• NC has already exported approximately $100,000,000 worth of agricultural goods through May 2009 to Mexico.
• Mexico is consistently in the top 5 markets for North Carolina agricultural exports.
• In 2008, North Carolina exported almost $1.8 billion in goods to Mexico.
• N.C. remains the #1 state for Textile Production Employment and #4 for Apparel Production in the U.S.
• Total North Carolina exports increased 9.7%, to $23.3 billion in 2007.
• International trade creates jobs – roughly one job per $67,000 in export sales.
• Best export prospects include textiles, agriculture, machinery, pharmaceuticals, optical fibers, and construction equipment.
• The N.C. Department of Commerce International Trade Division provides export sales assistance on location in seven countries worldwide.
• N.C. is home to over 1,000 companies in the textile complex, employing over 100,000 people and generating over $35 billion in annual revenues.
• NC has resources available to help your company succeed internationally.
• Successful exporters meet their buyers on location “eye-to-eye”!

Doing Business In The International Marketplace on location in Mexico March 14 - 20, 2010

Present

N.C. Department of Commerce International Trade Division

N.C. State University College of Textiles

N.C. Department of Agriculture & Consumer Services

Institute of Textile Technology
Sign Up Early!

- Visit manufacturing companies
- Meet with trade associations
- Tour cultural and historical sites
- Targeted meetings can be scheduled

In cooperation with

- U.S. Department of Commerce Commercial Service
- N.C. World Trade Association
- N.C. Community College System Small Business Center Network
- N.C. State Ports Authority

For more information contact:

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Wayne Loots, Dean
Wake Tech Business & Industry Services
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waloots@waketech.edu

Register Now!
Doing Business In The International Marketplace
March 14 - 20, 2010

Please reserve ___ places. (If sharing a room, see below.)

Contact name

Company name

Address

City, State, Zip

Telephone

Fax

E-mail

Website

Register Now! Doing Business In The International Marketplace March 14 - 20, 2010

Please reserve ___ places. (If sharing a room, see below.)

Contact name

Company name

Address

City, State, Zip

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Fax

E-mail

Website

Registration Fees
$1,950 per person, double occupancy
$2,200 per person, single occupancy
Send a $100 deposit by Jan. 8, 2010 to hold your registration. Balance due by Jan. 21, 2010. Payment may be made by Visa, MasterCard, or check to Wake Tech Export Outreach Fund.
Participants are responsible for some meals and for all personal expenses incurred.

*Name of person sharing room, if applicable.

Total amount of deposit

Credit card number

Expiration Date

Signature

Mail completed form with deposit to:

Ken Dillo, Director, Small Business Center
Wake Tech Western Wake Campus
3434 Kildare Farm Road, Suite 207
Cary, NC 27518-2277

http://smallbusinesscenter.waketech.edu

2,000 copies of this document were printed at a cost of $0.96 per copy.

¡Bienvenidos!
Tentative Itinerary

Meetings with:
- U.S. Embassy and U.S. Consul General
- U.S. & Foreign Commercial Services
- American Chamber of Commerce (AMCHAM)
- N.C. Department of Commerce Mexico trade specialist
- International Logistics Agencies
- Distributors, manufacturers, agents, and buyers (one-on-one)
- Trade reception opportunity

Cost includes:
- Round-trip airfare
  (from selected N.C. airports)
- Deluxe accommodations for six nights
- Conferences with business leaders in Mexico
- Ground transportation to program events
- Valuable networking events
- Cultural experiences

You will learn:
- International business dynamics, Protocol and Benefits
- How to capitalize on global services provided by the N.C. Department of Commerce International Trade Division
- How to profit from U.S. Embassy Foreign Commercial Service assistance
- Identify distribution channels and international distributors and find distributors
- How to find International Agents and Distributors
- Learn how to build International Alliances

Current passport required.

Due to advance purchase requirements for group fares, no refunds can be issued after enrollment.

January 21, 2010, except in the event of serious illness of the participant, death in the immediate family, or cancellation of the trip due to insufficient enrollment. All activities are offered as schedules permit.