

10:00 to 11:30am

Seminar

Extending Your Business into Latin America and Emerging Economies – How to do it? In what ways is international business different?

**Santa Cruz Chapter Luncheon
Noon to 1:30pm**

**Think Local and Act Global with
Congressman Sam Farr**

Directly following the seminar please join us for lunch with **Congressman Sam Farr** to discuss the latest from Washington D.C. regarding the various free trade agreements now under consideration and, of course, how the financial crisis effects our local business communities and their global marketing objectives.



Sponsored by Richard Schneider Enterprises (RSE) (www.idioms.com)

Date Thursday, October 30th, 2008
Place Fuji Buffet
525 Water Street, Santa Cruz,
CA – 95060
Time 10:00 – 11:30am – seminar
Noon – 1:30pm - lunch

SEMINAR PROGRAM

32 South (www.32-south.com), the Bay Area based international market development firm, will present an informative seminar in conjunction with **MBITA** on the basics of exporting to Latin American and emerging countries.

- Knowing when to take your business go global
- Balancing opportunities & treat your business strategically
- Modifying the marketing mix to expand internationally
- Question and answer session about participant firms' international business expansion strategy and how international market development concepts may positively impact the business of seminar participants

WHO SHOULD ATTEND:

- Any firm interested in considering (or already conducting) international business.
- Technology firms: software, hardware, infrastructure providers, mobile/fixed/broadband product companies, CE, Internet and application-based companies
- Agricultural firms: Technology application, traditional agricultural producers evaluating foreign producer partners, channels, etc.
- Service-based firms
- Participants from all levels of traditional functional areas of business (marketing, finance, operations, engineering, business development, administration) are invited to attend.

The seminar will be a lively combination of presented material and interactive discussion with one of California's leading international market development professionals.

For speaker bio visit

http://www.mbita.org/events/McGibben_bio_2008.pdf

Lunch only: \$40 non-member, \$30 member
Seminar only: \$40
Seminar & Lunch: \$60 non-member, \$50 member

LIMITED SEATING – RESERVATIONS REQUIRED

Online registration at http://www.suretomeet.com/exec/qt/event_pb.h%2cevent=abebdc9f44fa
Contact the MBITA office at 831-335-4780 or email cristina@mbita.org