

Registration

Please check up to five countries that you would like to meet with:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Australia | <input type="checkbox"/> Korea |
| <input type="checkbox"/> Brazil | <input type="checkbox"/> Mexico |
| <input type="checkbox"/> Canada | <input type="checkbox"/> Netherlands |
| <input type="checkbox"/> Chile | <input type="checkbox"/> Saudi Arabia |
| <input type="checkbox"/> China- Beijing | <input type="checkbox"/> Singapore |
| <input type="checkbox"/> China- Shanghai | <input type="checkbox"/> South Africa |
| <input type="checkbox"/> Czech Republic | <input type="checkbox"/> Taiwan |
| <input type="checkbox"/> France | <input type="checkbox"/> UK |
| <input type="checkbox"/> Germany | <input type="checkbox"/> UAE |
| <input type="checkbox"/> India | <input type="checkbox"/> Vietnam |
| <input type="checkbox"/> Japan | |

Name: _____

Additional Attendees: _____

Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Cost:

Appointments & Luncheon

\$45 WTC Members/ \$60 Non-Members

Appointments Only

\$10 WTC Members/ \$15 Non-Members

CC Number _____

Exp Date _____

Please make checks payable to:
World Trade Center of Central PA

Phone: 717-843-1090 Fax: 717-854-0087
www.wtccentralpa.org



227 West Market Street
PO Box 5046
York, PA 17405-5046



Bringing the World to YOU!

September 27, 2010

Lancaster County Convention Center
3 E Vine St., Lancaster, PA 17603

Luncheon with Keynote

Presentation by

Terri Morrison

11:30 a.m. – 1:30 p.m.

Individual Company

Appointments with the
PA Trade Representatives

8:00 a.m. – 11:30 a.m.

1:30 p.m. – 3:00 p.m.

In conjunction with



We will be hosting 21 of Pennsylvania's Overseas Trade Representatives from around the globe for a day of one-on-one company appointments. Take advantage of this unique opportunity to learn more about Pennsylvania's free trade assistance program and meet face-to-face with the overseas trade representatives to discuss opportunities for selling your products or services abroad.

Overseas Office Services Include:

- Gathering marketing and competitive intelligence
- Providing insight and analysis on market entry strategies
- Identifying overseas partners, distributors, agents, etc
- Providing regulatory information
- Identifying relevant trade events
- Conducting foreign company background checks
- Organizing in-country meetings and logistical assistance
- Assisting with trade leads

All of these services can be accessed through the World Trade Center of Central PA, the regional coordinator for the State's free export services.

Luncheon Keynote Presentation

The event will feature a keynote luncheon presentation by Terri Morrison, author of *Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries*. Terri will compare different negotiating styles, concepts of time, decision-making processes, protocol and more, incorporating examples of blunders and successes from around the globe. Learn the cultural information you need to know before you travel overseas.



Morning Breakout Session

Please join us for a mid-morning breakout session entitled *Managing Foreign Exchange Risk*. Did you know that on average foreign exchange rates change every 4.8 seconds? Learn about factors affecting foreign exchange rates and how you can best manage your risk. This session is presented by Amy Sahn, Vice President & Manager, International Group, Fulton Financial Corporation.

Topics include:

- Recent trends in the F/X market
- Key factors shaping the exchange flows
- Risk Management Strategies

Program Agenda

Registration & Continental Breakfast
7:30 a.m.– 8:00 a.m.

Company Appointments
8:00 a.m. – 11:30 a.m.

Managing Foreign Exchange Risk
Breakout Session
10:30 am– 11:30 am

Luncheon with Keynote
Presentation by
Terri Morrison & Reception
11:30 a.m.– 1:30 p.m.

Company Appointments
1:30 p.m.. – 3:00 p.m.

Along with being the regional coordinator for the State's free export services, the World Trade Center of Central Pennsylvania is a membership organization that connects businesses locally and globally to support the growth of international trade in southcentral Pennsylvania. The World Trade Center offers educational and networking programs, up-to-date trade information, practical trade assistance, and research and referral services. The World Trade Center of Central Pennsylvania is a member of the World Trade Centers Association, organization of more than 300 World Trade Centers in over 90 countries.

We would like to thank the following companies for their support of this program!

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