

Understanding the Cultural Issues Associated with International Trade

CBIA
CONNECTICUT
BUSINESS & INDUSTRY
ASSOCIATION

Tuesday, May 18, 2010

Registration: 8 a.m.

Program: 8:30 to 11:30 a.m.

CBIA

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Hartford, CT



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If you're looking to expand your sales and venture into new markets, you can't overlook international trade opportunities. It's important to remember, however, that cultural awareness is critical to your success when it comes to doing business with other countries. You and your sales force can put in countless hours of hard work, only to see your negotiations fall apart because of an oversight or misunderstanding.

That's why you need to become familiar with tools and strategies that will help you avoid those problems and make your international efforts profitable. In this workshop, we'll discuss ways you can create a plan that addresses the cultural issues you need to understand, no matter what country you work with.

Speakers

Dennis A. Simmons, Foreign Service Officer, U.S. Department of Commerce (DOC), will provide an overview of the resources available to assist you in your international sales efforts.

In addition, Lou Auletta, President & CEO, Bauer Inc., will

- **Discuss** how his business handles international sales
- **Provide** a frontline perspective on the issues, opportunities, and barriers that Connecticut companies may face
- **Offer** advice on ways you can make international sales work for your company

Understanding the Cultural Issues Associated with International Trade

May 18 • Hartford

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CANCELLATION POLICY: Registrants who do not cancel at least four business days prior to the program date will be responsible for the full seminar fee. Please call if you have special needs. Payment required prior to program. Please send completed form and your check, payable to CBIA, to: Registrar • CBIA • 350 Church St., Hartford, CT 06103-1126.

*CBIA believes this is a non-taxable, general education conference. However, if the content of the program directly relates to a specific skill required for the satisfactory performance of your job, then the seminar is taxable to your company. Your company should pay 6 percent sales tax with this registration. (Federal tax ID #06-0439660)

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