



**UPS invites you
to attend the**

***World of
Opportunities
Exporting
Symposium***

**Thursday
April 7, 2011**

**1:00 to 4:45pm
Highlands Inn
Carmel, CA**

Registration: email
nwx7xty@ups.com

Include your name,
company, address, and
phone number

Are you considering how exporting can fast track your growth in 2011? Increasingly, U.S. businesses are realizing the growth possibilities in the global marketplace.

The World of Opportunities Exporting Symposium is a half-day event designed to introduce your business to the growing international marketplace and provide your organization with the knowledge and tools to grow your business worldwide.

12:30 - 1:00 Registration

1:00 - 1:30 Welcome: Chris Martin, President, North California District UPS

1:30 - 2:45 Keynote Discussion: Rewards of Exporting

2:45 - 3:45 Attend one of three break-out sessions:

Wine – Increase Sales, Tap into Emerging Markets: Eric F. Pope, Regional Director Emerging Markets, Wine Institute of California. As the regional director for emerging markets, Eric helps California winemakers introduce their products into emerging markets outside of the U.S. through education and trade missions.

Export Documentation and Shipping Processes Simplified: Michelle Wimbury, UPS International Manager. Learn how to avoid the top 3 export shipping mistakes. Michelle will guide you through the maze of export shipping challenges, introduce you to user-friendly websites and demonstrate ways to use technology to simplify the process.

Risk Minimization - Protecting Your Products and Your Assets: Cynthia Cornelius, UPS Capital, Senior Business Development Manager. Cynthia will illustrate how to mitigate international trade risk, protect your goods, improve your cash flow, and accelerate & protect your payments. She will introduce you to public and private financial programs designed specifically to support U.S. small businesses with their exports.

**3:45 - 4:45 Reception: Sample wines from four local wineries
Door Prize Raffle: Who wants to win a Kindle?**