

International Marketing

Wednesday, February 18, 2009

7 a.m. – 7:30 a.m. – Registration, Breakfast

7:30 a.m. – 10:00 a.m. – Presentation

Platte County Economic Development Council

11724 Northwest Plaza Circle, Suite 400

Kansas City, MO 64153

Join the ITC on February 18th to learn about potential markets to enter and best practices that your company can learn from for international marketing.

You won't want to miss this engaging seminar where you will learn:

- how to enter the **Latin American market**
- the challenges and benefits of international **marketing in China**
- a perspective from a **local company** on best practices
- **tips** for international marketing

Speakers:

The speakers for this event are all very knowledgeable about international marketing and have a long history of experience in their field.

Jeff Willis, My Tradeleads, LLC, President

Jeff Willis, fluent in Mandarin Chinese, has lived and worked in many different parts of China and is able to draw upon this background to understand the complex character of a nation in rapid economic and societal transition. Mr. Willis is also the founder and president of a subscription-based web service, Chinaleads.net, which enables US companies to easily add Chinese marketing content to their websites and more effectively use the internet to generate trade leads and sell goods and services to Chinese businesses. A veteran of international trade and international trade promotion, Mr. Willis is a former commercial officer with the U.S. and Foreign Commercial Service and held positions at the U.S. Embassy in Beijing and the U.S. Consulate in Shanghai. He also directed the Asian international marketing program for the State of Kansas for three years before joining a Lenexa based machine tool manufacturer. He is a past president of the International Trade Council and currently serves as a member of the U.S. Department of Commerce Mid-America District Export Council.

Claudio Perez-Korinko, IM International Marketing, President

Claudio Perez-Korinko is an accomplished international marketer with 20 years of experience in business-to-consumer and business-to-business marketing in Latin America, Europe, Asia and the US Hispanic marketplace. Claudio worked for several American companies as the Director of International Marketing prior to establishing IM International Marketing, LLC in 2001. Since then Claudio has been providing international and multicultural marketing services to companies in the manufacturing, consumer goods, capital equipment, cosmetics, information technology, health care, financial and several other industries that are interested in the Latin American market. His broad experience in different marketing disciplines includes research, feasibility studies, strategic marketing and communications. Claudio is recognized for his cutting-edge approach to Latin American marketing and he is a public speaker and writer, making seminar presentations, speaking at local universities and publishing articles related to Latin American marketing.



Cost:

ITC Members: \$30

Non-Members: \$45

Students: \$20

(STUDENT ID REQUIRED)

Program Location:

**Platte County Economic Development Council
11724 Northwest Plaza Circle, Suite 400
Kansas City, MO 64153**

Questions?

Please call the ITC Office at (816) 235-6654 or e-mail at info@itckc.org.

Please Note:

Individuals paying at the door should notify ITC of attendance via e-mail or telephone, to ensure adequate seating and provisions

Payment by check

In case of postal delays, please notify your attendance via telephone or e-mail.

Payment by credit card

Please ensure all necessary information is completed. If paying at the door please bring completed form to the program.

The ITC appreciates your assistance with these matters.

Special Note:

For your own security, please do not e-mail credit card information. Please deliver credit card information via fax, mail or at the door.

Please allow at least 48-hour Notice for Cancellations

No shows will be billed.

REGISTRATION DEADLINE:

Friday, February 13, 2009

Send checks and registration to:

**International Trade Council
4747 Troost Avenue, Suite 119 E
Kansas City, Missouri 64110**

Fax completed registration to:

(816) 235-2947

Register ONLINE at:

www.itckc.org

February 18, 2009 International Marketing

Company Name:

Address:

City, State, Zip:

Phone: _____ Fax: _____

Registrant Information

E-mails required for confirmation and directions

Name _____

E-mail _____

Name _____

E-mail _____

Name _____

E-mail _____

Total amount: \$ _____

Please make checks payable to: International Trade Council
Credit Card Information (Please indicate one)



Card Holder's Name _____

Card Number _____

Security Code _____

(3 digit code for Visa & MC; 4 digit for AMEX)

Expiration Date _____

Billing Address w/ Zip Code (if different than above)

